

New Jersey State Fair/SCFHS Sponsorship

Please return this form with the information completed below.

Please make checks payable to:

New Jersey State Fair/Sussex County
Farm & Horse Show

(Indicate "Attn: Sponsorship" on memo line)

Company/Individual:

(Print exactly how you wish to have your name
appear on any listing)

Contact Name: _____

Mailing

Address: _____

E-mail: _____

Phone Number: _____

Total Amount

of Sponsorship: _____

Sponsor Signature: _____

Date: _____

Mail Sponsorships to:

NJ State Fair
Attn: Sponsorship
P.O. Box 2456
Branchville, NJ 07826

We look forward to working with you on
customizing a partnership plan that meets
your needs and budget.

Contact us today and become part of
something special.

ELITE Sponsorship Opportunities:

| | |
|----------------|---------------------|
| _____ Diamond | \$25,000+ |
| _____ Platinum | \$10,000 - \$24,999 |
| _____ Gold | \$5,000 - \$9,999 |
| _____ Silver | \$2,500 - \$4,999 |
| _____ Bronze | \$1,000 - \$2,499 |

General Sponsorship Opportunities:

| | |
|----------------------------------|---------------|
| _____ Patron | \$500 |
| _____ Class Sponsor | \$200 - \$499 |
| _____ Other | \$100 - 199 |
| _____ In Kind (give description) | |

Desired Sponsored Area or Event(s):

Why Sponsor?

Sponsorship offers an opportunity for people to connect-not just with brands to people, but people to people and their communities. We work with each sponsor personally to capture exactly what their business or life is all about. We want you to be excited about the event or attraction that you are sponsoring. The New Jersey State Fair has a proud tradition of treating each sponsor like a friend and meeting their needs above all else. Come, join the fun!

NJSF/SCFHS Opportunities

Diamond:

(Please contact us)

Platinum:

Family Entertainment Area (FEA)
Outdoor Entertainment Area (OEA)
Petting Zoo
Performing Arts Stage Naming Rights
Custom Wood Carver

Gold:

Tribute to Our Troops Weekend – Co-sponsor
Demolition Derby (Sunday/Monday)
Racing Pigs
Freestyle Motocross Shows
K-9s in Flight
Woodworking Display
Oscar the Robot
Tractor Pull
All-Season Livestock Pavilion Naming Rights
Flower & Garden Expo/Conservatory
ATV Big Air Tour

Silver:

Truck Pull
Jr. Ag Agent Scavenger Hunt
Children's Day – Co-sponsor
Oxen Pull & Demonstration
Livestock Barns & Small Animal Pavilion
Monster Truck Show
First Aid Office
Milking Parlor

Bronze:

Green Day
Senior Day – Co-sponsor
People MOO-vers
Information Booths
Talent Show
Art in Sussex County & Photography
in Sussex County
Home & Hobby Competitions
4-H Shows

New Events/Shows to Sponsor

**Lindsay Partridge
Equine Show**



**Cracked Walnuts
Guitar/Banjo Music and
Knee-slapping Songs**



**Cow Town USA
An Agricultural Museum &
Live Exhibit for hands on fun**



**Power Racing Series
in OEA**



NJSF/SCFHS Sponsorship Levels

| Benefits | Diamond \$25,000+ | Platinum \$10,000 - \$24,999 | Gold \$5,000 - \$9,999 | Silver \$2,500 - \$4,999 | Bronze \$1,000 - \$2,499 |
|--|-----------------------------|---|-------------------------------------|---------------------------------------|---------------------------------------|
| General Fair Admission Tickets | Qty. 200 | Qty. 100 | Qty. 50 | Qty. 25 | Qty.10 |
| Ability to purchase additional GA tickets at \$6 (for sponsorship of \$6,000+) | X | X | X | | |
| Photo IDs for the 2020 Fair (valid all 10 days) | Qty. 20 | Qty. 10 | Qty. 6 | Qty. 4 | Qty. 2 |
| Demolition Derby Tickets | Qty. 20 | Qty. 10 | Qty. 6 | Qty. 4 | Qty. 2 |
| Parking Pass ("B", "O", or "S") | Qty. 4 "B" Qty. 2 "O" | Qty. 2 "B" Qty. 2 "O" | Qty. 2 "O" | Qty. 2 "O" | |
| Banner on display for year-round events | X | | | | |
| Radio "Partner Spot", a live broadcast on-site | X | | | | |
| Vendor Sponsor Space for one or more days at the Fair for marketing and sampling purposes (for sponsorship \$4,000+) | X | X | X | | |
| Logo inclusion on website for a year | X | X | X | X | X |
| Logo inclusion on Fair marketing collateral (where possible) | X | X | X | X | X |
| Promotions uploaded to the Fair social media | X | X | | | |
| Ability to host an event in our Hospitality Tent | X | X | X | | |
| Sponsor recognition on E-newsletter | X | X | X | X | X |
| Inclusion in the NJ State Fair article sections of the New Jersey Herald Newspaper | X | X | X | X | X |
| Inclusion in Daily Event Schedule | X | X | X | X | X |
| Signage at site of sponsored event | X | X | X | X | X |
| Public address announcements throughout the Fair, acknowledging sponsorship to drive traffic to your location | X | X | X | X | X |
| Partner recognition on Major Corp. signs | X | X | X | X | X |