

Columbia County Fair Association

www.columbiacofair.com

Portage, Wisconsin

July 26-30, 2017

March 2017

Dear Business Leaders:

For 166 years, the Columbia County Fair has provided county residents the opportunity to display the products of their efforts. Fine craftsmanship, quality livestock and great food and entertainment have been a part of the fair for years. Area Businesses have displayed their products and services in the commercial exhibit area and help provide the backbone of the fair with their involvement. This is Columbia County's premier event lasting over five days with thousands of entries and attracting large crowds of people from all over our state.

The Columbia County Fair Board is the association responsible for the organization of the fair and is comprised of volunteers whose primary goal is to provide our area with a high quality fair. These members have diverse backgrounds and bring a wide variety of talents to the association.

The fair board strives to bring top quality entertainment to the area and works diligently towards that goal while maintaining a history of free admission to the fair. Improving attractions in a varied entertainment environment is difficult and challenging. The fair desires a way of continuing to improve grandstand shows by offering partnership opportunities through our **Business Involvement Program (BIP)**.

Through this program the fair hopes to reduce the high overhead involved with securing quality entertainment and educational programs. The Fair Association feels that your company's support can be shown by participating in our partnership program. In return for your support, the Columbia County Fair Board will give your company recognition in promotions and at the sponsored event(s). Such recognition might include your name on the radio, in print, posters, programs, the website, etc. You will also receive complimentary tickets to the event(s) you select to sponsor. The following page will outline the program in more detail.

On behalf of the fair board, I would like to thank you in advance for your consideration and support of the county's most memorable traditions... The Columbia County Fair.

Sincerely,

Paul A. Becker

Columbia County Fair Association
Paul Becker
W5172 Oakland Dr.
Rio, WI 53960
paul_maryb@yahoo.com
608-697-9293(c) 920-992-5691(h)

PS. We have included our vendor letter with this letter in case your organization/business would like to promote itself at this year's fair.

THE COLUMBIA COUNTY FAIR ASSOCIATION B.I.P. PROGRAM

Why does the fair need a B.I.P. program and what does it do?

With the cost of high quality entertainment and service increasing every year, it is becoming more difficult to remain a self-supporting free fair. Business partnerships help to underwrite programs and events throughout the fair allowing us to use monies for operating costs and capital improvements.

What are the benefits?

*Tax deduction *Increase name recognition *Event Promotional support *Generate business contracts *Enhance existing marketing efforts *Prestige positioning of company name/image.

How does the program work?

The program is set up with different levels of sponsorships. The different levels determine the direct benefit in advertising and event tickets. Tickets are distributed upon final sponsorship agreements.

\$250 Bronze Partner

- Mentioned in print advertising such as newspaper, brochures, posters, etc.
- Company name on BIP posters strategically placed on fair grounds
- Two (2) tickets for selected event.

Your name will be listed on our website www.columbiacofair.com

\$500 Silver Partner

- All of the above with five (5) tickets for selected event.

\$750 Gold Partner

- All of the above with mention in radio advertising and ten (10) tickets for selected event

\$1000 Platinum Partner

- All of the above with mention in radio advertising and fifteen (15) tickets for selected event

\$5000 Platinum+ Partner

- All of the above with mention in radio advertising and thirty (30) tickets for selected event

*Any and all donations are greatly appreciated and used for the good of the fair.

*We are always looking for extra volunteers to help with various events at the fair. Please contact us for more info.

*Does your business have display materials they don't need anymore? We are always looking for new ways to display the many exhibits we have at the fair. Please contact us for more info.

If you would like to put something into the coloring contest bags (amount made 100) please contact Paul Becker at paul_maryb@yahoo.com 920-992-5691(h) 608-697-9293(c)

YES I want to be a part of the B.I.P. Program. Clip & Send Back

\$5000 \$1000 \$750 \$500 \$250 Any

_____ Platinum+ _____ Platinum _____ Gold Partner _____ Silver Partner _____ Bronze Partner _____ Donation

I would like to sponsor for the following event(s): Your name will be announced at the event for any amount given.

_____ July 26 Moto Cross (www.cmjraceway.com) Cost to put event on \$6,000

_____ July 27 Circle Flat Track Racing (www.cmjraceway.com) Cost to put event on \$6,000

_____ July 28 TC Rodeo Cost to put event on \$13,000

_____ July 29 Demo Derby (www.columbiacofair.com) Cost to put event on \$8,000

_____ July 30 Tractor/Truck Pull (www.columbiacofair.com) Cost to put event on \$5,500

_____ Any Where Needed

5' Banner Space on the perimeter fence to advertise your message \$40 your banner \$65 custom made

Enclosed is my check for \$_____. Contact Person _____

Business Name (be specific for print purposes) _____

Address _____

To be included in all the benefits available, deadline for sponsorship is June 1, 2017

Checks should be made payable to: Columbia County Fair Association.

Partnership donations/questions should be sent to: Paul Becker W5172 Oakland Dr., Rio, WI 53960