

January 2024



RE: Sponsorship Opportunity – Othello Fair 2024

To Whom it may concern:

Thank you for your past sponsorship of our 2023 Othello Fair. We would greatly appreciate your sponsorship to the 2024 event which takes place September 13-16. A large part of the planning process begins with you! The Othello Fair relies on our faithful sponsors to underwrite some expenses of our event such as entertainment, rental of the Adams County Fairgrounds (we do not own the property), repair and maintenance of the grounds, and advertising, just to name a few.

There are so many advantages of being a fair sponsor. Your sponsorship funds support a traditional, old-fashioned, family-friendly fair as well as having your business being associated with a positive environment promoting wholesome family values, hard work ethic, great entertainment, and hometown pride for local agriculture and livestock. Your generosity demonstrates community connectedness that is crucial for non-profits such as the Othello Fair to succeed.

I have attached our sponsorship packet of which you may choose your sponsorship level of choice. If you should have any questions, please do not hesitate to reach out to me at 509-847-3376 or at Jackie-Sue.McFarlin@MarshMMA.com. We look forward to hearing from you soon and seeing you at our event in September!.

With much gratitude,

Jackie Sue McFarlin

Jackie Sue McFarlin, Board Member
Othello Fair Association

OTHELLO FAIR SPONSORSHIP Information

As stated in the sponsorship request letter, our Othello Fair relies on supporters like you to help underwrite the cost of maintaining the fairgrounds, buildings, and equipment used during the fair and providing the community with a family fun and safe event at a responsible cost. Below is a list of sponsorship levels along with their different benefits of being a sponsor. These benefits include single day use tickets, sponsorship exposure in our fair documents, information in our fair office, logo on our website, and fence signage. All sponsorship levels include the opportunity for you to have your business cards and up to two flyers available to the public who visit our fair office during the event.

Level of Sponsorship	Cost	# of Tickets (Single Day Use)	Logo in Exhibit Guide & Website	Signage During Fair
Bronze	\$500	10	X	
Silver	\$1,000	20	X	X
Gold	\$2,000	30	X	X
Platinum	\$3,500	40	X	X
Diamond	\$5,000	50	X	X
Livestock Office	\$10,000	50	X	X
Golf Cart Sponsor	\$400	5	X	Your Logo/Name on one Golf Cart

Please note: Golf Cart Sponsorship funds are used to maintain our fair owned golf carts for the event. Livestock Office sponsorship funds will help to maintain the office and livestock buildings. Your business name/logo will be permanently listed on a donor plaque in the Livestock office.

To be listed in our Othello Fair Exhibit Guide, your sponsorship form and funds need to be submitted to me no later than May 1, 2024. This will ensure inclusion of your logo before we 'go to print' for the guide in time for distribution and the fair.

OTHELLO FAIR SPONSORSHIP AGREEMENT

By signing and returning this contract, you are committing to be a sponsor for the 2024 Othello Fair. Both parties agree to the equipment, services, and/or goods paid for. Please provide a business card or website address link for website sponsor listings. *RETURN THIS COMPLETED FORM WITH YOUR PAYMENT.* Sponsorship Deadline which includes Exhibit Guide Advertising is May 1, 2024.

Business Name _____

Address _____

City/State/Zip _____

Contact Name _____

Email Address _____

Phone Number(s) (____) _____ - _____ (____) _____ - _____

Website _____ Address _____

I/We commit to purchase:

- | | |
|-----------------------------------|------------------------------------|
| 1. ____ Bronze Package \$500 * | 2. ____ Silver Package \$1,000 * |
| 3. ____ Gold Package \$2,000 * | 4. ____ Platinum Package \$3,500 * |
| 5. ____ Diamond Package \$5,000 * | 6. ____ Livestock Sponsor \$10,000 |
| 7. ____ Golf Cart Sponsor - \$400 | |

*For options 1-5 above: Which department you would like your sponsorship funds to assist:

____ Advertising ____ Entertainment ____ Building Maintenance** ____ Any Area Needed

**For Livestock Sponsors: Which Building Would you like your funds to assist for 2024:

____ Beef Barn	____ Commercial Bld.	____ Dairy Barn	____ Exhibit Bld.
____ First Aid	____ Goat Barn	____ Horse Office	____ Horse Stalls
____ Pig Barn	____ Poultry	____ Rabbit Barn	____ Restrooms (3)
____ Sheep Barn	____ Any Area Needed		

Signature _____

Date _____

**PLEASE MAIL TO: OTHELLO FAIR; PO BOX 298; OTHELLO, WA 99344
Othello Fair TIN – 26-4519627**