



# 2024 SPONSORSHIP & ADVERTISING OPPORTUNITIES

**Dear Community Partner,**

As we gear up for the 77th Berkeley County Youth Fair in Martinsburg, WV, we are excited to invite you to join us in supporting an event that embodies the spirit of community, growth, and celebration of our agricultural heritage.

This year's theme, "*Pride in our Past, Faith in our Future,*" encapsulates the essence of our county's rich history and the unwavering optimism we hold for the future. The Berkeley County Youth Fair serves as a vibrant platform that brings together over 550 exhibitors from esteemed Berkeley County organizations such as 4-H, FFA, Boy Scouts, Girl Scouts, FCCLA, and the Boys and Girls Club.

What makes our fair truly exceptional is its profound impact on the community. With over 20,000 visitors annually, the fair becomes a hub of education, entertainment, and connection for families and individuals alike. It provides a valuable opportunity for our youth to showcase their talents, dedication, and hard work in various agricultural and educational endeavors.

Your support as a sponsor plays a pivotal role in making this event a resounding success. By partnering with us, you will not only be contributing to the growth and development of our youth but also aligning your brand with a cause that resonates deeply with the values of our community.

Attached to this letter, you will find the sponsorship tiers designed to accommodate various levels of involvement. These tiers ensure that your contribution is recognized and appreciated at the fair and beyond. Your support will be instrumental in funding educational programs, providing scholarships, enhancing exhibits, and improving the overall experience for our participants and visitors.

We believe that by working together, we can create a lasting impact on the lives of our youth, fostering a sense of responsibility, leadership, and passion for agriculture and community engagement.

We invite you to join us in celebrating the 77th Berkeley County Youth Fair and be an integral part of our journey in shaping a brighter future for our youth and our community.

Thank you for considering this opportunity. We look forward to partnering with you to make this year's fair a monumental success.

*Charlie Moore*

Charlie Moore  
1st Vice President, Berkeley County Youth Fair  
1stVP@berkeleycountyyouthfair.org  
304.676.4020



# 2024 SPONSORSHIP PACKAGES

## FAIR DAY SPONSOR \$7500 *Only 7 available!*

- ✓ 100 Free Admission Passes
- ✓ 3 Premier Parking Passes
- ✓ Premier outdoor advertising spot for sponsored day only
- ✓ Full Page Ad in fair book (due March 1 & must fill out Ad Form & follow guidelines) \$175 value
- ✓ Large partnership banner at each of the entrances for your sponsored day
- ✓ Social Media mentions (Tags) as one of our top sponsors
- ✓ Buyer's parking pass for Friday's livestock auction

## GRAND CHAMPION SPONSOR \$5,000 - \$7,499

- ✓ 10 x 10 premium outdoor commercial vendor space (required to sign commercial vendor contract) \$200 value
- ✓ Full Page Ad in fair book (due March 1 & must fill out Ad Form & follow guidelines) \$175 value
- ✓ 3' x 8' banner displayed during the 2024 fair. Banner designed & supplied by fair.
- ✓ Social Media mentions (Tags) as one of our top sponsors
- ✓ 80 Free Admission Passes. \$560 value
- ✓ \$200 in food vouchers for BCYF concession stand
- ✓ Buyer's parking pass for Friday's livestock auction

## RESERVE CHAMPION SPONSOR \$2,500 - \$4,999

- ✓ 10 x 10 premium outdoor commercial vendor space (required to sign commercial vendor contract) \$200 value
- ✓ Full Page Ad in fair book (due March 1 & must fill out Ad Form & follow guidelines) \$175 value
- ✓ 3' x 8' banner displayed during the 2024 fair. Banner designed & supplied by fair.
- ✓ Social Media mentions (Tags) as one of our top sponsors
- ✓ 60 Free Admission Passes. \$420 value
- ✓ \$150 in food vouchers for BCYF concession stand
- ✓ Buyer's parking pass for Friday's livestock auction

## PREMIUM RIBBON SPONSOR \$1,500 to \$2,499

- ✓ 10 x 10 outdoor commercial vendor space (required to sign commercial vendor contract) \$155 value
- ✓ Half page ad in fair book (due March 1 & must fill out Ad Form & follow guidelines) \$125 value
- ✓ 3' x 8' banner displayed during the 2024 fair. Banner designed & supplied by fair.
- ✓ 40 Free Admission Passes. \$280 value
- ✓ \$100 in food vouchers for BCYF concession stand

