Butler Farm Show

IT BEGAN WITH A PLOW...

SPONSORSHIP OPPORTUNITIES

Friend of the Farm Show Sponsorship

Be a part of Butler County's Favorite Summer Tradition!

Contact Sandie Lefever at Butler Farm Show:

(412) 614-0416
slefever@butlerfarmshow.com

Preparations for the Butler Farm Show are well underway. We invite you and your business to be a part of this important local tradition. The first Butler Farm Show was held in 1948 and was simply a plowing contest between local farmers.

With the support of many volunteers and local businesses, it has become what it is today. This event is a celebration of the agricultural heritage of Butler County. ***Your Sponsorship advertisement will reach 50,000+ guests, vendors, exhibitors and community members passing through our gates and visiting the website.*** Expressing your support for our community is essential to Butler Farm Show's success. Local business and individual support is appreciated by your neighbors, your community and your customers. ***Thank you.***

SPONSORSHIP LEVELS

Please keep in mind that the following is just a guideline of what we can do. We would be happy to create a specific sponsorship that would fit your needs.

SUPREME SPONSOR - *$35,000*

- Your logo will be placed on the back wall of the Farm Show Office building facing Route 68 (10' x 32'). Your logo will hang for one year from July – June. Very visible to Route 68.
- You will be named Friend of the Farm Show.
- You will be named in all billboard, newspaper and radio advertising.
- Your name will be placed on the digital Farm Show sign (Route 68).
- Your logo will be placed on the Butler Farm Show website.
- Your business will be announced several times daily over the public address system during the Farm Show.
- Ten (10) (24"x18") yard signs with your logo will be posted at various spots on the grounds the week of the Farm Show.
- Six (6) (4'x8') banners with your logo will be placed at high traffic areas on the grounds.
  - One (1) banner will hang on the grandstands (facing Route 68) for one year July – June.
  - One (1) banner will hang on the fence at Route 68.
- Your name will be placed on five (5) golf carts.
- One (1) complimentary vendor space inside or outside.
- One hundred (100) complimentary tickets.
- Two (2) complimentary parking spaces.

GRAND SPONSOR - *$25,000*

- You will be named the Sponsor of all of the events on the grounds for your day.
- 200 hundred tee-shirts with your name/logo will be handed out through the crowd on your day.
- You will be named Friend of the Farm Show.
- You will be named in all billboard, newspaper and radio advertising.
- Your name will be placed on the digital Farm Show sign (Route 68).
- Your logo will be placed on the Butler Farm Show website.
- Your business will be announced several times daily over the public address system during the Farm Show.
- Eight (8) (24"x18") yard signs with your logo will be posted at various spots on the grounds the week of the Farm Show.
- Five (5) (4'x8') banners with your logo will be placed at high traffic areas on the grounds.
  - One (1) banner will hang on the grandstands (facing Route 68) for one year July – June.
  - One (1) banner will hang on the fence at Route 68.
- Your name will be placed on four (4) golf carts.
- One (1) complimentary vendor space inside or outside.
- Seventy-five (75) complimentary tickets.
- One (1) complimentary parking space.

RESERVE SPONSOR - *$20,000*

- You will be named the Sponsor of all of the entertainment in the Grandstand/Arena.
- You will be named Friend of the Farm Show.
- You will be named in all billboard, newspaper and radio advertising.
- Your name will be placed on the digital Farm Show sign (Route 68).
- Your logo will be placed on the Butler Farm Show website.
- Your business will be announced numerous times daily over the public address system during the Farm Show.
- Six (6) (24"x18") yard signs with your logo will be posted at various spots on the grounds the week of the Farm Show.
- Four (4) (4'x8') banners with your logo will be placed at high traffic areas on the grounds.
  - One (1) banner will hang on the grandstands (facing Route 68) for one year July – June.
  - One (1) banner will hang on the fence at Route 68.
  - Two (2) banners will hang inside Arena
- Your name will be placed on (3) golf carts.
- One (1) complimentary vendor space inside or outside.
- Fifty (50) complimentary tickets.
- One (1) complimentary parking space.

SPONSORSHIP LEVELS

Please keep in mind that the following is just a guideline of what we can do. We would be happy to create a specific sponsorship that would fit your needs.

