



THE BERKELEY COUNTY YOUTH FAIR ASSOCIATION

INCORPORATED

POST OFFICE BOX 1302
MARTINSBURG, WEST VIRGINIA 25402



Berkeley County Youth Fair Patrons:

2022 will mark the 75th Anniversary for the Berkeley County Youth Fair and we are hoping that you will want to be a part of this milestone event and help us as we Celebrate 75 years of Timeless Traditions.

Becoming a sponsor of the Berkeley County Youth Fair is a great investment in our community that yields high returns and exposure.

Consider the average daily attendance is approximately 5,000 x 7 days, you would be able to reach approximately 35,000 people in a week's time. You would be putting your business in front of the largest community event of the year.

Consider the reach beyond the daily attendance at the fairgrounds to also include those reached by TV10 with live coverage and tape delayed coverage. Our higher level sponsors receive great visibility from their investment. Our social media platform is growing by leaps and bounds and you as a sponsor will be a part of that platform.

But most importantly, consider the investment in our youth - how can you put a value on the hundreds of lives of young people in our community who participate in the fair? Your investment ensures our 75 Years of Traditions continue to provide these youth in our community an opportunity to grow, learn and experience a wholesome life-impacting event.

We are so excited to get this year underway and want you to be a part of the annual fair tradition for 2022. Attached are the various sponsorship levels available for 2022 for you to review and if you have any questions, please do not hesitate to reach out by emailing sponsorship@berkeleycountyyouthfair.org.

Looking forward to working with you in 2022!!!!

Sincerely,

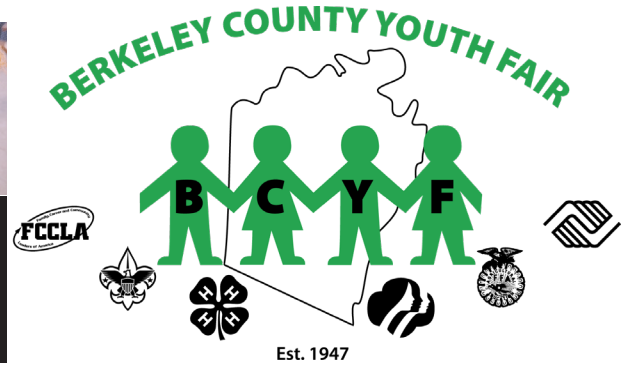
Dawn B. Pingley
President

Berkeley County Youth Fair Association

Celebrating 75 Years of Timeless Traditions...








2022 SPONSORSHIP OPPORTUNITIES



NEW LEVEL THIS YEAR - Limited number available!

75th ANNIVERSARY LEVEL

Donations of \$10,000 - \$20,000

-  LOGO ON BACK OF 75TH YEAR ANNIVERSARY TSHIRTS for all exhibitors and volunteers and shirts will also be for sale at the fair
-  MEDIA MENTIONS in any an all press releases that go out for 75th Fair
-  LIVE INTERVIEWS on TV10 regarding your sponsorship during Fair Week
-  SOCIAL MEDIA story attention and frequent mentions as one of our major sponsors
-  MAIN BANNER PLACEMENT on Arena above other sponsors, banner provided, with design being approved by business representative
-  FULL PAGE AD in Fair book (black & white print ready, contribution must be received by April 30, 2022 to be included) 2500 copies distributed thru out tri-state area \$125 value
-  PREMIUM OUTDOOR COMMERCIAL VENDOR SPACE at prime spot near entrance to Fair *(must sign a commercial vendor contract and abide by the guidelines set forth in the contract)*
-  42 COMP 1 DAY PASSES to the 2022 fair. \$210 value
-  LISTED IN CATALOG on the "Sponsorship Page"
-  LISTED ON WEBSITE as BCYF Fair Sponsor for 2022 year
-  FAIR CONCESSION/POP STAND FUNDS for BCYF concession stand \$200 worth
-  PA ANNOUNCEMENTS throughout fair week
-  ONSITE SIGNAGE to display at your place of business(s) stating "Proud sponsor of the Berkeley County Youth Fair." Come out to support the YOUTH of Berkeley County in August of 2022!
-  2 PARKING PASSES for entire week
-  Business Logo on BCYF website for 2022

MORE LEVELS AVAILABLE ON BACK!

