

THERE'S NO
TIME LIKE



ISLE OF WIGHT COUNTY FAIR
SEPTEMBER 12-15, 2024

SPONSORSHIP
OPPORTUNITIES



THEFAIRISCOMING.COM

The Isle of Wight County Fair

September 2-15, 2024

Please join us for the 2024 Annual Award Winning Isle of Wight County Fair. The Fair, which is rapidly approaching, is held at the Joel C. Bradshaw Fairgrounds at Heritage Park. The Isle of Wight County Fair is the only true agricultural celebration in Hampton Roads. There are 35 acres packed with truck & tractor pulls, monster truck rides, animals, crafts, music, 4-H events, livestock, bull riding, agricultural education shows, high-thrill entertainment and much, much more. There are also fireworks, great food, a fantastic midway and national entertainment acts on Friday and Saturday.

There is truly something for everyone at the Isle of Wight County Fair!

The Fair is made possible through the support of the Isle of Wight County Board of Supervisors, Isle of Wight County Fair Committee, Department of Parks & Recreation and sponsors like you. Hundreds of volunteers dedicate thousands of hours all year long to plan an event of this magnitude. This is a huge community effort and your consideration as either a naming sponsor, specialty area sponsor, or as an individual sponsor is a great opportunity to be involved with what is know as, "The Fastest Growing County Fair in Virginia."

Enclosed are our 2024 Sponsorship Opportunities. Please take a few minutes to review. It is our hope you will find something of interest that will also benefit your marketing needs.

In an effort to improve both our planning timeline and ability to secure great entertainment, vendors, and activities and to maximize your benefit and value as a sponsor, we are now seeking commitments for the 2024 Fair. *Flexible payment plans can be customized to complement your community giving calendars.*

Please do not hesitate to call or email us at your convenience to discuss your involvement with the Isle of Wight County Fair. With your support we can keep the rich agricultural heritage alive and celebrate its importance at our unique event that continues to excite thousands each fall.

The Fair is Coming!

Danny Byrum, Fair Chairman
Email: dannybyrum3@gmail.com
Phone: (757) 635-5725

Jenilee Hallman, Fair & Events Coordinator
Email: jhallman@isleofwightus.net
Phone: (757) 357-5959

The Isle of Wight County Fair September 12-15, 2024

FAST FACTS:

Estimated Attendance at 4-day event: 38,000

The Isle of Wight County Fair has received recognition at the state, national, and international levels providing us much clout among our peers in the fair industry and throughout the nation. We have received numerous awards including first place in our division for marketing efforts at the International Association of Fairs. We have also been awarded Overall High Point Champion several times and, most recently, three years in a row for our Fair (2021, 2022, & 2023) amongst 60+ other fairs in the state at the Virginia Association of Fairs.

Isle of Wight County Fair advertises through radio, television, social media, newspapers, magazine, and posters in addition to online advertising.



2023 Fair Committee

2024 Dates: September 12 - 15

Hours of Operation:

Thursday, September 12, 2024: 5:00 pm - 10:00 pm

Friday, September 13, 2024: 10:00 am - 11:00 pm

Saturday, September 14, 2024: 11:00 am - 11:00 pm

Sunday, September 15, 2024: 11:00 am - 6:00 pm

Location: Joel C. Bradshaw Fairgrounds, Heritage Park
21311 Courthouse Highway, Windsor, VA 23487

SPONSORSHIP OPPORTUNITIES

TABLE OF CONTENTS

Overall Presenting Sponsor.....	Page 1
Diamond Sponsor.....	Page 2
Platinum Sponsor.....	Page 3
Gold Sponsor.....	Page 4
Silver Sponsor.....	Page 5
Building Sponsor.....	Page 6
Main Stage Entertainment Sponsor.....	Page 7
Family Stage Entertainment Sponsor.....	Page 9
Fireworks Sponsor.....	Page 11
Truck & Tractor Pull/ Demolition Derby Sponsor.....	Page 12
Hay Bale Sponsor.....	Page 13
Pageant Sponsor.....	Page 14
Friends of the Tent Sponsor.....	Page 15
In-Kind Sponsorship.....	Page 16
In-Kind Sponsorship Agreement.....	Page 17
Monetary Sponsorship Agreement.....	Page 18
2022 Sponsors.....	Page 19

