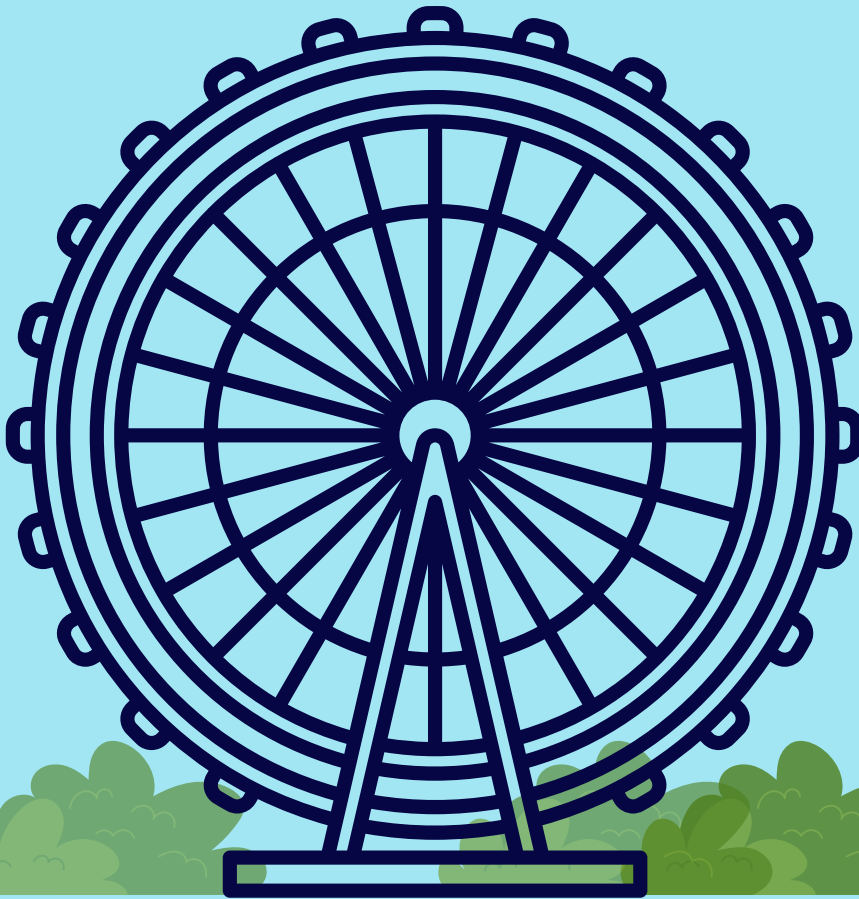




# DINWIDDIE COUNTY FAIR

Oct. 17-19, 25

## SPONSORSHIP PACKAGE



[www.dinwiddieva.us](http://www.dinwiddieva.us)

- carnival • shows •
- games • fair food •
- live music •
- agriculture exhibits •
- and more •

Discover  
Dinwiddie



## COUNTY FAIR MARKETING PLAN

**Radio Promotion** through Summit Media on New Country K95, 96.5 Classic Rock, and 103.7 Your Variety.

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**Print Advertising** through various local and regional channels.

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**Outdoor Advertising** throughout the region.

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**Digital Advertising** through county and regional channels.



# ABOUT THE COUNTY FAIR

The Dinwiddie County Fair is an annual event that began in 2010. The Fair is a family-friendly community event that welcomes thousands of area residents and visitors while showcasing the best of Dinwiddie County, VA and the region. This 3-day event is action packed with performance variety shows, a thrilling midway, food vendors, live music, exhibits, competitions, and much more!

The Fair is proudly presented by the County of Dinwiddie, VA and is a member of the Virginia Association of Fairs. The fair is held at:

**Virginia Motorsports Park**

8018 Boydton Plank Road  
North Dinwiddie, VA 23803.

Sponsorship of the Dinwiddie County Fair not only gets your name in front of potential customers, it gives many other benefits, including: maximum exposure; visibility and signage on the grounds; promotional rights, and an opportunity to create pre-fair traffic to your business; sampling/on-site demo opportunities; and it allows you and your employees to directly interact with Fairgoers. **Last, but certainly not least, it shows your support for the Dinwiddie community.**

# BENEFITS FOR SPONSORS



## On-Site Booth Spaces

Some sponsors will receive promotional booth spaces at the County Fair. The size of the space is determined by the level of sponsorship. All sponsors are required to adhere to all vendor rules and regulations provided in the vendor handbook.

## On-Site Banner Advertising

**SPONSORS MUST SUPPLY THEIR OWN BANNERS.** Your banner will be displayed prominently at the Fair depending on sponsorship level. The County has the sole discretion to determine if the banner is appropriate for the event.

