

## Become a part of the New Jersey State Fair Family!

The New Jersey State Fair is an integral part of the community, as a showcase of Sussex County and all that it produces. We offer individuals and businesses an exciting opportunity to be hands-on involved in events, shows and attractions with which they will have a proud and fun connection.

**Join the fun and participate in the  
New Jersey State Fair.**



**Support your community and  
grow your business!**

### Questions? Contact Sponsorship:

Phone: 973-948-5000 x 258  
Email: [sponsorship@njstatefair.org](mailto:sponsorship@njstatefair.org)

Website: [www.njstatefair.org](http://www.njstatefair.org)

The Sussex County Farm & Horse Show Association, Inc.  
is a 501 (c)(3) organization

# New Jersey State Fair/SCF&HS 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)

**Business/Organization:**  
(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)	

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Sponsored Area or Event(s):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Sussex County Farm & Horse Show**

## SPONSORSHIP OPPORTUNITIES



Have you **SEEN**  
The Fair lately?



## 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