

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 organizations a valuable opportunity to "Brand" your company and reach an entire family of buyers in a fun and relaxed environment.



Join the fun and participate in the 2017 New Jersey State Fair.

Support your community and grow your business!

Mail Partnerships to:

New Jersey State Fair
Attn: Kristin Vincent
P.O. Box 2456
Branchville, NJ 07826

CONTACT:
Kristin Vincent
973-948-5500 x 258
Email: kvincent@njstatefair.org

WEBSITE:
www.njstatefair.org/sponsorship

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

New Jersey State Fair/SCFHS Partnership

Please detach at perforated edge and return with the below information completed.

Please make checks payable to the:
New Jersey State Fair/Sussex County Farm & Horse Show

Business/Organization:
(exactly how you wish to have your name appear on any listing)

Contact Name:

Mailing Address:

E-mail Address:

Phone Number:

Total Amount of Partnership:

Partner Signature:

Date:

Mail Sponsorship to:
Sussex County Farm & Horse Show
Attn: Kristin Vincent
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 to see how we can work together.

ELITE Partnership Opportunities

_____ Diamond	\$25,000 +
_____ Platinum	\$10,000
_____ Gold	\$5,000
_____ Silver	\$2,500
_____ Bronze	\$1,000

General Partnership Opportunities

_____ Patron	\$500
_____ Class Sponsor	\$200
_____	\$150
_____ In Kind/Other	

Sponsored Area or Event(s):

Interested Area or Event(s):



August 4-13, 2017



Sponsor & Support BIG Dreams!!!

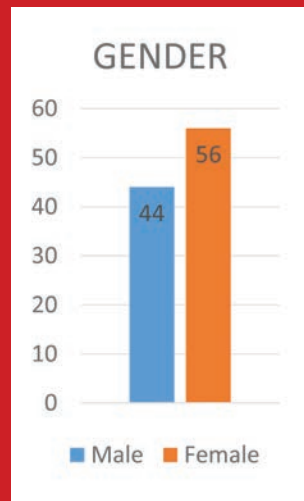
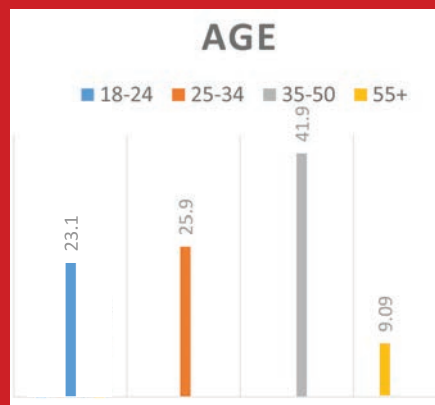
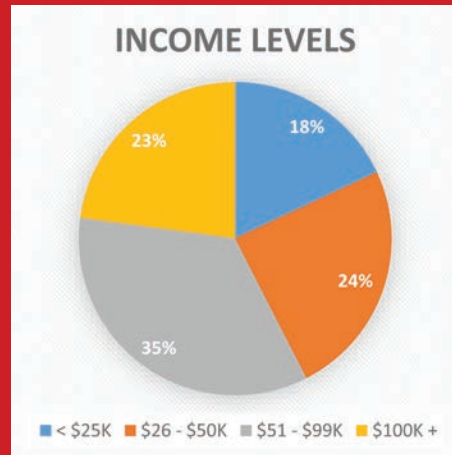


Whether you are interested in children's education, agriculture, the arts and/or the high profile advertising and marketing exposure you would receive, The New Jersey State Fair will work with you to develop creative ways to reach your audience so you get the most return on your investment.

Why Sponsor?

Sponsorship offers a chance for people to connect – not just with brands to people, but people to people and their communities. We work with each sponsor closely to understand exactly what would be most beneficial to your/their organization and find an opportunity that best meets that objective. The NJ State Fair is the best place to get your organization in front of 150,000 potential customers, while giving you benefits to fit your needs and wants.

Demographics from 2015 Fair



NJSF/SCFHS Opportunities

Diamond:

Top-Act Performer

Platinum:

Fireworks
Mobile App
Family Entertainment Area (FEA)
Outdoor Entertainment Area (OEA)
Petting Zoo
Performing Arts Stage Naming Rights

Gold:

Tribute to Our Troops Weekend - Co-sponsor
Demolition Derby (Sunday/Monday)
Racing Pigs
Freestyle Motocross Shows (2 shows)
Artistry in Wood Chainsaw Artist
Bicycle Stunt Show (2 shows p/day)
Family Movie Nights
Craft Biergarten
Oscar the Robot
Tractor Pull
All-Season Livestock Pavillion Naming Rights
Flower & Garden Expo/Conservatory
Greenhouse

Silver:

Truck Pull
Jr. Ag Agent Scavenger Hunt
Children's Day
Oxen Pull & Demonstration
Livestock Barns & Small Animal Pavillion
Lawn Mower Races
First Aid Office
Handwashing Stations
Milking Parlor
Fiddlers' Contest

Bronze:

Green Day
Senior Day - Co-Sponsor
People MOO-vers
Information Booths
Sussex County's Got Talent Day at the Fair
Art in Sussex County & Photography in Sussex County
Home & Hobby Competitions
4-H Shows

NJSF/SCFHS Partnership Levels

BENEFITS	DIAMOND \$25,000 +	PLATINUM \$10,000 +	GOLD \$5,000 +	SILVER \$2,500 +	BRONZE \$1,000 +
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 2016 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
Logo inclusion on Billboard ads	X				
Parking Pass ("B", "O", or "S")	Qty. 4 "B" Qty. 2 "O"	Qty. 2 "B" Qty. 2 "O"	Qty. 2 "O"	Qty. 1 "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 & sampling purposes (for sponsorship \$4,000 +)	X	X	X		
Logo inclusion on website for a year	X	X	X	X	X
Logo inclusion on all Fair marketing collateral	X	X	X	X	X
Promotions uploaded to the Fair social media	X	X			
"Featured Partner" on mobile app that includes: profile, contact information and link to website/landing page	X	X	X		
Rotating Banner Ad on mobile app	X				
Push notification on mobile app	X				
Ability to host an event in our Hospitality Tent	X	X	X		
Logo inclusion on Gate Entrance Banners (One banner at the three (3) entrances)	X	X	X	X	X
Partner recognition on E-Newsletter	X	X	X	X	X
Invitation to year-round sponsorship receptions (during and after the Fair)	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