



**GEORGETOWN AGRICULTURAL FAIR ASSOCIATION**

POST OFFICE BOX 204 | GEORGETOWN, IL 61846

February 15, 2021

Dear Friend of Georgetown Fair,

We are so excited to be celebrating the 82<sup>nd</sup> Georgetown Fair in 2021 from August 7<sup>th</sup>- 14<sup>th</sup>! It all began with the first fair taking place in 1938 to what it has grown into now with 38 acres and over 50,000 in attendance throughout the week! We are a community of great people who have held this fair at their heart and embraced the surrounding communities also. We are truly blessed to have the Georgetown community behind us! The people of Vermilion County are the heart and soul of this fair and we wouldn't have it any other way.

In this package you have received, we have outlined our Sponsor and Advertising packages to include value added options for your business that include complimentary admission and grandstand passes. Our sponsor program contains a mix of marketing opportunities such as web, print, social media and on-site opportunities. You are helping to bring agriculture to the Vermilion County and Georgetown area residents and celebrating a fantastic summer week of fun and entertainment!

Enclosed is a sponsorship packet for our 2021 Georgetown Fair along with a concert sponsorship opportunity. I encourage you to review and select one or more of the packages, sign and return the advertising contract to our office. If you do not find a package that is a fit for you or your business, please contact us and we will work with you to put together a custom package tailored to fit your needs.

Thank you for your time and consideration to become a very important part of the Georgetown Fair. Should you have additional questions, please contact me directly at (217) 474-1694 or contact Danielle Turner at (217) 649-3564 or by email at [georgetownfairassociation@gmail.com](mailto:georgetownfairassociation@gmail.com). We look forward to hearing from you with your decision to be a sponsor this upcoming year.

Sincerely,

*Don Hackler*

Don Hackler, President  
Georgetown Fair Association  
August 7-14, 2021

*Enclosures*

**Schedule of Events for 2021 Georgetown Fair**

**Saturday** – Overweight Horse Pull

**Monday** – Queen Pageant

**Tuesday** – Barnyard Tractor Pull & Talent Show

**Wednesday** – Truck Pull & Tractor Pull

**Thursday** – Rodeo

**Friday** – Concert

**Saturday** – Demo Derby

# GEORGETOWN AGRICULTURAL FAIR ASSOCIATION

## 2021 SPONSORSHIP LEVELS

---

### Platinum

#### ***\$2,501-\$5,000 Donation***

- 50 Grandstand Admissions and 50 Gate Admissions (*Excludes Friday, August 13, 2021*)
- Acknowledgment in 2021 Fair Brochure (*Estimated circulation 20,000*)
- Acknowledgement and no charge full page ad in 2021 Fair Book (*Circulation 1,650*)
- Promotion on all fair social media platforms and the Georgetown Fair website.

### Gold

#### ***\$1,001-\$2,500 Donation***

- 30 Grandstand Admissions and 30 Gate Admissions (*Excludes Friday, August 13, 2021*)
- Acknowledgment in 2021 Fair Brochure (*Estimated circulation 20,000*)
- Acknowledgement and no charge full page ad in 2021 Fair Book (*Circulation 1,650*)
- Promotion on all fair social media platforms and the Georgetown Fair website.

### Silver

#### ***\$501-\$1,000 Donation***

- 20 Grandstand Admissions and 20 Gate Admissions (*Excludes Friday, August 13, 2021*)
- Acknowledgment in 2021 Fair Brochure (*Estimated circulation 20,000*)
- Acknowledgement and no charge ½ page ad in 2021 Fair Book (*Estimated Circulation 1,650*)
- Promotion on all fair social media platforms and the Georgetown Fair website.

### Bronze

#### ***\$251 - \$500 Donation***

- 10 Grandstand Admissions and 10 Gate Admissions (*Excludes Friday, August 13, 2021*)
- Acknowledgment in 2021 Fair Brochure (*Estimated circulation 20,000*)
- Acknowledgment and no charge ¼ page ad in 2021 Fair Book (*Estimated Circulation 1,650*)
- Promotion on all fair social media platforms and the Georgetown Fair website.

### Contributor

#### ***\$101 - \$250 Donation***

- 5 Grandstand Admissions and 5 Gate Admissions (*Excludes Friday, August 13, 2021*)
- Name listed in 2021 Fair Book (*Estimated Circulation 1,650*)
- Promotion on Georgetown Fair website.

### Friend of the Fair

#### ***\$50 - \$100 Donation***

- Name listed in 2021 Fair Book (*Estimated Circulation 1,650*)
- Promotion on Georgetown Fair website.



**GEORGETOWN AGRICULTURAL FAIR ASSOCIATION**

***GENERAL FAIR ADVERTISING CONTRACT***

Business \_\_\_\_\_

Contact \_\_\_\_\_

Phone # \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

*Please reserve sponsorship or advertisement for 82<sup>nd</sup> Annual Georgetown Fair.*

\_\_\_\_\_ Platinum Sponsor \_\_\_\_\_ Bronze Sponsor

\_\_\_\_\_ Gold Sponsor \_\_\_\_\_ Contributor

\_\_\_\_\_ Silver Sponsor \_\_\_\_\_ Friend of the Fair

**Total Amount of Donation Enclosed:** \_\_\_\_\_

**I give the Georgetown Fair Association permission to allocate my sponsorship to the area of their choosing.**

**YES**  **NO** *(If no, please note which event(s) you would like to have your sponsorship allocated to.*

Please note which event you are interested in sponsoring at the 82<sup>nd</sup> Georgetown Fair:

---

Please return contract and payment to:  
Georgetown Fair Association  
c/o Kay Sprouls, Treasurer  
PO Box 204 ~Georgetown, Illinois 61853

Make checks payable to:  
**Georgetown Fair Association**  
Deadline for advertisements: **Friday, June 11, 2021**

*New ads or changes to previous ads can be sent to: [georgetownfairassociation@gmail.com](mailto:georgetownfairassociation@gmail.com)*