



Dear prospective sponsor,

The Lenoir County Fair Association is pleased to announce the 67th annual Lenoir County Agricultural Fair dates of October 5 – 9, 2021. Five complete days of fair fun this year!

The purpose of this letter is to solicit sponsors for this year's agricultural fair. Our association works very hard each year to promote our community and the importance agriculture plays in our everyday lives. The Lenoir County Fair Association is the only group involved in the operation of the fair and has been for the last eight years. We have built our county fair up again and it has improved each year for the past eight. We hope you will join us as a sponsor this year!

Not only will your sponsorship provide advertisement for your company, but it will also help us host the event. Lenoir County Fair Association is a 501c3 non-profit organization, dedicated to providing an extremely high profile community event with a wholesome and positive image. Your donation will help with securing nightly musicians, promoting agricultural events and contests and much, much more.

We greatly appreciate your charitable act, and in order to represent you to the fullest extent, we have several levels of sponsorship to choose from as indicated on the reverse side of this letter. The exposure and visibility provided to our sponsors include: priority tent/arena/stage naming, banner display, exhibit space, logo/link on fair website (lenoircountyfair.org), and more.

It is our sponsors that make this event a success, and we want the community to know how much we appreciate those businesses that support agricultural events like the Lenoir County Agricultural Fair.

Sincerely,

Waylon Adams

President

Lenoir County Fair Association, Inc.

Email: lenoircountyfair@gmail.com



Please select one of the options that best suits you or your organization. Listed under each option are the amenities you will receive for that donation amount. All banners are provided by sponsor.

- Diamond Sponsor** **a donation of \$3000 or more**
Priority naming rights for a building/tent/arena, stage, entertainment act, or Livestock show; your 2 banners displayed – one on Fairground Road and one at main fair entrance; 10' x 20' exhibit space (\$300 value); 100 fair passes (\$600 value); featured sponsor on the Lenoir County Fair home page; company name displayed on sponsor page linked to your website; and name announced during grandstand events.

- Platinum Sponsor** **a donation of \$2000 - \$2999**
Priority naming rights for the stage, an entertainment act, or Livestock show; your 2 banners displayed – one on Fairground Road and one at main fair entrance; 10' x 20' exhibit space (\$300 value); 75 fair passes (\$450 value); featured sponsor on the Lenoir County Fair home page; company name displayed on sponsor page linked to your website; and name announced during grandstand events.

- Gold Sponsor** **a donation of \$1000 - \$1999**
Your 2 banners displayed – one on Fairground Road and one at main fair entrance; 10' x 10' exhibit space (\$200 value); 50 fair passes (\$300 value); featured sponsor on the Lenoir County Fair home page; company name displayed on sponsor page linked to your website; and name announced during grandstand events.

- Silver Sponsor** **a donation of \$500 - \$999**
Your banner displayed at main entrance, 10' x 10' exhibit space (\$200 value), 20 fair passes (\$120 value), company name displayed on sponsor page linked to your website, and name announced during grandstand events.

- Bronze Sponsor** **a donation of \$250 - \$499**
Your banner displayed at main entrance, 10' x 10' exhibit space (\$200 value), 20 fair passes (\$120 value), company name displayed on sponsor page linked to your website, and name announced during grandstand events.

- Copper Sponsor** **a donation of \$100 - \$249**
Your banner displayed at main entrance, 10 fair passes (\$60 value), company name displayed on sponsor page linked to your website, and name announced during grandstand events.

Donation Amount Enclosed \$ _____
Contact: _____
Company Name: _____
Address: _____
Phone: _____ Email: _____

Return Completed Form and Donation To: Lenoir County Fair Association, P.O. Box 6024 Kinston, NC 28504