Overall Presenting Sponsor - Limit (1) \$12,000

Benefits:

- Name and logo with link on Isle of Wight County Fair website. Link provided all year on website as presenting sponsor of fair.
- Name and logo listed in Parks and Recreation (bi-annual) publications. Must commit by March 15th to be in the first publication.
- Name and logo used in all advertising to include all media releases, radio, television, signage, posters, press, tickets, program cover, road side banners, Heritage Park electronic sign, county channel and any additional print and digital marketing materials generated. Title line will read: *The 2024 Isle of Wight County Fair presented by "COMPANY NAME."*
- Full color, 1-page ad inside front cover of Isle of Wight County Fair program. Ad design provided by sponsor.
- All public service announcements will start with the statement, *"The 2024 Isle of Wight County Fair presented by [COMPANY NAME] + "Thank you"* announcements.
- One (1) 20'x20' tent space with up to two (2) tables and four (4) chairs located in prime location. Use of tent space is up to the creativity of presenting sponsor, but requires approval.
- 1 Banner placed at each of the three (3) Main Entrances. Banners provided by the Isle of Wight County Fair not to exceed 4'x6'.
- Option to participate as a sponsor in a filing of the County Beat Show (when applicable).

Complimentary Admissions Package:

- 12 Tickets to the Kick-Off Seafood Fest Event
- 34 Admission Tickets good for one (1) entrance each
- 14 Midway Ticket Books
- 12 VIP Parking Passes

Diamond Sponsor

\$8,000

Benefits:

- Name and logo with link on Isle of Wight County Fair website under Diamond Level on Isle of Wight County Fair Website.
- Name and logo on all printed materials that list sponsors under the publication.
- Name and logo on all digital materials that list sponsors under the publication.
- Full color, 1-page ad in Isle of Wight County Fair program. Ad design provided by sponsor.
- Name listed on County Cable Channel (when applicable).
- Name with logo listed under Diamond Level in fair program.
- One (1) 10'x20' tent space with up to two (2) tables and four (4) chairs located in prime location.
- 1 Banner placed at each of the three (3) Main Entrances. Banners provided by the Isle of Wight County Fair not to exceed 4'x6'.
- Minimum three (3) daily general "Thank You" to all Diamond Sponsors broadcast from PA system.

Complimentary Admissions Package:

- 10 Tickets to the Kick-Off Seafood Fest Event
- 26 Admission Tickets good for one (1) entrance each
- 12 Midway Ticket Books
- 10 VIP Parking Passes

Platinum Sponsor

\$6,000

Benefits:

- Name and logo with link on Isle of Wight County Fair website under Platinum Level on Isle of Wight County Fair Website.
- Name and logo on all printed materials that list sponsors under the publication.
- Name and logo on all digital materials that list sponsors under the publication.
- Full color, 1/2-page ad in Isle of Wight County Fair program. Ad design provided by sponsor.
- Name listed on County Cable Channel (when applicable).
- Name with logo listed under Platinum Level in fair program.
- One (1) 10'x10' tent space with one (1) table and two (2) chairs.
- 1 Banner placed at each of the three (3) Main Entrances. Banners provided by the Isle of Wight County Fair not to exceed 4'x6'.
- Minimum three (3) daily general "Thank You" to all Diamond Sponsors broadcast from PA system.

Complimentary Admissions Package:

- 8 Tickets to the Kick-Off Seafood Fest Event
- 16 Admission Tickets good for one (1) entrance each
- 10 Midway Ticket Books
- 8 VIP Parking Passes

Gold Sponsor \$4,000

Benefits:

- Name and logo with link on Isle of Wight County Fair website under Gold Level on Isle of Wight County Fair Website.
- Name and logo on all printed materials that list sponsors under the publication.
- Name and logo on all digital materials that list sponsors under the publication.
- Full color, 1/2-page ad in Isle of Wight County Fair program. Ad design provided by sponsor.
- Name listed on County Cable Channel (when applicable).
- Name listed under Gold Level in fair program.
- 1 Banner placed at each of the three (3) Main Entrances. Banners provided by the Isle of Wight County Fair not to exceed 4'x6'.
- Minimum three (3) daily general "Thank You" to all Gold Sponsors broadcast from PA system.

