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.

$100 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

$250 Silver Partner

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

$500 Gold Partner

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

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

If you would like to put something into the coloring contest bags (amount made 144) 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

$500	$250	$100	Any
____Gold Partner	_____Silver Partner	_____Bronze Partner	_____Donation

I would like to sponsor for the following event(s):

_____July 20 Moto Cross/Fireworks _____July 21 Moto Cross
_____July 22 Tractor Truck Pull _____July 22 Day Camp at the Fair
_____ July 23 Demo Derby _____July 24 Catch a Pig Contest
_____ Fireworks _____Any Where Needed
_____July 23-24 Ozseeker the clown (this is free to the public)

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, 2011**
Partnership donations should be sent to:. If you have any questions, please contact Paul Becker at paul_maryb@yahoo.com 920-992-5691(h) 608-697-9293(c)

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