

Lee County Fair Association

Business Office: 1574 Nachusa Road * Dixon, IL 61021
Office Hours: 8 a.m. to 5 p.m. * (815) 857-2603
kdallam@hotmail.com * www.leecounty4hcenter.com

TO: Vendors, Sponsors and Supporters of the Lee Co. 4-H Fair & Jr. Show

FROM: Lee Co. Fair Association

DATE: January 19, 2021

SUBJECT: Opportunities to support the 2021 Lee Co. 4-H Fair & Jr. Show

The Lee Co. Fair Association is optimistic about 2021, and planning is underway for the annual 4-H Fair & Jr. Show scheduled for July 22-25. We understand the unpredictability that comes with planning during a pandemic; however, an event of this magnitude requires support. We also understand the hardships our communities – businesses and families – continue to endure.

In this packet, we offer opportunities to support and or participate in the 2021 4-H Fair & Jr. Show. We appreciate all contributions of time, talent and or treasure, and recognize what has been offered in the past may not be possible to offer in the present.

Sponsorship and vendor opportunities have not changed. At this time all recognition and visibility options remain the same. If a visibility option suddenly becomes unavailable, we promise to make every effort to properly recognize sponsors in another manner.

Below and on the next page are vendor and sponsor opportunities. To support the fair, please complete the attached form and return to Lee Co. Fair Association, 1574 Nachusa Rd., Dixon, IL 61021. Questions or concerns can be shared at (815) 857-2603 or by email at kdallam@hotmail.com.

Commercial Exhibitors / Vendors

Exhibit space is available for your business or organization. Exhibitors receive one table, two chairs and one season pass. Additional passes may be purchased at the Extension Office (Amboy) prior to July 21.

Set-up: Wed., July 21 from 9 a.m. to 9 p.m.

Space in Commercial Exhibitor Tent: \$100.00.

Outdoor Exhibit Space:

Extra tables are \$10 each.

10' x 10' . . . \$60.00

15' x 15' . . . \$80.00

Insurance: All vendors are required to supply the Fair Association with a certificate of liability insurance listing the Lee County Fair Association as an additional insured.

Sponsor Opportunities (listed on reverse)

Sponsor Opportunities

Benefit your business or organization with great visibility at the fair while supporting the youth of our community

Naming Rights—Track: \$5,000.00 (Must be confirmed by March 1 for full recognition)

Listed as “XYZ event at **Sponsor Name** Track” in advertising (print, radio, social media, fairbook & fair brochure)

Your sign (or we make one for you) trackside visible to the 5,000+ people attending events

Announcements during grandstand events recognizing your business

4 Fun Passes for admission to fair and grandstand for all four days

4 Pit Passes to two nights of pulls

4 VIP seating in the grandstand for all grandstand events

Presenting Sponsors (Must be confirmed by March 1 for full recognition)

Grandstand Events: \$2,500.00 (tractor/truck and garden tractor pulls & rodeo)

- Listed as “XYZ event presented by **Sponsor Name**” in advertising (print, radio, social media, fairbook & fair brochure)
- Your sign (or we make one for you; size 4’ x 8’) trackside visible to the 5,000+ people attending events
- Announcements recognizing your business as a **Presenting Sponsor** during each event
- 8 Fun Passes for admission to the fair and grandstand for all four days

Carnival & County Fair Speedway: \$1,000.00

- Listed as **Presenting Sponsor** in fairbook and fair brochure; and listed on social media
- Announcements recognizing your business as a **Presenting Sponsor** each day during the fair
- Your sign (or we make one for you; size 4’ x 8’) posted at County Fair Speedway OR Carnival
- 8 VIP passes for admission to the fair and grandstand on the day of your choice

General Fair Entertainment: \$750.00 (magic show, bubble show, other family entertainment)

- Listed as **Presenting Sponsor** in fairbook and fair brochure
- Your sign (or we make one for you; size 4’ x 8’) posted at site of entertainment
- Announcements recognizing your business as a **Presenting Sponsor** during event
- 6 VIP passes for entrance to the fair and grandstand on the day of your choice

Best of Show Sponsor: \$500.00

Your sign (or we make one for you; size 4’ x 8’) in the grandstand visible to the 5,000+ attending events

4 VIP passes for entrance to the fair and grandstand on the day of your choice

Your business name listed on our **Best of Show** banner posted at the front gate

Listed on social media and in fair brochure, our primary source of fair promotion

Grand Champion Sponsor: \$250.00

Your sign (or we make one for you; size 2’ x 6’) posted around the fairgrounds visible to all fair attendees

2 VIP passes for entrance to the fair and grandstand on the day of your choice

Listed on social media and in fair brochure, our primary source of fair promotion

Champion Sponsor: \$100.00

2 day passes for free front gate admission on the day of your choice

Listed on social media and in fair brochure, our primary source of fair promotion

Livestock Shows & Project Sponsorship: \$150.00

Signage at the event (2’ x 4’)

2 day passes for free front gate admission on the day of your choice

Recognition by the event emcee

Listed in fair brochure

Yes! Count on me to support the 2021 Lee County 4-H Fair & Jr. Show!

Please complete the appropriate sections of this form and return to:
Lee County Fair Association, 1574 Nachusa Road, Dixon, IL 61021
Questions? Please call (815) 857-2603 or email to kdallam@hotmail.com.

SPONSORS: TO BE INCLUDED IN APPROPRIATE FAIR PROMOTIONAL MATERIALS, PLEASE RETURN COMPLETED FORM BY
APRIL 1 UNLESS OTHERWISE INDICATED.

Section 1. Contact Information

Business/Organization Name: _____
Please list as you would like it to appear in appropriate fair promotional materials.

Contact Name: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Section II. Level of Involvement: Sponsors

- Refer to appropriate descriptions in letter for details. Please check the appropriate box or boxes below.
- Make all checks payable to "Lee County Fair Association".

Naming Rights—Track **\$5,000.00** Must be confirmed by March 1 to secure full visibility & recognition.

Presenting Sponsors: Must be confirmed by *March 1* to secure full visibility & recognition. Select one.

- **Grandstand Events** **\$2,500.00** (includes tractor/truck and garden tractor pulls, and rodeo)
- **Carnival & County Fair Speedway** **\$1,000.00**
- **General Fair Entertainment** **\$750.00**

Best of Show Sponsor **\$500.00**

Grand Champion Sponsor **\$250.00**

Champion Sponsor **\$100.00**

Jr. Show Project Sponsor **\$150.00 per project area**

Please mark the project area(s) below to which you would like your donation to be applied.

Livestock/Small Animals

____ beef ____ cat ____ dairy ____ goats ____ swine
____ horse/pony ____ poultry ____ rabbits ____ sheep

General Projects

____ crops ____ mechanical science ____ woodworking ____ visual/theater arts

Section III. Commercial Exhibitor or Vendor (Payments made after June 30, 2019 must be a money order or cash.)

Space in Commercial Exhibitor Tent \$100.00

Outdoor Exhibit space ____ 10' x 10' . . . \$60 ____ 15' x 15' . . . \$80

Extra tables (\$10.00 each) ____ Indicate number of extra tables needed.