SUPERIOR SPONSOR - $15,000

- You will be named the Sponsor of all of the music entertainment in the Entertainment Pavilion.
- You will be named Friend of the Farm Show.
- You will be named in all billboard, newspaper and radio advertising.
- Your name will be placed on the digital Farm Show sign (Route 68).
- Your logo will be placed on the Butler Farm Show website.
- Five (5) (24"x18") yard signs with your logo will be posted at various spots on the grounds the week of the Farm Show.
- Three (3) (4'x8') banners with your logo will be placed at high traffic areas on the grounds.
  - One (1) banner will hang on the grandstands (facing Route 68) for one year July – June.
  - One (1) banner will hang on the fence at Route 68.
  - One (1) banner will hang on the pavilion stage
- Your business will be announced numerous times daily over the public address system during the Farm Show.
- Your name will be placed on (2) golf carts.
- One (1) complimentary vendor space inside or outside.
- Thirty (30) complimentary tickets.
- One (1) complimentary parking space.

PREMIER SPONSOR- $10,000

- You will be named the Sponsor of a specialty act.
- You will be named Friend of the Farm Show.
- You will be named in all billboard, newspaper and radio advertising.
- Your name will be placed on the digital Farm Show sign (Route 68).
- Your logo will be placed on the Butler Farm Show website.
- Four (4) (24"x18") yard signs with your logo will be posted at various spots on the grounds the week of the Farm Show.
- A special banner will be placed at the location of your choice with your logo announcing you as the sponsor of one of the specialty acts.
- Two (2) (4'x8') banners with your logo will be placed at high traffic areas on the grounds.
  - One (1) banner will hang on the grandstands (facing Route 68) for one year July – June.
  - One (1) banner will hang on the fence at Route 68.
- Your business will be announced numerous times daily over the public address system during the Farm Show.
- Your name will be placed on (2) golf carts.
- One (1) complimentary vendor space inside or outside.
- Twenty-five (25) complimentary tickets.
- One (1) complimentary parking space.

10 REASONS TO INVEST IN COMMUNITY EVENTS

1. STRONGER COMMUNITY RELATIONSHIPS
2. INCREASED CUSTOMER LOYALTY
3. BOOSTED EMPLOYEE ENGAGEMENT
4. GREATER VISIBILITY & AWARENESS
5. HIGHER SALES & REVENUE GROWTH
6. ENHANCED BRAND REPUTATION
7. TARGETED MARKETING OPPORTUNITIES
8. IMPROVED PUBLIC RELATIONS & MEDIA EXPOSURE
9. TAX BENEFITS & FINANCIAL INCENTIVES
10. LONG-TERM BUSINESS GROWTH

SPONSORSHIP LEVELS

Please keep in mind that the following is just a guideline of what we can do. We would be happy to create a specific sponsorship that would fit your needs.

LEVEL 4 - $5,000

- You will be named Friend of the Farm Show.
- You will be named in all billboard, newspaper and radio advertising.
- Your name will be placed on the digital Farm Show sign (Route 68).
- Your logo will be placed on the Butler Farm Show website.
- Two (2) (24"x18") yard signs with your logo will be posted at various spots on the grounds the week of the Farm Show.
- Two (2) (4'x8') banners with your logo will be placed at high traffic areas on the grounds.
- Your business will be announced numerous times daily over the public address system during the Farm Show.
- Your name will be placed on (1) golf cart.
- One (1) complimentary vendor space inside or outside.
- Fifteen (15) complimentary tickets.

