



Family Fun for Everyone!

June 22nd- 27th, 2021

Henry County Fair Association

PO Box 105

Cambridge, IL 61238

www.henrycountyfairil.com

309.937.3391

henrycountyfair.il@mail.com

Jake Seys
President

Todd VerHeecke
Vice President

Jennifer West
Secretary

Barb Link
Treasurer

Fair Board Members

Brad Anderson
Brian Boelens
Tom Bosold
David Brooks
Ashley Davis
Terry DeBackere
Amanda DeGrave
Sam Kupferschmid
Steve Larson
Amanda Marshall
Nathan Ray
Jarret Pine

Dear Henry County Fair Supporter,

The 2021 Henry County Fair is fast approaching and even though 2020 was challenging year for all, we look forward to the 162nd Henry County Fair! A successful fair week requires support from the community and local businesses in order to thrive and grow year after year. We kindly ask for your support for the 2021 Henry County Fair! Past fair sponsorships have assisted with kid's entertainment, livestock shows and grandstand entertainment. Additionally, sponsorship dollars have been utilized throughout the fairgrounds to improve the fair experience for everyone who attends. Some of these capital improvements include:

- Updating the midway to concrete
- Electrical updates to the Green Show Barn
- New electrical hook-ups for camping and vendors
- New lights in the Merchant's Building

The Fair Board is always looking for ways to make fair week a memorable time for kids and adults who want to relive those childhood years. We are committed to bringing an enjoyable and safe fair each year and this year is no exception. Some of the updates that the Fair Board has earmarked include electrical updates on the north end of the fairgrounds by the livestock barns, replacing the 4-H shower house, perimeter fence along with improving driveways on the property to name a few.

Please take a moment to read over the package offerings. The sponsorship committee has added a new category this year focusing on grandstand event sponsorship in addition to the other sponsorship categories from previous years.

If you have any questions, please contact a member of the sponsorship committee (Todd VerHeecke, Barb Link, Amanda DeGrave or Steve Larson) and they would be happy to answer your questions on the different sponsorship opportunities. We appreciate your continued support and hope to see you at the 162nd Henry County Fair, June 22nd – 27th, 2021!!

PLEASE RETURN YOUR SPONSORSHIP FORM BY MARCH 15th, 2021.

Sincerely,
Henry County Fair Board

2021 Henry County Fair Sponsorship Opportunities

Corporate Sponsor of Grandstand Event

- Options available for Tractor/Truck Pull (Thurs.), Concert (Fri.) & Demo Derby (Sat.)
- Exclusive marketing opportunities for each specific event:
 - ❖ 5 Social Media posts and 3-30 second radio ads leading up to event
 - ❖ Business featured in a Facebook live stream a week before the fair and during event
 - ❖ 15 VIP tickets per \$5K donated. (includes gate passes and reserved seating area).
 - ❖ Banners up in multiple locations during grandstand event
 - ❖ Full page fair book ad and logo featured on website for grandstand event
- If interested in this unique marketing opportunity, contact sponsorship committee



June 22nd -27th, 2021

Platinum Sponsor - \$3,000+

- Your business' logo appears in our print ads including a full-page color ad in the Fair Book
- Your banner* up for the entire six days of the fair on the outer fence facing North Street AND in the grandstand
- Your business name, logo and website link featured on our website for one year
- Your business name listed under "Platinum Sponsor" list located outside the grandstand gate, the fair office and in the merchant's building
- 10 Ultimate Fair Passes: good for daily gate and grandstand entrance

Gold Sponsor - \$1,000-\$2,999

- Your business' logo appears in our print ads including a full-page black and white ad in the Fair Book
- Your banner* up for the entire six days of the fair on the outer fence facing North Street
- Your business name, logo and website link featured on our website for one year
- Your business name listed under "Gold Sponsor" list located outside the grandstand gate, the fair office and in the merchant's building
- 6 Ultimate Fair Passes: good for daily gate and grandstand entrance

Silver Sponsor - \$500-\$999

- Your banner* up for the entire six days of the fair on the outer fence facing North Street
- Half-page black and white ad in the annual Fair Book
- Your business name, logo and website link featured on our website for one year
- Your business name listed under "Silver Sponsor" list located outside the grandstand gate, the fair office and in the merchant's building
- 2 Ultimate Fair Passes: good for daily gate and grandstand entrance

Bronze Sponsor - \$250-\$499

- Quarter-page black and white ad in the annual Fair Book
- Your business name, logo and website link featured on our website for one year
- Your business name listed under "Bronze Sponsor" list located outside the grandstand gate, the fair office and in the merchant's building

Personal Sponsor - \$50-\$249

- Your name will be listed in our Fair Book
- Your name listed under the "Personal Sponsor" list located outside grandstand gate

*Your banner(s) MUST be delivered to the fair office no later than June 1st and is not to exceed 3' x 10'.

Have questions? Call Todd VerHeecke at 309-714-0799

Thank you for your support of The Henry County Fair!
PLEASE RETURN SPONSORSHIP FORM BY MARCH 15th, 2021

2021 Henry County Fair Sponsorship Form

COMPANY _____

CONTACT NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

BUSINESS/CELL PHONE _____ / _____

SIGNATURE _____

E-MAIL _____

BUSINESS WEBSITE TO LINK TO ON OUR WEBSITE: _____

SPONSORSHIP LEVEL (check one)

___ Corporate Sponsor- Grandstand event
(Pull, Concert, Demo)

___ Platinum Sponsor - \$3,000+

___ Gold Sponsor - \$1,000-\$2,999

___ Silver Sponsor - \$500-\$999

___ Bronze Sponsor - \$250-\$499

___ Personal Sponsor - \$50-\$249



PLEASE RETURN SPONSORSHIP FORM BY MARCH 15th, 2021

Please make Personal or Company checks payable to Henry County Fair Association,
Memo Line: "Sponsorship" and mail to:

Henry County Fair Association
ATTN: Sponsorship Committee
PO Box 105
Cambridge, IL 61238

Please forward your logo and ad artwork to verheeckettoddr@johndeere.com

*Single ads may also be purchased, contact Todd VerHeecke (309-714-0799) for pricing.

Thank you for your support of the Henry County Fair!

*Donations may be tax deductible. We are a 501(c)(3) organization.