

2021 Sponsor Opportunities



Help us celebrate over 125 years of family fun at the Altamont Fair. We already have some great entertainment booked this year, such as Skeeter Creek, Big Sky Country, Dynamo Dogs, Two Demolition Derbies, Lawnmower Races, and the Royal Hanneford Circus. We have all sorts of entertainment included in the price of admission. Why not show your community support by becoming involved with The Altamont Fair?

(The Albany, Schenectady, Greene County Agricultural & Historical Societies, Inc. dba The Altamont Fair is a registered 501(c)(3) organization.)

2021 Sponsor Opportunities

The Altamont Fair is always looking for ways to create a fun, family environment at an affordable price. As an agricultural and historical society, we put a large focus on educating the public. We spend a great deal of time finding fun, engaging ways to do this. Attendance continues to rise and vendors, entertainers, and exhibitors are always ready to return the following year. We hope you will consider showing support of your community by being a sponsor of the fair!

We try to cover a wide variety of mediums to promote the Altamont Fair. These are some of ways we advertise:

- Radio-FLY 92.3, B95.5, 100.9 The Cat, PYX 106, WGY
- Television- FOX 23, WTEN, WRGB, WNYT, Time Warner Spectrum
- Print Media- Times Union, The Daily Gazette, Albany Visitor's Guide, The Enterprise
- The Altamont Fair's website-www.altamontfair.com
- Social Media-Facebook, Instagram
- Other online sources- Albany.com
- Billboards on 1-90 and I-787
- PA during fair

Benefits of Sponsorship:

Besides being listed and advertised as a sponsor, there are other advantages to being involved with the Altamont Fair, such as:

- Being actively involved within your community and showing your support for local events.
- Showing your support of our local business, local vendors, crafters, and local performers that showcase their talents during fair.
- Showing your support of the importance of education in agriculture, animal care, American history, horticulture, and in preserving our local history.
- Sharing in the enthusiasm created by fair.



Corporate Day at the Fair

Tuesday, August 17, 2021– Sunday, August 22, 2021

\$7,500 per day

Corporate Day participants will receive:

- 40 All Access Ride passes
- 20 General Admission Day passes (rides not included)
- The day will be named for the Sponsor and advertised accordingly (ie: “Company ABC Day”).
- Your sign/banner will be displayed at the main entrance of the fair (provided by your company)
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- A 10x 10 spot will be provided for you to set up a display on your sponsored day that can also be used as a gathering place for your employees.
- Arrangements can be made with one of our food vendors to have a specialty meal for your employees (there will be an additional cost, to the food vendor, for this service).
- Priority Seating at some of the featured entertainment.



Gold Sponsorship

Infield Entertainment \$5,000

Grandstand Entertainment \$5,000

Gold Event Sponsorships will receive:

- Recognition as the Event Sponsor.
- Your sign/banner will be displayed at the main entrance of the fair (provided by you)
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- Recognition as a major sponsor on our website.
- Recognition in our program
- A 10x10 spot will be provided for you to set up a display on your sponsored day.

Blue Ribbon Sponsorship

Racing Pigs \$3,000

Draft Horse Program \$3,000

Reid Northrup Stage Entertainment \$3,000

Blue Ribbon Sponsorships will receive:

- Recognition as the Event Sponsor in advertising regarding that event.
- Your sign/banner will be displayed at chosen program (provided by you)
- You will be recognized over the intercom at chosen event.
- Recognition as a major sponsor on our website.

Red Ribbon Sponsorship

Beer Saloon \$1,200

Ag Awareness Trail \$1,200

Agriculture Tent \$1,200

Adirondack Wildlife Museum \$1,200

Blue Ribbon Cooking Center \$1,200

Red Ribbon Sponsorships will receive:

- You will be recognized as a sponsor in our brochure
- Your sign or banner will be hung in chosen area (provided by you).
- Recognition as a sponsor on our website.

White Ribbon Sponsorship

\$395 for each

1890's Museum

Circus Museum

Horse Barn

Make It/Take It Crafts

Antique Farm Machinery

Communication Bldg.

Horse Show

Pony Barn

Blacksmith Shop

Farmhouse Museum

Kiddie Area

Poultry Building

Chapel

Grove Entertainment (Stage)

Lumberjack Show

Sheep & Goat Barn

White Ribbon Sponsorships will receive:

- A small sign (2x2) provided by you to put on the sponsored building of your choosing or a 3 x 5 sign on our infield fence.
- Recognition as a sponsor on our website.

Motorsport Sponsorship

\$5,000

- Recognition as the Event Sponsor in advertising regarding that event.
- Your sign/banner will be displayed at chosen program (provided by you)
- You will be recognized over the intercom at chosen event.
- Recognition as a major sponsor on our website

Sponsor Commitment Form



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| <input type="checkbox"/> Corporate Day at Fair (\$7,500) | <input type="checkbox"/> 4-H Award Sponsor (\$50-100) |
| <input type="checkbox"/> Gold Sponsorship (\$5,000) | <input type="checkbox"/> Historic Preservation (\$100) |
| <input type="checkbox"/> Blue Ribbon Sponsorship (\$3,000) | |
| <input type="checkbox"/> Red Ribbon Sponsorship (\$1,200) | <input type="checkbox"/> Friend of the Fair (\$100) |
| <input type="checkbox"/> White Ribbon Sponsorship (\$395) | <input type="checkbox"/> Custom Package \$ _____ |
| <input type="checkbox"/> Motor sport Sponsorship (\$5,000) | <input type="checkbox"/> In-Kind Donation \$ _____ |

Contact Information:

Business/Organization: _____

Website: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment: Please make checks payable to *The Altamont Fair*

Return form and payment to:

The Altamont Fair

P.O. Box 506

Altamont, NY 12009

Questions? Please contact Amy Anderson, Fair Manager (518)861-6671