Complimentary Admissions Package:

- 6 Tickets to the Kick-Off Seafood Fest Event
- 10 Admission Tickets good for one (1) entrance each
- 8 Midway Ticket Books
- 6 VIP Parking Passes

Silver Sponsor \$3,000

Benefits:

- Name and logo with link on Isle of Wight County Fair website under Silver Level on Isle of Wight County Fair Website.
- Name and logo on all printed materials that list sponsors under the publication.
- Name and logo on all digital materials that list sponsors under the publication.
- Full color, 1/4-page ad in Isle of Wight County Fair program. Ad design provided by sponsor.
- Name listed on County Cable Channel (when applicable).
- Name listed under Silver Level in fair program.
- 1 Banner placed at each of the three (3) Main Entrances. Banners provided by the Isle of Wight County Fair not to exceed 4'x6'.
- Minimum three (3) daily general "Thank You" to all Silver Sponsors broadcast from PA system.

Complimentary Admissions Package:

- 4 Tickets to the Kick-Off Seafood Fest Event
- 8 Admission Tickets good for one (1) entrance each
- 6 Midway Ticket Books
- 4 VIP Parking Passes

Building Sponsor
\$750 - \$1,500

Building Sponsor:

\$750

Choose 1: Agriculture Education Center Rodeo Arena

\$1,500

Choose 1: Livestock 4-H Agriculture (Field & Garden)

- Name and logo with link on Isle of Wight County Fair website under Building Sponsor Level.
- Name on all printed materials that list sponsors under the publication.
- Name on all digital materials that list sponsors under the publication.
- Name listed under Building Sponsor Level in fair program.
- 1 Banner placed in the designated building. Banner provided by sponsor (cannot exceed 4'x6').
- Minimum three (3) daily general "Thank You" to all Building Sponsors broadcast from PA system.

Complimentary Admissions Package (\$750):

- 1 Ticket to the Kick-Off Seafood Fest Event
- 4 Admission Tickets good for one (1) entrance each
- 2 Midway Ticket Books
- 1 VIP Parking Passes

Complimentary Admissions Package (1,500):

- 2 Tickets to the Kick-Off Seafood Fest Event
- 6 Admission Tickets good for one (1) entrance each
- 4 Midway Ticket Books
- 2 VIP Parking Passes

Main Stage Naming Rights Sponsor - Limit 1 \$5,000

Benefits:

- Name and logo with link on Isle of Wight County Fair website under Main Stage Entertainment.
- Name on all printed materials that list sponsors under the publication.
- Name on all digital materials that list sponsors under the publication.
- Name listed under Main Stage Naming Rights Sponsor Level in fair program.
- Full color, 1/2-page ad in Isle of Wight County Fair program. Ad design provided by sponsor.
- Name listed on County Cable Channel (when applicable).
- 3 Banners placed on the main stage. Signage fixed to stage stating "Sponsor's Name Stage."
- 1 Banner placed at each of the three (3) Main Entrances. Banners provided by the Isle of Wight County Fair not to exceed 4'x6'.
- Minimum three (3) daily general "Thank You" to all Main Stage Entertainment Sponsors broadcast from PA system.
- 3 "Thank you" announcements from the stage during entertainment times. Also includes 1 PA announcement before opening act and main act of each show.
- Special arrangements for sponsors to meet and greet backstage with entertainers coordinated by the Isle of Wight County Fair Entertainment Chairperson. Meet and greets are conditional on the desires of each artist.

Complimentary Admissions Package:

- 8 Tickets to the Kick-Off Seafood Fest Event
- 12 Admission Tickets good for one (1) entrance each
- 6 Midway Ticket Books
- 4 VIP Parking Passes

Main Stage Entertainment Sponsor

\$3,000

Benefits

- Name and logo with link on Isle of Wight County Fair website under Main Stage Entertainment.
- Name on all printed materials that list sponsors under the publication.
- Name on all digital materials that list sponsors under the publication.
- Name listed under Main Stage Entertainment Sponsor Level in fair program.
- Full color, 1/4-page ad in Isle of Wight County Fair program. Ad design provided by sponsor.
- 1 Banner placed on the main stage. Banner provided by sponsor not to exceed 4'x6'.
- 3 "Thank you" announcements from the stage during entertainment times. Also includes 1 PA announcement before opening act and main act of each show.

