

March 13, 2010



Dear Sir or Madam:

The fair board would like to encourage you to support the Russell County Free Fair. It is with community financial and physical assistance that makes our county fair one of the best fairs in Kansas. The fair board is in the planning stages for the upcoming county fair entertainment and is in need of your help.

The sponsorship committee encourages you to read the *Benefits of Sponsorship Page* for specific details. On the website, all sponsors will be listed on the sponsor's page. However, as a **Gold Sponsor** your logo and web link will be placed at the top of our home page. This is the best spot for an advertisement on a website. **Purple Sponsors** will also have their logo and web link placed at another position on our home page, the first page viewed when coming to the site.

The fair is a great attraction to place your name and/or business logo in front of current and potential customers. We can help you do just that at the fairgrounds during fair week, in printed material and at our fair website for the entire year. Last year 6,900 different computers visited our web site 12,400 times. There were also 1,000 fair books and 3,000 brochures printed.

Let's make 2010 a success for the Russell County Free Fair and your business!

----- Please detach & return -----

2010 Sponsorship Form

Please return by April 15, 2010

Sponsorship details on back

- \$500 Gold Sponsorship Preference of Event to Sponsor _____
- \$300 Purple Sponsorship Preference of Event to Sponsor _____
- \$150 Blue Sponsorship
- \$20 Open Class Special Award Sponsorship
- \$20 Open Class Horse Show Sponsorship

EVENTS ELIGIBLE TO SPONSOR

Streetside	Petting Zoo	Deal or No Deal	4-H Livestock Sale
Nightly Free Stage	B & B Duo	Arm Wrestling	Frog and Turtle Races

Please return this form with payment by April 15, 2010 to either Doug Funk or Barb Langhofer, if you should have any questions please call:

Doug Funk
3157 178th Street
Russell, KS 67665
(785)445-5059

Barb Langhofer
1106 S. Stephanie Street
Russell, KS 67665
(785)483-4894



BENEFITS OF RUSSELL COUNTY FREE FAIR SPONSORSHIP

Benefits of Gold Sponsorship (\$500 or more)

- Sponsors name attached to event in all fair print, radio and TV advertisement.
- Sponsors logo and web link placed on a *prime area* of fair's website home page.
- Sponsors logo placed on inside front cover of fair book.
- Choice of event to be sponsored.
- Display of sponsor's personal banner at the event.
- Sponsors logo and web link included on fair's website sponsors page.
- Live mentions during the event you sponsor.
- Sponsors name listed in fair book with event sponsored.
- Sponsors name placed on fair's website sponsors page.

Benefits of Purple Sponsorship (\$300 or more)

- Sponsors logo and web link placed on fair's website home page.
- Sponsors logo placed on inside front cover of fair book.
- Choice of event to be sponsored.
- Display of sponsor's personal banner at the event.
- Sponsors logo and web link included on fair's website sponsors page.
- Live mentions during the event you sponsor.
- Sponsors name listed in fair book with event sponsored.
- Sponsors name placed on fair's website sponsors page.

Benefits of Blue Sponsorship (\$150 or more)

- Sponsors logo and web link included on the fair's website sponsors page.
- Sponsors logo placed on inside front or back cover of fair book.
- Live mentions during the event you sponsor.
- Sponsors name listed in fair book with event sponsored.
- Sponsors name placed on fair's website sponsors page.

Benefits of Open Class Special Award & Horse Show Sponsorship (\$20 or more)

- Sponsors name listed in fair book with event sponsored.
- Sponsors name placed on fair's website sponsors page.