

30th  Annual

# CUMMING COUNTRY FAIR & FESTIVAL

## *Sponsorship Package*

*October 3-13, 2024*



Cumming Fairgrounds

770-781-3491

[www.cummingfair.net](http://www.cummingfair.net)





# FAIR FACTS

**Dates:** October 3 – 13, 2024

**Cost:** 11 years and up \$10.00

10 and under FREE

Parking FREE

Concerts FREE

**Benefits:**

\* A regional Fairgoer demographic reach

\* Access to over 250,00+ Fairgoers

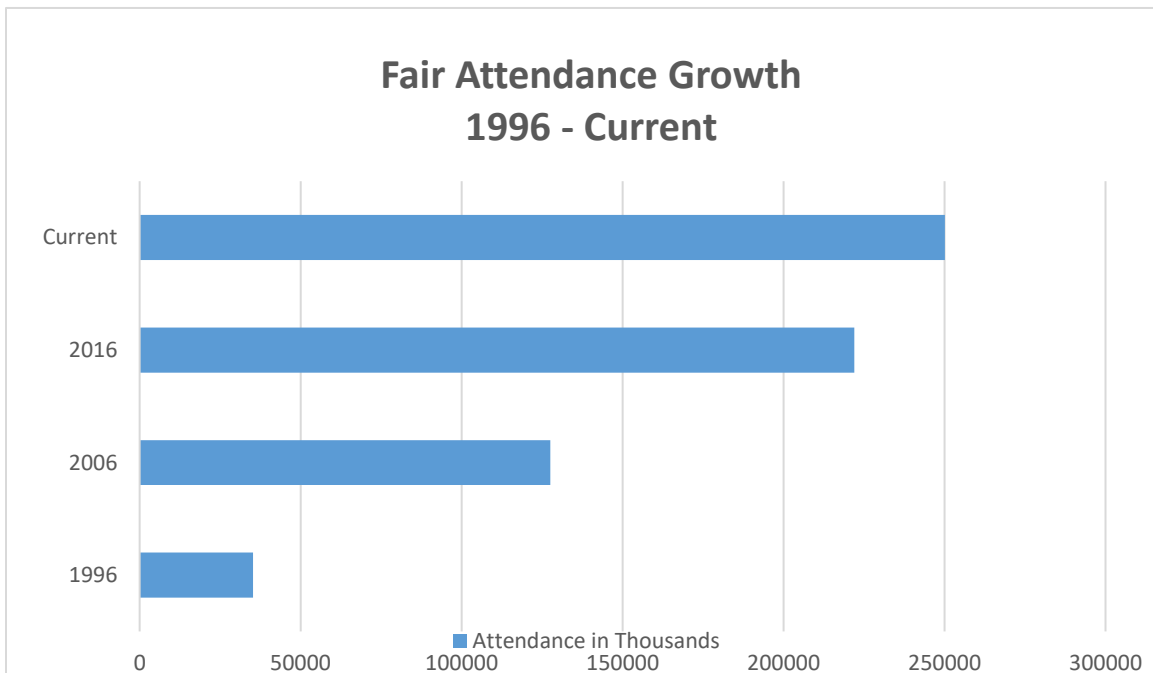
\* James H. Drew Exposition voted “**Safest in the Nation**”

\* Opportunity to increase **brand awareness**

\* **Opportunity to brand** a wide variety of fair assets

\* Opportunity to **gather consumer leads**

\* One Month of **Radio, Print, and Media coverage**





# Product Sampling

**Booth Sampling:**

- Includes a 10’ x 10’ outdoor booth with electrical and water if needed.
- **Sampling is limited to booth area only.**

1 day	\$1,000
6 days (Friday, Saturday & Sunday, 1 <sup>st</sup> week) (Friday, Saturday & Sunday, 2 <sup>nd</sup> week)	\$3,000
11 days	\$3,500

**Gate Sampling:**

- Includes a 10’ x 10’ space at one of the gates as Fairgoers are entering and exiting the park.
- **Samplers must stay within or around gate area.**

	One Gate	Both Gates
1 day	\$1,500	\$2,500
6 days (Friday, Saturday & Sunday, 1 <sup>st</sup> week) (Friday, Saturday & Sunday, 2 <sup>nd</sup> week)	\$4,000	\$5,000
11 days	\$5,000	\$7,500

**Industry/Commercial Booth Sampling:**

- Includes a 10’ x 10’ outdoor booth, tent, 1 table, 2 chairs with electric and water if needed. Booth will be located in high traffic area. **Booth must be manned all 11 days during operating hours.** Companies included are Direct Marketing, Telecommunications, Banking, Credit Cards, Housing Industry.

Non-exclusive (10’ frontage)	\$2,500
Non-exclusive (20’ frontage)	\$3,500
Exclusive	\$5,000



# Sponsorship Opportunities

SPONSOR LEVEL	PRESENTING SPONSOR	ELITE	PLATINUM CONCERT SERIES	DIAMOND GROUND ACTS	GOLD	SILVER	BRONZE
	\$75,000	\$50,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
Radio Advertisements	●	●	●				
Branded Banner at Entrance	●	●	●	●			
Press Release	●	●	●	●			
VIP Concert Seating	10	8	6	4	2		
Logo on Printed Materials	●	●	●	●	●		
Logo on Pedestrian Bridge Matrix Boards	●	●	●	●	●	●	●
Social Media/Website Promotion (Facebook, Twitter, Instagram)	●	●	●	●	●	●	●
Event Booth	●	●	●	●	●	●	
VIP Tickets (Valid Daily)	100	75	55	25	14	10	2
General Admission Tickets (1 day only)	500	300	200	100	50	30	6

# 2024 Cumming Country Fair & Festival Sponsor and Commercial Application

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

E-Mail \_\_\_\_\_

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

Amount of Sponsorship \_\_\_\_\_

Booth Description \_\_\_\_\_

Booth Size 10'x10' \_\_\_\_\_ 10'x20' \_\_\_\_\_

Sponsorship checks should be made payable to the Cumming Country Fair & Festival.

**Deadline for checks is September 11<sup>th</sup>, 2024.**

**Diamond, Platinum, Elite, and presenting sponsors will need to furnish a company logo for media purposes.**

Cumming Country Fair & Festival

235 Castleberry Road

Cumming, GA 30040

Contact: Tracy Helms

[thelms@cityofcumming.net](mailto:thelms@cityofcumming.net)

(P)770-781-3491/ (F)770-781-3492