



Madison County Fair  
Maddie Lamb & Amanda Weakley-Scott  
PO Box 1071, Madison, VA 22727  
Tel 434-825-3353  
Maddielamb@vt.edu  
www.madisoncountyfairva.com

February 14, 2022

Dear Madison County Fair Supporter,

The Madison County Fair is rapidly approaching, and we are optimistically planning! The dates are set, the theme is planned, and events are being booked for this fun-filled event that draws thousands of folks from Madison and surrounding counties. We hope that **July 13 – 16, 2022** will be an enjoyable time for “Country Pride, County Wide at the Madison County Fair” and you will want your business to be a part of the action as we celebrate our community. Preparing for this event, we have developed an advertising and sponsorship plan that will fit every business budget, making it a wise marketing investment for you and great way to show community PRIDE!

The Madison County Fair will distribute 1,000+ full-color informational brochures in local, frequently visited areas. We have social media avenues with 3,000+ followers who will see what services and products you offer! We will promote the fair and your business using eye-catching banners, t-shirts, website links, newspaper ads and television spots. Your company will also be announced throughout the week!

The Madison County Fair is a community staple and time-honored tradition in the county. Many come out to enjoy the summer nights filled with children’s laughter, thrilling rides, fancy livestock, deep fried pastries, and the roar of the main event on the track. Supporting this event, means you support the values that make Madison, and consumers notice that and will come to you in return. So, don’t miss out on your opportunity to be a sponsor of this wholesome, family-friendly, community event!

Thank you for your time, we look forward to your contribution, helping the Madison County Fair fulfill our goal of providing a venue for families and friends to gather, instilling a sense of community pride! We also do understand that the past couple of years have been difficult for our small business sponsors and thank you for any support you can offer in any fashion.

If you have any questions, please contact me. As a parent of active 4-H members and a volunteer, I will work closely with you as a thank you for supporting this organization. We can work with your budget and devise a plan that fits you to get the recognition you deserve for supporting the Madison County Fair!

Sincerely,  
*Maddie Lamb*  
Maddie Lamb, Volunteer

# 2022

## FAIR SPONSORSHIP LEVELS

**DEADLINE: MAY 7, 2022**

**PREMIER PLATINUM CHAMPION      \$2,000+**

100% Customizable  
Options include Platinum package  
VIP Parking  
Free 2022 FairT-shirts

**PLATINUM CHAMPION      \$1,500**

Full page premium color Program Ad  
Television Recognition  
8'x2' Color Banner hung at fair  
Intercom Recognition during Main Events and throughout fair  
Name printed on Fair T-shirt  
Logo & Link to your website from fair site  
20 Social Media Promotional Posts  
20 One-Day Passes  
5 Meal Vouchers for "The Feeding Trough"

**SUPREME CHAMPION:      \$1,000**

Full page premium color Program Ad  
8'x2' Color Banner hung at fair  
Intercom Recognition throughout fair  
Name printed on Fair T-shirt  
Logo & Link to your website from fair site  
12 Social Media Promotional Posts  
15 One-Day Passes

**GRAND CHAMPION:      \$800**

Full page color Program Ad  
8'x2' Color Banner hung at fair  
Intercom Recognition throughout fair  
Name printed on Fair T-shirt  
Logo & Link to your website from fair site  
8 Social Media Promotional Posts  
10 One-Day Passes

**CHAMPION:      \$550**

Half page color Program Ad  
Business Name on Recognition Banner  
Intercom Recognition throughout fair  
Logo & Link to your website from fair site  
5 Social Media Promotional Post  
7 One-Day Passes

**BLUE RIBBON:      \$300**

Half page color Program Ad  
Business Name on Recognition Banner  
Intercom Recognition throughout fair  
Link to your website from fair site  
2 One-Day Passes



# FAIR BROCHURE Sizes & Ads

# 2022

## PROGRAM ONLY ADVERTISING:

Full Page: \$250

Half Page: \$175

Quarter Page: \$125

Quarter Page Ad: 3.25" x 2"

Half Page Ad: 3.25" x 4"

Full Page Ad: 3.25" x 8"

All ads are full color. Ads need to be print ready and sized (please refer to chart on left). Please send files in .pdf format to [maddielamb@vt.edu](mailto:maddielamb@vt.edu).

Graphic design available.

**IF CHANGES ARE NEEDED FROM YOUR 2021 AD PLEASE EMAIL ME DIRECTLY.**

Please mail payment with attached sponsor form to:

Madison County Fair,

PO Box 1071, Madison, VA 22727

Checks Payable to **Madison County Fair**

# MADISON COUNTY FAIR SPONSORSHIP/ADVERTISING COMMITMENT

NAME: \_\_\_\_\_

(This is how you will be listed on sponsor/ad page, t-shirt and website)

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

## SPONSORSHIP LEVEL

- ☐ Premier Platinum Champion \$2000+
- ☐ Platinum Champion \$1500
- ☐ Supreme Champion \$1000
- ☐ Grand Champion \$800
- ☐ Champion \$550
- ☐ Blue Ribbon \$300

## ADVERTISING LEVEL

- ☐ Full Page \$250
- ☐ Half Page \$175
- ☐ Quarter Page \$125

We have all the 2021 Ads on file Please check one of the following options

- ☐ Yes, please use my 2021 Ad
- ☐ I would like a new ad designed by the fair's graphic artist  
(please email a logo to maddielamb@vt.edu)
- ☐ I will design the ad in house and send to you by May 7, 2022.

THANK YOU FOR YOUR SUPPORT OF  
THE MADISON COUNTY FAIR!!

WE WILL SEE YOU JULY 13-16, 2022!  
[www.madisoncountyfairva.com](http://www.madisoncountyfairva.com)

