

# Friends of Belchertown Fair Sponsorship Opportunities



160<sup>th</sup>

**Belchertown Fair**  
**September 22-24, 2017**

*Belchertown Fair & Parade Committee*  
*P.O. Box 670, Belchertown, MA 01007-0670*  
[www.BelchertownFair.com](http://www.BelchertownFair.com)

*160<sup>th</sup> Belchertown Fair*  
*September 22-24, 2017*

Dear Friend,

Fair committee members and many community organizations are hard at work to make this year's fair the best it can be. Without question, community participation on many levels is the key to this annual town event. The theme of this year's event, "*The Fairest of Them All*", says it all. We are proud of Belchertown's continuing ability to host such a total community event. It is the volunteers and the sponsors that make this possible. We want everyone to have a chance to be a part of the fun.

We would like to offer you the opportunity to help sponsor events throughout Fair weekend. We have enclosed the sponsorship categories and have shown how the community will be made aware of your generosity. Please know we understand that in a small town, many worthy causes request your assistance on a very routine basis. The current economic climate makes it harder each year for each and every one of us. We know that you have many choices to make and appreciate any consideration. Many of you have been loyal supporters of the fair throughout the years in a variety of ways. Thank you for your past and continued support.

To be included in the Fair Guide as a sponsor, we must have your check **no later than August 25**. Sponsorships received after this date will be acknowledged in other fair publications and on the grounds. Throughout the year the Fair collaborates with the Sentinel to assemble the Fair Guide. While your well wishes are appreciated in the Guide it is important to clarify that none of the advertising dollars are contributed to the Fair. The Fair obtains its operating budget from the amusement vendor and booth space rental. Friends of the Fair contribute additional support from T-shirt sales and sponsorship. The annual operating expenses have increased annually and we continue to maintain a goal to keep vendor cost low to assist the youth, non-profit groups and families to participate in the fair activities. It is your continued sponsorship that allows us to do all that we do and most importantly provide a FREE event, which everyone can enjoy.

The Belchertown Fair is a unique and special community celebration. For one week, this amazing event turns the picturesque New England common into a fun filled activity that many look forward to and enjoy. The magic starts with the community support and ends with the smiles and sparkles in the kids' eyes. It is in difficult times like these that we see individuals come together for the greater good. Regardless of your ability to assist us, we hope that you will visit one or all of the fun events scheduled on the common throughout the weekend with your family and friends.

Thank you for your consideration this year as well as in the past. We look forward to hearing from you.

Friends of the Belchertown Fair (and Parade) ~ Mona Griffin & Rebecca Newsome

Hope to see you at the 160th Belchertown Fair!

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# 160th BELCHERTOWN FAIR & PARADE

## SPONSORSHIP OPPORTUNITIES

*'The Fairest of them All'*



Opportunities are available in a variety of activities throughout the Fair. Your generous support is acknowledged in advertising at a level consistent with your total sponsorship.

If you have specific questions please contact;  
Becky Newsome at [friendsofbtownfair@gmail.com](mailto:friendsofbtownfair@gmail.com) 603-677-6894  
Ramona Griffin [Griffmona@gmail.com](mailto:Griffmona@gmail.com) 413-230-0451

### ACTIVITY OPTIONS:

- **160th Annual Parade** - Band, Float, Marching Group ( Professional or Amateur ), Antique Vehicles
- **Social Tent** - *Many entertainers available. Please indicate your donation amount on Sponsorship Form and an event will be identified for your sponsorship.*
- **Exhibit Hall** - Fruits & Veggies, Woodworking, Photography, Baking, Arts, People's Choice & more
- **Pulling Area** - Horse & Oxen Draw, Boys Knight Out
- **Agricultural Favorites** - Giant Pumpkin, Poultry Show, Rabbit Show
- **New England Favorites** - Baby Contest, Frog Jumping Contest, Veggie 500, Boy's Night Out, Farmer for a Day, Baby Changing Station ...
- **Kids Tent** - *Many events available. Please indicate your donation amount on Sponsorship Form and an event will be identified for your sponsorship.*
- **"In Kind" Sponsorship** - *This includes contributions of your special goods, services or time. Please indicate your donation on the sponsorship form.*

### SPONSORSHIP ACKNOWLEDGEMENT:

#### **Honorable Mention, White Ribbon, Red Ribbon Sponsors (\$100 to \$350):**

- Line Item Event Signage in two major locations Gazebo / Exhibit Hall
- **If received before August 25** your sponsorship will be acknowledged in The Fair Guide distributed by Turley Publications during Fair week
- Acknowledge sponsorship in the full page Thank You ad in The Sentinel the week after the fair
- Acknowledge sponsorship on [www.BelchertownFair.com](http://www.BelchertownFair.com)

#### **Blue Ribbon (\$350 to \$500):**

- All items in **ALL SPONSORS** category **plus**
- Sponsor Shingle prominently displayed in an appropriate location on Fairgrounds
- Announcement During Parade

#### **Best of Show Sponsorship (\$1000 to \$1500):**

- All items in previous category **plus**
- Your company sign displayed at sponsored event
- Acknowledge sponsorship on [www.BelchertownFair.com](http://www.BelchertownFair.com) with a link to your website

#### **Judge's Choice Sponsorship (\$1500 or more):**

- All items in previous category **plus**
- Acknowledge sponsorship on Main Page of [www.BelchertownFair.com](http://www.BelchertownFair.com)

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# 160<sup>th</sup> Belchertown Fair Sponsorship

Company Name: \_\_\_\_\_

Contact (Personal): \_\_\_\_\_

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

Telephone: \_\_\_\_\_ 2nd: Phone: \_\_\_\_\_

Email Contact: \_\_\_\_\_

## Sponsorship Designation

Activity: \_\_\_\_\_ Amount \$ \_\_\_\_\_

Activity: \_\_\_\_\_ Amount \$ \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_ Check # \_\_\_\_\_

### Category Designation:

Judge's Choice	\$1500+	\$ _____	Best of Show	\$1000-\$1500	\$ _____
Blue Ribbon	\$500-\$1000	\$ _____	Red Ribbon	\$350-\$500	\$ _____
White Ribbon	\$200-\$350	\$ _____	Honorable Mention	\$100 & \$200	\$ _____

Company Website-(print legibly): \_\_\_\_\_

Banner Available: Yes \_\_\_\_\_ No \_\_\_\_\_

As an 'In Kind Service' You Will Provide: \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT**

[FriendsofBtownFair@gmail.com](mailto:FriendsofBtownFair@gmail.com)

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