Complimentary Admissions Package:

- 4 Tickets to the Kick-Off Seafood Fest Event
- 8 Admission Tickets good for one (1) entrance each
- 6 Midway Ticket Books
- 4 VIP Parking Passes

Family Stage Naming Rights Sponsor - Limit 1 \$3,000

Benefits:

- Name and logo with link on Isle of Wight County Fair website under Family Stage Entertainment.
- Name on all printed materials that list sponsors under the publication.
- Name on all digital materials that list sponsors under the publication.
- Name listed under Family Stage Naming Rights Sponsor Level in fair program.
- Full color, 1/4-page ad in Isle of Wight County Fair program. Ad design provided by sponsor.
- Name listed on County Cable Channel (when applicable).
- 1 Banner placed on the family stage provided by Isle of Wight County Fair. Signage fixed to stage stating "Sponsor's Name Stage."
- 1 Banner placed at each of the three (3) Main Entrances. Banners provided by sponsor not to exceed 4'x6'.
- Minimum three (3) daily general "Thank You" to all Family Stage Entertainment Sponsors broadcast from PA system.
- "Thank you" announcements from the stage during entertainment times.

Complimentary Admissions Package:

- 4 Tickets to the Kick-Off Seafood Fest Event
- 8 Admission Tickets good for one (1) entrance each
- 6 Midway Ticket Books
- 4 VIP Parking Passes

Family Stage Entertainment Sponsor \$1,000

Benefits

- Name and logo with link on Isle of Wight County Fair website under Family Stage Entertainment.
- Name on all printed materials that list sponsors under the publication.
- Name on all digital materials that list sponsors under the publication.
- Name listed under Family Stage Entertainment Sponsor Level in fair program.
- 1 Banner placed at the family stage. Banner provided by sponsor not to exceed 4'x6'.
- "Thank you" announcements from the stage during entertainment times. Also includes 1 PA announcement before local/regional act performances.

Complimentary Admissions Package:

- 2 Tickets to the Kick-Off Seafood Fest Event
- 4 Admission Tickets good for one (1) entrance each
- 2 Midway Ticket Books
- 1 VIP Parking Passes

Fireworks Sponsor \$3,000

Benefits

- Name and logo with link on Isle of Wight County Fair website under Fireworks Sponsor.
- Name on all printed materials that list sponsors under the publication.
- Name on all digital materials that list sponsors under the publication.
- Exclusive 1/4-page full color ad for fireworks by COMPANY NAME in fair program.
- 1 Banner placed at each of the three (3) Main Entrances. Banners provided by Isle of Wight County Fair not to exceed 4'x6'.
- Signage throughout fairgrounds on night of fireworks display stating "Fireworks sponsored by SPONSOR NAME."
- All public service announcements regarding fireworks will begin with the statement, "*The Fireworks sponsored by COMPANY NAME.*"

Complimentary Admissions Package:

- 4 Tickets to the Kick-Off Seafood Fest Event
- 8 Admission Tickets good for one (1) entrance each
- 6 Midway Ticket Books
- 4 VIP Parking Passes

**Truck & Tractor Pull OR
Demolition Derby Sponsor
\$1,500**

Benefits

- Name and logo with link on Isle of Wight County Fair website under Truck & Tractor Pull or Demolition Derby
- Name on all printed materials that list sponsors under the publication.
- Name on all digital materials that list sponsors under the publication.
- Name in fair program under Truck & Tractor Pull or Demolition Derby Sponsor.
- 1 Banner placed at the entrance of Tractor Pull/Demolition Derby Gate provided by sponsor not to exceed 4'x6'.
- Participation in public announcements and awards ceremonies.