We are excited to offer NEW Sponsorship Opportunities for the 75th Berkeley County Youth Fair (BCYF) this year.

Donations can be monetary or "in-kind" donations. If they are "in-kind" donations please make sure a receipt is given to the BCYF treasurer so your contribution can be recorded. Award Sponsors are not included in these contribution levels and are a separate donation.

Some important things to consider about your investment!

DAILY ATTENDANCE:

Our average attendance per day based on 2021 numbers was 5,000 x 7 days or 35,000 people in a week's time. This is the audience you are putting your business in front of. . . as it is one of, if not the largest community event of the year.

ONLINE AUDIENCE:

Our Fair week is televised on TV10 daily, with live coverage and tape delayed coverage as well. Our higher level sponsors receive great visibility from their investment throughout the Fair week. Even when folks can't make it to the fair they are tuning in online daily and many of those who do attend also watch the replays daily.

AUCTION EXPOSURE:

Our Annual Livestock Auction brings out business owners from the tri-state region for a very important event on Friday of the fair. This is also an opportunity to reach people who may see your banners or hear your name over the loud speaker or through our communication channels like our website or social media.

GRAND CHAMPION SPONSOR \$5,000 - \$9,999

- ✓ 10 x 10 Premium Outdoor Commercial Vendor Space (must sign a commercial vendor contract and abide by the guidelines set forth in the contract) \$250 value
- ✓ Full Page Ad in the fair book (ad must be black and white print ready and contribution must be received by April 30 to be included in Fair Catalog) \$125 value
- ✓ 3' x 8' banner displayed during the week of the 2022 fair at a location chosen by the fair. Fair to supply banner, with design being approved by business representative.
- ✓ SOCIAL MEDIA mentions (Tags) as one of our top sponsors
- ✓ 35 complimentary one day passes to the 2022 fair. \$175 value
- ✓ Listed on fair website as BCYF Fair Sponsor for 2022 year.
- ✓ Business logo on the fair website for 2022 year.
- ✓ Listed in the 2022 Catalog on the "Sponsors Page" (contribution must be received by April 30 to be included in Fair Catalog)
- ✓ \$150 in "Fair Food Funds" to be used at the BCYF concession stand
- ✓ Buyer's parking pass for Friday's livestock auction
- ✓ PA announcements throughout the week of the fair recognizing you or your business as Grand Champion Contributor
- ✓ Signage to display at your place of business(s) stating "Proud sponsor of the Berkeley County Youth Fair." Come out to support the YOUTH in August 2022!

RESERVE CHAMPION SPONSOR \$3,000 - \$4999

- ✓ 10 x 10 Premium Outdoor Commercial Vendor Space (must sign a commercial vendor contract and abide by the guidelines set forth in the contract) \$250 value
- ✓ Full Page Ad in the fair book (ad must be black and white print ready and contribution must be received by April 30 to be included in Fair Catalog) \$125 value
- ✓ 3' x 8' banner displayed during the week of the 2022 fair at a location chosen by the fair. Fair to supply banner, with design being approved by business representative.
- ✓ SOCIAL MEDIA mentions (Tags) as one of our top sponsors
- ✓ 28 complimentary one day passes to the 2022 fair. \$140 value
- ✓ Listed on fair website as BCYF Fair Sponsor for 2022 year.
- ✓ Business logo on the fair website for 2022 year.
- ✓ Listed in the 2022 Catalog on the "Sponsors Page" (contribution must be received by April 30 to be included in Fair Catalog)
- ✓ \$100 in "Fair Food Funds" to be used at the BCYF concession stand
- ✓ Buyer's parking pass for Friday's livestock auction
- ✓ PA announcements throughout the week of the fair recognizing you or your business as Reserve Champion Contributor
- ✓ Signage to display at your place of business(s) stating "Proud sponsor of the Berkeley County Youth Fair." Come out to support the YOUTH in August 2022!

