



# Caroline County Agricultural Fair

## Summer Fun Starts Here!

### June 19 - 22, 2019

## Partner With Us!

#### SPONSORS ARE VITAL TO OUR SUCCESS

Sponsors play a major role in the success of the Caroline County Agricultural Fair. The Fair Association is an all-volunteer non-profit organization committed to the promotion of agriculture in the local community and surrounding areas. Our mission is to encourage the understanding of agricultural history as it relates to Caroline, and educate about present day agricultural, business, and community activities. We strive to provide quality family entertainment at an affordable price. We appreciate the support of businesses and individuals alike, and recognize we would not have grown into one of the largest events in Caroline without such patronage.

#### AMONG THE BEST IN CAROLINE

The Caroline County Agricultural Fair is considered one of the County's signature events, with a high attendance of 13,000+ in previous years. And despite an unusually rainy and muddy event in 2018, over 7,000 folks joined us for the celebration of the 100<sup>th</sup> Anniversary of the first ever County Fair held in Caroline!

The four day annual event is filled with time-honored traditions one expects of a county fair, plus a variety of newer attractions to delight & entertain fair-goers of all ages. Volunteers work year-round to organize activities, shows, concerts, exhibits, & attractions. The Fair has become the place for families and friends to gather, soak up rural culture, enjoy great music, and gobble down a funnel cake or two!

As we move into the next year, we look forward to bringing another outstanding event to the people of Caroline and the surrounding areas - and we hope you will join us in that venture!

#### SPONSORSHIP OPPORTUNITIES

Sponsorship Level	Platinum	Gold	Silver	Bronze	Patron	Friend
Donation Amount	\$1,500	\$1,000	\$750	\$500	\$250	\$100
One-Day Passes for Free Admission	10	8	6	4	4	2
Listing on Fair Website*	X	X	X	X	X	X
P/A Announcements during Fair	X	X	X	X	X	
Banner Displayed during Fair (min size)	3' x 8'	3' x 8'	2' x 3'	2' x 3'		
One Vendor Space	X	X	X	X		
Listing in Fair Brochure**	X					

\*Weblink/URL where available

\*\*Does not include advertising in the Fair Mini Magazine or other such printed media in which display ad space is sold. High resolution logo artwork required. Send via email to [ccafair@gmail.com](mailto:ccafair@gmail.com) on or about April 1, 2019.

**Caroline County Agricultural Fair • Where Summer Fun Starts & Memories Are Made!**

**8332 County Fair Lane • Ruther Glen, VA 22546**

**804-466-1507 • [CarolineFair.com](http://CarolineFair.com)**





**Caroline County Agricultural Fair**  
***Summer Fun Starts Here!***  
***June 19 – 22, 2019***

Dear Friend,

As plans are underway for the next Caroline County Agricultural Fair, to be held June 19-22, 2019, the Fair Association is seeking individuals and organizations to provide sponsorship for the annual event. We recognize sponsors are an integral part of the Fair's continued success. To put it simply, without the support of people like you we could not do what we do.

The Fair has become one of the signature events in the County, with attendance as high as 13,000. And despite an unusually rainy season in 2018, over 7,000 fair-goers came out for the 100<sup>th</sup> Anniversary Celebration of the first ever County Fair held in Caroline!

Enclosed with this letter are highlights from our Anniversary Celebration, as well as Sponsorship Opportunities and the Sponsor Agreement. For more information about our organization, visit [CarolineFair.com](http://CarolineFair.com) and follow us on Facebook, Instagram, and Twitter.

The Caroline County Agricultural Fair Association, a non-profit, 501[c][3] organization, strives to provide affordable family entertainment at our annual four-day event, all while promoting our mission: *to encourage the understanding of agricultural history and to educate about present day agricultural, business, and community activities.*

We appreciate you taking the time to review the enclosed information and look forward to working with you during the upcoming Fair season.

Sincerely,

A handwritten signature in black ink, appearing to read "Mack A. Wright, Jr.", is written over a light blue circular stamp.