Complimentary Admissions Package:

- 2 Tickets to the Kick-Off Seafood Fest Event
- 4 Tickets to Fall Truck & Tractor Pull
- 4 Admission Tickets good for one (1) entrance each
- 4 Midway Ticket Books
- 2 VIP Parking Passes

Hay Bale Sponsor \$750

Benefits

- Name and logo with link on Isle of Wight County Fair website under Hay Bale Decorating Contest.
- Name on all printed materials that list sponsors under the publication.
- Name on all digital materials that list sponsors under the publication.
- Name in fair program under Hay Bale Decorating Contest.
- 1 Banner placed at the gate 1 entrance provided by sponsor not to exceed 4'x6'.
- All public service announcements regarding the Hay Bale Decorating Contest will begin with the statement, "The Hay Bale Decorating Contest sponsored by COMPANY NAME."

Complimentary Admissions Package:

- 1 Ticket to the Kick-Off Seafood Fest Event
- 4 Admission Tickets good for one (1) entrance each
- 2 Midway Ticket Books
- 1 VIP Parking Passes

**Miss Isle of Wight County Fair Scholarship
Pageant Sponsor
\$100- \$2,000**

Benefits

- \$100-\$499 - Sponsor will be listed in pageant program and fair program, pageant Facebook/Instagram posts, and fair website under Pageant and where sponsor list is published. Thank you during pageant to all sponsors.
- \$500-\$999 - Above benefits plus 1 banner not to exceed 4'x6' provided by sponsor will be displayed at the pageant and at gate 1 during the fair and 1/2-page full color ad in pageant program.
- \$1,000-\$2,000 - Above benefits plus 1/4 page ad in Miss Virginia Association of Fairs pageant program.

Complimentary Admissions Package

- \$100-\$249 - 1 Pageant Admission, 1 VIP Parking Pass
- \$250-\$499 - 2 Pageant Admission, 2 Fair Admission Tickets good for 1 entrance each, 1 Midway Ticket Book, 1 VIP Parking Pass
- \$500 - \$749 - 2 Pageant Admission, 4 Fair Admission Tickets good for 1 entrance each, 1 Midway Ticket Book, 1 VIP Parking Pass
- \$750 - \$999 - 2 Pageant Admissions, 1 Ticket to the Kick-Off Seafood Fest Event, 4 Fair Admission Tickets good for 1 entrance each, 2 Midway Ticket Books, 1 VIP Parking Pass
- \$1,000 - \$2,000 - 2 Pageant Admissions, 2 Tickets to the Kick-Off Seafood Fest Event, 6 Fair Admission Tickets good for 1 entrance each, 4 Midway Ticket Books, 2 VIP Parking Passes

Friends of the Tent Sponsor \$250- \$2,000

Tent Areas:

Patron's Dining Tent	Non-Profit/Political Vendors Tent
Heritage Arts & Crafts Tent	Commercial Vendors Tent
School Tent	Arts & Crafts Vendors Tent

Benefits

- \$250-\$499 - Sponsor will be listed in fair program under Friends of the Tent, fair website under Friends of the Tent, and where sponsor list is published, Minimum three (3) daily general "Thank You" to all Friends of the Tent Sponsors broadcast from PA system.
- \$500-\$999 - Above benefits plus 1 banner not to exceed 4'x6' provided by sponsor will be displayed on tent of choosing.
- \$1,000-\$2,000 - Above benefits plus link to sponsor's website/social media on fair website.

Complimentary Admissions Package:

- \$250-\$499 - 2 Admission Tickets good for 1 entrance each, 1 Midway Ticket Book, 1 VIP Parking Pass
- \$500 - \$749 - 4 Admission Tickets good for 1 entrance each, 1 Midway Ticket Book, 1 VIP Parking Pass
- \$750 - \$999 - 1 Ticket to the Kick-Off Seafood Fest Event, 4 Admission Tickets good for 1 entrance each, 2 Midway Ticket Books, 1 VIP Parking Pass
- \$1,000 - \$2,000 - 2 Tickets to the Kick-Off Seafood Fest Event, 6 Admission Tickets good for 1 entrance each, 4 Midway Ticket Books, 2 VIP Parking Passes

In-Kind Sponsorship

In addition to monetary sponsorship, the Isle of Wight County Fair has In-Kind Sponsorships available. In-Kind Sponsorships are sponsorships where a business/company/organization provides a product or service that has monetary value. In-Kind sponsorships can be valued between \$250+ and benefits will depend on the level of sponsorship. In-Kind sponsorships, in addition to monetary sponsorships, are crucial to the successful operation of the Fair.

