

# VIRTUAL SPONSORSHIP OPPORTUNITY

AUGUST 12<sup>TH</sup> - 16<sup>TH</sup>  
2020



## JOIN the **VIRTUAL FAIR FUN!**

**The Washington County Fair.** A New England Tradition since 1967!

Dear Fair Sponsor,

We are thrilled to have your support of this year's Washington County Virtual Fair. Your support of the Fair extends far beyond the fairgrounds as 100% of sponsorship dollars raised will be donated to our not-for-profit organizations.

Historically, the Fair has attracted over 100,000 people each year making it the largest fair and largest agricultural event in Rhode Island. This year's virtual fair event is estimated to attract a minimum of **20,600** followers (*Facebook and*

*Instagram*) each night of the fair, and this number is **expected to grow exponentially**. We know how much the community enjoys and values the Fair, so we have worked tirelessly to create an experience everyone can enjoy virtually. This year's virtual event will deliver all the fair favorites that our fans have come to expect year after year including kid's games, Queen and Princess of the Fair, agricultural competitions, 4-H competitions, food cooking demonstrations, and nightly live concerts from local RI favorites and emerging stars from Nashville. The Virtual Fair is scheduled for August 12th - 16th and will be live on Facebook from approximately 6:30pm - 9pm each night.

***“The mission of the WCF is to promote a rural way of life, and be the vehicle for nonprofit organizations in the community to raise funds for their community service endeavors” Dr. Clyde S. Fish***

### PREMIER

P

All 5 Days!  
Premium Contests and  
Content  
Twenty Five :15 Commercials

### ENTERTAINMENT

E

Nightly Live Entertainment  
Plus Select nightly Content  
and Contests  
Twenty :15 Commercials

### FRIEND of the FAIR

F

Three Days of Select Content  
and Contests  
Ten :15 Commercials

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## P

### PREMIER SPONSOR \$2,000

- Company name or logo featured as Premier Sponsor with hot link on WCF website, Facebook, and during premium live virtual fair segments.
- Pre-recorded (:10) nightly video introduction. *Video provided by sponsor*
- Category Exclusivity. *Limited to one Sponsor*
- Company name featured as Premier Sponsor on e-blasts and sponsor appreciation Facebook and Instagram posts.
- Opportunity to display hot link and logo on the WCF website and during nightly segments (August 12 -16) to promote and/or sell your product.
- Twenty five (:15) prerecorded commercials to air over the five days (8/12-8/16) during the nightly live segments, including the LIVE concerts

## E

### ENTERTAINMENT SPONSOR \$1,500

- Company name or logo featured as Entertainment Sponsor on WCF website and Facebook
- Pre-recorded (:10) video introduction of the nightly Live concerts. *Video provided by sponsor*
- Category Exclusivity. *Limited to one Sponsor*
- Company name featured as Entertainment Sponsor on e-blasts, and sponsor appreciation Facebook and Instagram posts
- Opportunity to display hot link and logo on the WCF website and Facebook during nightly segments (August 12 -16) to promote and/or sell your product.
- Twenty (:15) pre-recorded commercials to air over the five days (8/12-8/16) during the nightly live segments. *Commercial production provided by sponsor*

**\*\*\*All sponsor artwork, logo's, and advertising content must be approved by entertainment artists**

## F

### FRIEND OF THE FAIR \$1,000

- Company name or logo featured as Friend of the Fair Sponsor on WCF website and Facebook
- Three nights of virtual fair segments (Wednesday, Friday, and Sunday). Sponsored segments will be equally distributed
- Company name featured as Friend of the Fair Sponsor on e-blasts, and sponsor appreciation Facebook and Instagram posts
- Opportunity to display hot link and logo on the WCF website and Facebook during nightly segments (August 12 -16) to promote and/or sell your product.
- 10 (:15) pre-recorded commercials to air over the three days (8/12, 8/14, 8/16) during the nightly segments. *Commercial production provided by sponsor*