PREMIUM RIBBON SPONSOR \$1,500 to \$2,999:

- ✓ 10 x 10 outdoor commercial vendor space (must sign a commercial vendor contract and abide by the guidelines set forth in the contract) \$125 value
- ✓ Half page ad in the fair book (ad must be black and white print ready and contribution must be received by April 30, 2022 to be included in 2022 Fair Catalog) \$75 value
- ✓ 3' x 8' banner displayed during the week of the 2022 fair at a location chosen by the fair. Fair to supply banner, with design being approved by business representative.
- ✓ Listed in the 2022 Fair Catalog on the Sponsor Page (contribution must be received by April 30, 2022 to be included in Fair Catalog)
- ✓ Listed on fair website as BCYF Fair Sponsor for 2022 year.
- ✓ Business logo on the fair website for 2022 year.
- ✓ 21 complimentary one day passes to the 2022 fair. \$100 value
- ✓ \$75 in "Fair Food Funds" to be used at the BCYF concession stand
- ✓ Public address announcements throughout the week of the fair recognizing you or your business as Premium Ribbon Contributor.
- ✓ Signage to display at your place of business(s) stating "Proud sponsor of the Berkeley County Youth Fair." Come out to support the YOUTH of Berkeley in August 2022!

PARTICIPATION RIBBON SPONSOR \$500 to \$1,499:

- ✓ Quarter page ad in the fair book (ad must be black and white print ready and contribution must be received by April 30, 2022 to be included in 2022 Fair Catalog) \$45 value
- ✓ 2' x 6' banner displayed during the week of the fair at a location chosen by the fair. Fair to supply banner, with design being approved by business representative.
- ✓ 14 complimentary one day passes to the fair. \$70 value
- ✓ Listed in the 2022 Fair Catalog on the Sponsor Page (contribution must be received by April 30, 2022 to be included in Fair Catalog)
- ✓ Listed on fair website as BCYF Fair Sponsor for 2022 year.
- ✓ Business logo on the fair website for 2022 year.
- ✓ \$50 in "Fair Food Funds" to be used at the BCYF concession stand"
- ✓ Signage to display at your place of business(s) stating "Proud sponsor of the Berkeley County Youth Fair." Come out to support the YOUTH of Berkeley in August 2022!

Contributions under \$500 will be listed in the fair book on the sponsor page and on the BCYF website as a contributor.



2022 Sponsorship Application



Business/Personal Name _____

Contact Person's Name /Phone Number _____

Address _____

Email _____

Contact information for 2022 BCYF Catalog ad submission (please also fill out Catalog Ad Form) _____

Sponsorship Levels

___ Contributions under \$500

___ Participation Ribbon Sponsor \$500-\$1,499 (1/4 page ad included)

___ Premium Ribbon Sponsor \$1,500-\$2,999 (1/2 page ad included)

___ Reserve Champion Sponsor \$3,000-\$4,999 (full page ad included)

___ Grand Champion Sponsor \$5,000-\$9,999 (full page ad included)

___ 75th Anniversary Level Sponsor \$10,000-\$20,000 (full page ad included)

*if you'd like an ad in the BCYF Catalog larger than your sponsorship level – simply pay the difference for the ad.

*add \$30 if upgrading from 1/4 page to 1/2 page ad, add \$80 if upgrading from 1/4 page ad to a full-page ad or \$50 if upgrading from 1/2 page to a full-page ad.

Sponsorship Level Selected _____

Amount of Check \$ _____

Please mail form and payment to: BCYF, Sponsorship, PO Box 1302, Martinsburg, WV 25402

Thank You,

Berkeley County Youth Fair