## Print Advertising

Print advertisements will be placed in a variety of formats that may include area newspapers, posters, and/or printed flyers. Printed advertisements will use your business logo as an official sponsor of the Fair. **Deadline for print: August 1, 2025.**

## Digital Advertising

Sponsors will receive promotion during the week of and prior to the event on Dinwiddie County's social media and website.

Facebook: Dinwiddie County Tourism

Instagram: @DiscoverDinwiddie

# SPONSORSHIP LEVELS



## TITLE SPONSOR

Booth Space (Size TBD)

---

Logo and mention in all fair marketing materials

---

On-Stage Recognition

---

Prime Banner Placement

---

10 tickets to the fair

**\$10,000**



## FIREWORKS SPONSOR

Prime Banner Location

---

Booth Space near Entrance

---

Business mention before each fireworks show

---

Digital Marketing Mentions

---

6 tickets to the fair

**\$6,000**



## MAIN STAGE SPONSOR

Stage Naming Rights

---

Stage Backdrop & Banner Placement

---

On-Stage Recognition

---

Booth Space Near Stage

---

6 tickets to the fair

**\$1,500 PER DAY**



## ATTRACTIONS SPONSOR

Signage at Attraction

---

Booth Space at Attraction

---

Business mention before each show at attraction

---

Digital Marketing Mentions

---

6 tickets to the fair

**\$5,000**

# SPONSORSHIP LEVELS



## FOOD ROW SPONSOR

Booth Space near Food Row

---

Banners throughout Food Row

---

Digital Marketing Mentions

---

4 tickets to the fair

**\$2,500**



## AGRICULTURE SPONSOR

Prime Banner Location

---

Booth Space near Extension Tent

---

Digital Marketing Mentions

---

4 tickets to the fair

**\$2,500**



## EXHIBITOR SPONSOR

1 Booth

---

2 Fair Tickets

**\$750**



## FRIEND OF THE FAIR

1 Banner

---

Digital Marketing Mentions

---

2 Fair Tickets

**\$500**

# THE FINE PRINT.

**NO REFUNDS** will be provided in the event that a sponsor's marketing materials violate Dinwiddie County's family-friendly clause.

All attraction sponsorships are available on a first come, first served basis. Please submit the sponsorship application with "attraction" noted and Fair Management will notify the specific sponsor once the attractions are finalized. The selection order will be based on the date the sponsorship application was received.

For additional information or questions, contact Stacey English by phone 804-469-4500 ext. 2163 or by email at [senglish@dinwiddieva.us](mailto:senglish@dinwiddieva.us).

PLEASE NOTE: All sponsors will be notified via email for confirmation and sponsor instructions for the Dinwiddie County Fair and setup. **Please make sure that all contact information is accurate. Sponsorship deadline is August 1, 2025 to be included on marketing materials. Please note that banner and print advertisement deadlines may be earlier than August 16, depending on media needs. Sponsorships received after the deadline may not benefit from all benefits listed due to time constraints.**



# SPONSOR APPLICATION



Please find a digital application here: <https://forms.gle/TWHwf2NMfE26MfZW8>

Date: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Business Name: \_\_\_\_\_

Point of Contact Name: \_\_\_\_\_

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

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

Website: \_\_\_\_\_

Social Media Channels: \_\_\_\_\_

## Sponsorship Options - Please Circle All That Apply

Title (\$10,000)      Fireworks (\$6,000)      Main Stage (\$1,500 / day)

Attraction (\$5,000)      Food Row (\$2,500)      Agriculture (\$2,500)

Exhibitor (\$750)      Friend of the Fair (\$500)

Total Cost: \_\_\_\_\_

## ACKNOWLEDGEMENT

I have read and understand the Handbook in its entirety and will comply with all terms and conditions within. I will make the handbook available to all persons operating my space and ensure their compliance as well. The individual executing below represents to Dinwiddie County and the Dinwiddie County Fair that such individual has the authority to represent any entity purported to be represented by such individual. By my signature below, I hereby agree to all terms and conditions set forth in the Dinwiddie County Fair "2025 Dinwiddie County Fair Vendor Handbook." **Sponsorship deadline is August 16, 2025. Please note that banner and print advertisement deadlines may be earlier than August 16, depending on media needs.**

## SIGNATURE / AUTHORIZATION

I certify that the information stated in this application is complete and true to the best of my knowledge. I understand that by submitting this application it does not guarantee me a space at the Dinwiddie County Fair.

Signature of Applicant: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_