



2026 SPONSORSHIP & ADVERTISING OPPORTUNITIES

DEAR COMMUNITY PARTNER:

As we prepare for the 79th Annual Berkeley County Youth Fair in Martinsburg, WV, we are honored to invite you to be part of a cherished tradition that celebrates our youth, our heritage, and the enduring American spirit.

This year's theme, "Youth Strong, America Proud," coincides with our nation's 250th anniversary, making this fair an especially meaningful celebration of both our country's legacy and the bright future being built by our youth here in Berkeley County.

The Berkeley County Youth Fair remains a cornerstone of our community—providing a platform for education, growth, and connection. Each year, hundreds of exhibitors from organizations such as 4-H, FFA, FCCLA, Girl Scouts of America, Scouting America, and the Boys & Girls Club of the Eastern Panhandle proudly showcase their hard work, creativity, and dedication through a wide variety of projects and exhibits.

Last year's fair was one of our best yet. We welcomed over 20,000 visitors from across the region, and the fairgrounds came alive with energy, learning, and community spirit. We proudly showcased the work of 644 exhibitors, with more than 2,017 project entries—ranging from baking and woodworking to crafts, leadership displays, and of course, our livestock and animal shows. It's exciting to see participation grow year after year, providing true hope for the future of agriculture and community engagement in Berkeley County.

We are also proud to share the completion of two major facility improvements this past year: the New Fence Project and a New Roof on the Indoor Exhibit Hall. These upgrades, along with recent improvements, are a direct result of the generosity of our sponsors. We simply could not have a successful fair without our sponsors—at every level. Your support makes it possible for us to continue enhancing our fairgrounds while meeting the needs of our ever-growing youth participation and youth programs.

Looking ahead, our goal is to continue upgrading facilities and improving the fair experience for exhibitors, families, and visitors alike. Each year brings more youth eager to participate, more families supporting them, and more opportunities to invest in the next generation of leaders.

Enclosed, you'll find our 2026 Sponsorship Opportunities Packet, designed to offer meaningful ways for you and your organization to participate and be recognized for your commitment to the community. Every sponsorship—large or small—plays a vital role in sustaining and growing this important tradition.

As we celebrate the 79th Annual Berkeley County Youth Fair, we invite you to join us in being a part of this long-standing tradition. Together, we can ensure that the spirit of agriculture, education, and civic engagement continues to thrive for generations to come.

Charlie Moore

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





2026 SPONSORSHIP & ADVERTISING OPPORTUNITIES

NOTE: ANY SPONSORSHIP THAT IS RECEIVED AFTER MARCH 1ST WILL NOT RECEIVE A FAIR BOOK AD DUE TO PRINTING DEADLINE.

FAIR DAY SPONSOR \$5000 Only 7 available!

- ✓ 100 Free Admission Passes
- ✓ \$200 in food vouchers for BCYF concession stand
- ✓ 3 Premier Parking Passes
- ✓ Premier outdoor advertising spot for sponsored day only
- ✓ Full Page Color Ad in 2nd Edition Commemorative Fair Book (due March 1 & must fill out Ad Form) \$350 value
- ✓ Large partnership banner at each of the entrances for your sponsored day
- ✓ Social Media mentions (Tags) as one of our top sponsors

**In-Kind Sponsors are not eligible for this Sponsorship level.*

GRAND CHAMPION SPONSOR \$4,000 - \$4,999

- ✓ 10 x 10 premium outdoor commercial vendor space (required to sign commercial vendor contract) \$200 value
- ✓ Full Page Color Ad in 2nd Edition Commemorative Fair Book (due March 1 & must fill out Ad Form) \$350 value
- ✓ 3' x 8' banner displayed during the 2026 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
- ✓ 2 Premier Parking Passes