Mack A. Wright, Jr.  
Fair Manager  
804-370-4551



**Caroline County Agricultural Fair**  
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**June 19 – 22, 2019**  
**Sponsor Agreement**



This Agreement made and entered into this date, \_\_\_\_\_, by and between the Caroline County Agricultural Fair Association (Lessor) and the Lessee named below. All applications are subject to approval.

Please check Sponsorship Level:

- |                                   |                               |                                 |                                 |                                 |                                 |
|-----------------------------------|-------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> Platinum | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Patron | <input type="checkbox"/> Friend |
| \$1500                            | \$1000                        | \$750                           | \$500                           | \$250                           | \$100                           |

Name of Company/Organization to be displayed on banner:

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Website Address (URL): \_\_\_\_\_

1. Lessee (Platinum Level) understands that in order to have the logo displayed in the Fair brochure and/or on the display banner, high resolution corporate logo artwork needs to be submitted with this signed agreement on or about **April 1, 2019**. Please email artwork to [ccafair@gmail.com](mailto:ccafair@gmail.com).
2. Lessee understands that this agreement does not include advertising in the *Fair Mini Magazine* or other such printed media in which display ad space is sold, and that separate advertising may be solicited for such.

**Note: The following does not pertain to Friend and Patron Levels as they do not include a vendor space.**

3. PLEASE CHECK ONE:

- I DO NOT need a vendor space.
- I DO need a vendor space. Electrical Hookup [120 v] needed:  Yes  No

- a. Lessee space will be approximately 8 ft. by 10 ft. during the Caroline County Agricultural Fair. Space is in a pavilion with open sides. Spaces will be assigned by the Lessor with due regard to priority request, overall location, and Lessee requirements. Outside space is available at the discretion of the Lessor.
- b. Electrical hook-up requires Lessee to provide a minimum 25 foot UL listed extension cord.
- c. Lessee understands that they are limited to their assigned space and are prohibited from walking around the fairgrounds distributing information and/or products.

- d. Lessee understands that the distribution and/or sales of food and beverages are limited to ***pre-approved Food Vendors Only.***
- e. Lessee understands that the Lessor does not provide any tent coverage, tables, chairs or extension cords. Trash facilities are available.
- f. Lessor herein carries *NO insurance* on the Lessee's property and shall not be liable for any loss or damage from any cause to Lessee's property or for any damage caused to the designated area or the Lessee's customers.
- g. Lessee agrees to provide a copy of a current Caroline County Vendor License as required by the Caroline County Commissioner of the Revenue. *\*[Promoters, vendors and exhibitors at special events in Caroline County are required to have a Caroline County Vendor License. Please call 804-633-1086 or email [commissioner@co.caroline.va.us](mailto:commissioner@co.caroline.va.us) for information and/or an application for a Caroline County Vendor License and information concerning Virginia Sales Tax.]*
- h. Lessee understands that *Check-in* and *Set-Up* are on Wednesday, June 19<sup>th</sup>, from 1 - 4 p.m., and *Take Down* is on Sunday, June 23<sup>rd</sup>, from 9 a.m. to 3 p.m. [Unless prior arrangements are made with Fair officials]
- i. Lessee understands that when gates are open to the public no vehicles will be allowed driving on or off the grounds. Gates will be open to public as follows:
 

<b>Wednesday &amp; Thursday:</b>	<b>5 p.m. - 10:30 p.m.</b>
<b>Friday:</b>	<b>4 p.m. - 11 p.m.</b>
<b>Saturday:</b>	<b>9 a.m. - 11 p.m.</b>
- j. Lessee understands that workers are required to wear wristbands in order to be admitted through the Front Admission Gate during Fair operational hours. Wristbands will be provided to the Lessee at time of Check-In on Wednesday, June 19<sup>th</sup>.
- k. Lessee understands that they will receive a confirmation notice.
- l. Lessor reserves the right to cancel this agreement at any time. If space is unavailable or the payment is received after the deadline, the payment will be refunded.
- m. Please list the types of merchandise that will be offered for sale and/or distributed:

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Signature of Authorized Representative (Lessee)

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Date

Please return your completed Sponsor Agreement and payment to: Caroline County Agricultural Fair Association, Attn: Sponsorships, P.O. Box 1207, Ruther Glen, VA, 22546. For more information, call the Fair information line at 804-466-1507.