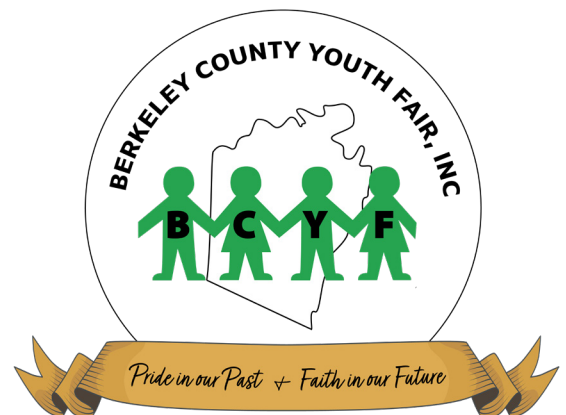
## PARTICIPATION RIBBON SPONSOR \$700 to \$1,499

- ✓ Quarter page ad in fair book (due March 1 & must fill out Ad Form & follow guidelines) \$95 value
- ✓ 2' x 6' banner displayed during the 2024 fair. Banner designed & supplied by fair.
- ✓ 20 Free Admission Passes. \$140 value
- ✓ \$50 in food vouchers for BCYF concession stand

**CONTRIBUTORS UNDER \$700** *listed in the fair book on sponsor page and on BCYF website as a contributor.*

## ALL SPONSORS RECEIVE:

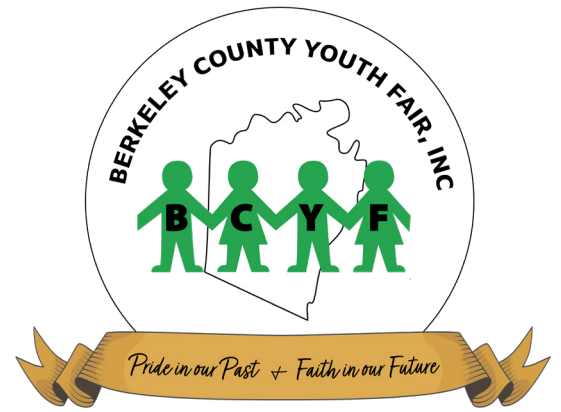
- ✓ **WEBSITE LISTING** as fair sponsor for 2024 year.
- ✓ **BUSINESS LOGO** on the fair website for 2024 year.
- ✓ **CATALOG LISTING** on "Sponsors Page"
- ✓ **SIGNAGE** to display at your place of business(s) stating "Proud sponsor of 2024 Berkeley County Youth Fair"





# 2024 SPONSOR APPLICATION

DUE BY March 1, 2024



**BUSINESS/PERSONAL NAME** \_\_\_\_\_

**CONTACT PERSON'S NAME** \_\_\_\_\_

**PHONE NUMBER** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

## SPONSORSHIP LEVELS OPTIONS:

\_\_\_\_ **FAIR DAY SPONSOR** | \$7500 - **only 7 available!** | \*Must call Charlie Moore to secure your day 304-676-4020

\_\_\_\_ **GRAND CHAMPION SPONSOR** | \$5,000-\$7,499 | (Full page ad included\*)

\_\_\_\_ **RESERVE CHAMPION SPONSOR** | \$2,500-\$4,999 | (Full page ad included\*)

\_\_\_\_ **PREMIUM RIBBON SPONSOR** | \$1,500-\$2,499 | (1/2 page ad included\*)

\_\_\_\_ **PARTICIPATION RIBBON SPONSOR** | \$700-\$1,499 | (1/4 page ad included\*)

\_\_\_\_ **CONTRIBUTOR** | under \$700

*\*Please also fill out Fair Book Ad Form if you want the corresponding ad that comes with your sponsor package.*

## OPTIONAL UPGRADE:

**INCREASE YOUR AD SIZE:** If you'd like a LARGER AD in the BCYF Catalog than what comes with your sponsorship level, simply pay the difference for the ad and indicate that upgrade on your BCYF Ad Form.

-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

-Add \$50 if upgrading from 1/2 page to a full-page ad.

**SPONSORSHIP LEVEL SELECTED** \_\_\_\_\_

**AMOUNT OF CHECK \$** \_\_\_\_\_

Please mail form(s) and payment to:

BCYF, Inc.

ATTN: FAIR SPONSORS

PO Box 1302

Martinsburg, WV 25402



TO FILL OUT SPONSOR FORM  
ONLINE USE QR CODE