RESERVE CHAMPION SPONSOR \$2,500 - \$3,999

- ✓ 10 x 10 premium outdoor commercial vendor space (required to sign commercial vendor contract) \$200 value
- ✓ Full Page Color Ad in 2nd Edition Commemorative Fair Book (due March 1 & must fill out Ad Form) \$350 value
- ✓ 3' x 8' banner displayed during the 2026 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
- ✓ 1 Premier Parking Pass

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 Color Ad in 2nd Edition Commemorative Fair Book (due March 1 & must fill out Ad Form) \$275 value
- ✓ 3' x 8' banner displayed during the 2026 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

- ✓ 3' x 8' banner displayed during the 2026 fair. Banner designed & supplied by fair.
- ✓ Half page Color Ad in 2nd Edition Commemorative Fair Book (due March 1 & must fill out Form) \$275 value
- ✓ Listed in the fair book on sponsor page and on BCYF website as a contributor.
- ✓ 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 2026 year.
- ✓ **BUSINESS LOGO** on the fair website for 2026 year.
- ✓ **FAIR BOOK LISTING** on "Sponsors Page"
- ✓ **SPONSOR SIGNAGE** to display at your place of business(s)





2026 SPONSOR APPLICATION

DUE BY March 1, 2026

BUSINESS/PERSONAL NAME _____

CONTACT PERSON'S NAME _____

PHONE NUMBER _____

ADDRESS _____

EMAIL _____

SPONSORSHIP LEVELS OPTIONS:

_____ **FAIR DAY SPONSOR** | \$5000 - **only 7 available!** | *Must call Charlie Moore to secure your day 304-676-4020

_____ **GRAND CHAMPION SPONSOR** | \$4,000-\$4,999 | (Full page ad included*)

_____ **RESERVE CHAMPION SPONSOR** | \$2,500-\$3,999 | (Full page ad included*)

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

_____ **PARTICIPATION RIBBON SPONSOR** | \$700-\$1,499 | (1/2 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 \$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



2026 COMMEMORATIVE FAIR BOOK AD FORM

DUE BY March 1, 2026

BUSINESS/PERSONAL NAME _____

CONTACT PERSON'S NAME _____

PHONE NUMBER _____

ADDRESS _____

EMAIL _____

ADVERTISING OPTIONS: (Please indicate which option you are choosing):

1- 2ND EDITION COMMEMORATIVE FAIR BOOK - AD ONLY (PRINTED IN FULL COLOR!)

☐ \$350 Full Page (size 5" x 8") ☐ Will Email Ad ☐ Use 2025 Ad ☐ Please Design Our Ad*
☐ \$275 Half Page (size 5" x 4") ☐ Will Email Ad ☐ Use 2025 Ad ☐ Please Design Our Ad*
☐ Participating Youth Organization 15% Discount

**If we design your ad, we need your logo, a message for the ad, and instructions on what you want included. If sending ad ready to place, please send hi-res PDF file to faircatalog@berkeleycountyouthfair.org*

2- SPONSORSHIP AD PACKAGE If you've filled out a form to be a Fair Sponsor, you will receive an ad with your package, size is based on the level of sponsorship, with an option to upgrade below:

☐ Day Sponsor (Full page)
☐ Grand (Full page)
☐ Reserve (Full page)
☐ Premium Ribbon (1/2 page) ☐ Optional Upgrade from 1/2 to full (+\$50)
☐ Participation Ribbon (1/2 page) ☐ Optional Upgrade from 1/2 to full (+\$50)

**Please submit your ad in a PDF format, full color*

Email color ads to faircatalog@berkeleycountyouthfair.org BY MARCH 1, 2026

AMOUNT OF CHECK \$ _____

Please mail form(s) and payment to:
BCYF, Inc.
ATTN: FAIR BOOK ADS
PO Box 1302
Martinsburg, WV 25402



TO FILL OUT AD FORM
ONLINE USE QR CODE

FOR QUESTIONS, please email
faircatalog@berkeleycountyouthfair.org