In-Kind Sponsorship opportunities offer the same benefits and admission packages as our monetary sponsorships. Benefits and Admission package information can be found throughout this booklet.

If You have and questions, please contact:

Danny Byrum: (757) 635-5725 dannybyrum3@gmail.com

Jenilee Hallman: (757) 357-5959 jhallman@isleofwightus.net



**IN-KIND SPONSORSHIP AGREEMENT
ISLE OF WIGHT COUNTY FAIR**

DATE: _____

Sponsorship Name: _____
(as you want it to appear in listings)

Point of Contact: _____

Phone: _____ **E-mail:** _____

Federal ID#: _____

Description of Materials Provided: _____

Monetary Value of Materials: _____

Description of Services Provided: _____

Monetary Value of Services: _____

Completed by: _____ **Date:** _____

Attention: Jenilee Hallman, Fair/Events Coordinator

13036 Nike Park Road

Carrollton, VA 23314

Phone: (757) 357-5959 E-mail: jhallman@iwus.net

**MONETARY SPONSORSHIP AGREEMENT
ISLE OF WIGHT COUNTY FAIR**

DATE: _____

Sponsorship Name: _____
(as you want it to appear in listings)

Point of Contact: _____

Phone: _____ E-mail: _____

Sponsorship: _____

Amount: _____ Federal ID #: _____

Payment Schedule:	\$ _____	due _____	received _____
	\$ _____	due _____	received _____
	\$ _____	due _____	received _____
	\$ _____	due _____	received _____
	Total Due _____		Total Paid _____

I agree to provide sponsorship for the Isle of Wight County Fair, as defined by the payment schedule. Payments are due on or before due dates and are payable by card (with 3% processing fee) or by check payable to IOW Parks & Recreation and sent to the following address:

**Attention: Jenilee Hallman, Fair/Events Coordinator
13036 Nike Park Rd. Carrollton, VA 23314
(757) 357-5959 jhallman@iwus.net**

Company Representative (print): _____

Signature: _____ Date: _____

Isle of Wight County Representative (print): _____

Signature: _____ Date: _____

THANK YOU TO OUR 2023 SPONSORS

Presenting Sponsor

TowneBank

Diamond Sponsor

Riverside Healthcare

Gold Sponsors

Hampton Inn & Suites

Herc Rental

Silver Sponsors

Bayport Credit Union

VIP Tent Sponsor

Sentara Healthcare

Main Stage Naming Rights Sponsor

Duke Chevrolet GMC

Family Stage Naming Rights Sponsor

Barton Ford

Duke Chevrolet GMC Stage Sponsors

AES

97.3 The Eagle

US 101.6 America's Country

101.7 Real Country

Barton Ford Stage Sponsor

AES

Media Sponsors

Smithfield Times Max Media

Prime Media WVEC

Sinclair Communications

Pageant Sponsors

Pink Picket Fence Boutique

AES

Fireworks Sponsor

Smithfield Foods

Hay Bale Sponsor

TowneBank

Truck & Tractor Pull Sponsors

Hooper

James River Equipment

Demolition Derby Sponsor

Hoffman Beverage

Building Sponsors

Commonwealth Gin

Farmers Service ACE

Nansemond Pre-Cast Concrete Co., Inc

The Scoular Company

Friends of the Tent Sponsors

Arrowhead Environmental

Hoffman Beverage

Bradshaw's Country Store

Old Point National Bank

Edward Jones

Roger Fowler's Sales

Hallwood Enterprises Inc.

& Service, Inc

In-Kind Sponsors

Atlantic Communications

Batten Bay Farms

Bay Sands

Coastal RV

Grafik Trenz

Crofton Industries

Keurig Dr. Pepper

Smithfield Services

Terry Hedgepeth Farms

Tractor Supply Co.

Windhaven Farms

Windsor Lions Club

Windsor Hardware

VCHSS Racing

Virginia 811

Mason's Grill & Smokehouse

Hardy's Towing

Dominion Power

THERE'S NO
TIME LIKE



FAIR TIME

ISLE OF WIGHT COUNTY FAIR

SEPTEMBER 12-15

JOEL C. BRADSHAW FAIRGROUNDS

A True Community Partnership



THEFAIRISCOMING.COM