LEVEL 3 - $1,000

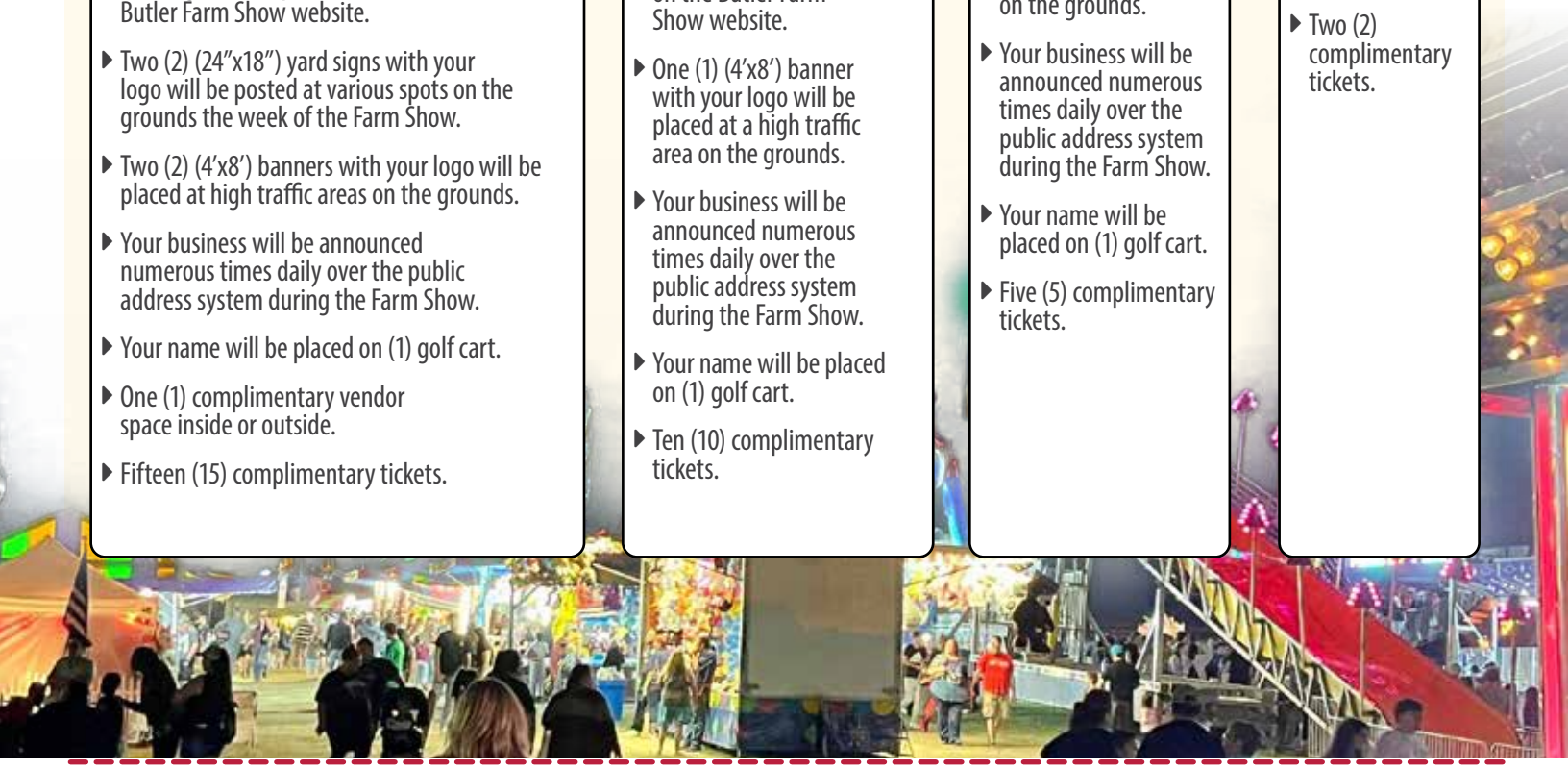
- You will be named Friend of the Farm Show.
- Your name will be placed on the digital Farm Show sign (Route 68).
- Your logo will be placed on the Butler Farm Show website.
- One (1) (4'x8') banner with your logo will be placed at a high traffic area on the grounds.
- Your business will be announced numerous times daily over the public address system during the Farm Show.
- Your name will be placed on (1) golf cart.
- Ten (10) complimentary tickets.

LEVEL 2 - $500

- You will be named Friend of the Farm Show.
- One (1) (3'x6') banner will be placed at a high traffic area on the grounds.
- Your business will be announced numerous times daily over the public address system during the Farm Show.
- Your name will be placed on (1) golf cart.
- Five (5) complimentary tickets.

LEVEL 1 - $250

- You will be named Friend of the Farm Show.
- Your name will be placed on (1) golf cart.
- Two (2) complimentary tickets.



COMPANY NAME _____ CONTACT NAME _____

PHONE _____ FAX _____ EMAIL _____

ADDRESS _____

Please fill out the sponsorship page and send a copy of your artwork/logo (in the form of a digital file) to:

Sandie Lefever
625 Evans City Road
Butler, PA 16001

slefever@butlerfarmshow.com

SPONSORSHIP SELECTION

☐ $35,000	☐ $15,000	☐ $1,000
☐ $25,000	☐ $10,000	☐ $500
☐ $20,000	☐ $5,000	☐ $250

If you have any questions, please feel free to call Sandie Lefever at 412 614-0416.

☐ Please use enclosed ad ☐ Ad sent to Sandie Lefever ☐ Please have someone call to discuss ad