



Dear Potential Sponsor,

Thank you for your interest in the Skowhegan State Fair! A Maine tradition since 1818, the Skowhegan State Fair is the Nations Oldest Consecutively Running Agricultural Fair, celebrating 205 years in 2023. Each year Fair-goers come from all over New England to enjoy our famous fair. We have something for everyone, from Corn Dogs to Thrill Rides, Free Entertainment to Livestock Shows & Events plus everything in between. It's the highlight of the summer, a sign that fall is near and a yearly tradition for so many people.

As an official sponsor to one or more of our events or programs, your organization has the opportunity not only to be a part of our tradition, but to reach a broad and receptive audience. We offer a variety of promotional opportunities to showcase your brand, including, but not limited to; digital, print, banners & signs. Please take a moment to review our sponsorship opportunities, we are proud to offer several options to best fit your marketing needs.

If you have any questions please don't hesitate to reach out to Denny Morin, our Advertising Director at 207-431-1756 or djm10@outlook.com. You may also contact our office at 207-474-2947 or office@skowheganstatefair.com. Thank you for your generosity and support!

Sincerely,

The Skowhegan State Fair Board

PO Box 39 ■ 33 Constitution Avenue, Fairgrounds Marketplace ■ Skowhegan, Maine 04976 ■ Phone: 207-474-2947 ■ Fax: 207-474-6257
Website: www.skowheganstatefair.com ■ E-mail: office@skowheganstatefair.com



Sponsorship Opportunities - Deadlines - 2023

Premium Book - April 1

Cooler Program - June 1

Race Program - July 21

Entertainment Sponsorships -

Included in Print Publications - June 9

Included in Digital Marketing, Website & Newspaper Insert - July 15

Livestock Sponsorships

Included in Premium Book - April 1

Included in Digital Marketing & Website - July 15



Sponsorship Opportunities - Entertainment - 2023

FUN FAIR FACTS!

- 🎪 10 FUN Days EVERY August
- 🎪 "The Nation's Oldest Consecutively Run Agricultural Fair"
- 🎪 Celebrating 205 years in 2023!!
- 🎪 Annual Fair Attendance: 75,000 Fairgoers
- 🎪 Over 5,000 entries Livestock Exhibits & Shows
- 🎪 Live Band Performances EVERY Night!
- 🎪 3 Demolition Derbies, 3 Truck Pulls
- 🎪 6 days of Harness Racing
- 🎪 Over 100 Concessions & Vendors
- 🎪 Hundreds of Thousands Smiling Faces



Sponsor Contact Name: _____

Sponsor Business Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Website: _____

Entertainment Sponsorships:	QTY	Rate	Amount
Demolition Derby Sponsorship			
Derby #1 - Friday Aug 11, 2023		\$1,000.00	
Derby #2 - Monday Aug 14, 2023		\$1,000.00	
Derby #3 - Friday Aug 18, 2023		\$1,000.00	
Truck Pull Sponsorship:			
Pull #1 - Saturday Aug 12, 2023		\$1,000.00	
Pull #2 - Wednesday Aug 16, 2023		\$1,000.00	
Pull #3 - Saturday Aug 19, 2023		\$1,000.00	
Entertainment in Midway Park Sponsorship:			
Local Bands - \$500 per night - Aug 10-19		x \$500.00	
Children's Park Sponsorships:			
Kid's Entertainment - 10 Day Sponsor		\$1,000.00	
Ground Attraction Sponsorships:			
Wrestling - \$500 Per Night		\$500.00	
The "Rocketman" Valenica - 10 Day Sponsor		\$2,500.00	
All Fees must be enclosed with Sponsor Form			TOTAL SPONSORSHIP \$

PLEASE RETURN THE FOLLOWING WITH YOUR SELECTION, IF IT APPLIES:

COMPANY LOGO* - Logo from previous year will be used if not notified by June 9.

NEW SPONSORS* - Logo MUST be submitted no later than June 9.

* If submitting a logo, please provide a vector file (.EPS, .AI, .PNG or PDF)

ONLY SPONSORS WHO HAVE PAID BEFORE JUNE 9 WILL BE INCLUDED IN PRINTED PUBLICATIONS, & BEFORE JULY 20 WILL BE INCLUDED IN DIGITAL MARKETING.

For questions call or e-mail:
207-474-2947
office@skowheganstatefair.com

Make checks payable to Skowhegan State Fair and mail completed form with payment to...

**Skowhegan State Fair
PO Box 39
Skowhegan, ME 04976**

Major credit cards also accepted, call 474-2947 for processing a credit card payment.



Sponsorship Opportunities - Entertainment - 2023



For questions call or e-mail: 207-474-2947 or office@skowheganstatefair.com

Sponsorship Information:

1. DEMOLITION DERBIES: \$1,000.00 per Derby

- Limited to 2 sponsors per derby*
- 3 Derbies: Friday Aug. 11, Monday Aug. 14 & Friday Aug. 18
- Audience Reach: 5000 - 6000 Spectators per Derby
- Listed in Daily Schedule
 - Includes: Brochure, Website & Newspaper Insert
- Company LOGO** & Website Link on Fair's Website
 - Includes Sponsor Page & Event Page
- Announcements during event
- Fifteen (15) Any Day Passes
- Mentions on All Social Media Platforms

2. TRUCK PULLS: \$1,000.00 per Pull

- Limited to 2 sponsors per pull*
- 3 Pulls: Sat. Aug. 12, Wed. Aug. 16 & Sat. Aug. 20
- Audience Reach: 5000 - 6000 Spectators per Pull
- Listed in Daily Schedule
 - Includes: Brochure, Website & Newspaper Insert
- Company LOGO** & Website Link on Fair's Website
 - Includes Sponsor Page & Event Page
- Announcement during event
- Fifteen (15) Any Day Passes
- Mentions on All Social Media Platforms

3. ENTERTAINMENT IN MIDWAY PARK: \$500.00 per Night

- Limited to 1 sponsor per night*
- Listed in Daily Schedule
 - Includes: Brochure, Website & Newspaper Insert
- Listing on Fair's Website
 - Includes Sponsor Page & Entertainment Page
- Mentions on All Social Media Platforms
- Listed on Daily Entertainment Board in Park

4. CHILDREN'S PARK: \$1,000.00 for Fair Week (10 Days)

- Listed in Daily Schedule
 - Includes: Brochure, Website & Newspaper Insert
- Listing on Fair's Website
 - Includes Sponsor Page & Entertainment Page
- Announcement during event (beginning & end of performance)
- Mentions on All Social Media Platforms
- Park Sponsor Banner

5. 2023 GROUND ATTRACTIONS:

1. WRESTLING: \$500.00 PER NIGHT

- Limited to 1 sponsor per night*
- Listed in Daily Schedule
 - Includes: Brochure, Website & Newspaper Insert
- Listing on Fair's Website
 - Includes Sponsor Page & Entertainment Page
- Mentions on All Social Media Platforms

2. THE "ROCKETMAN" VALENICA: \$2500.00 Fair Week

- Listed in Daily Schedule
 - Includes: Brochure, Website & Newspaper Insert
- Company LOGO** & Website Link on Fair's Website
 - Includes Sponsor Page & Event Page
- Announcements during event
- Fifteen (15) Any Day Passes
- Mentions on All Social Media Platforms
- Listed on Sponsor Banner



* Sponsor Limits are awarded on a first come first serve basis

** If submitting a logo, please provide a vector file (.EPS, .AI, .PNG or PDF) and email to office@skowheganstatefair.com