



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 207 years in 2025. 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](mailto:djm10@outlook.com). You may also contact our office at 207-474-2947 or [office@skowheganstatefair.com](mailto: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](http://www.skowheganstatefair.com) ■ E-mail: [office@skowheganstatefair.com](mailto:office@skowheganstatefair.com)



## **Sponsorship Opportunities - Deadlines - 2025**

Premium Book - March 28

Cooler Program - June 1

Race Program - July 22

Entertainment Sponsorships -

Included in Print Publications - June 9

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

Livestock Sponsorships

Included in Premium Book - April 15

Included in Digital Marketing & Website - July 15



## Sponsorship Opportunities - Entertainment - 2025

### FUN FAIR FACTS!

- 🎡 10 FUN Days EVERY August
- 🎡 "The Nation's Oldest Consecutively Run Agricultural Fair"
- 🎡 Celebrating 207 years in 2025!
- 🎡 Annual Fair Attendance: 75,000 Fairgoers
- 🎡 Over 5,000 entries Livestock Exhibits & Shows
- 🎡 Live Band Performances EVERY Night!
- 🎡 3 Demolition Derbies, 2 Truck Pulls
- 🎡 7 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 8		\$1,000.00	
Derby #2 - Monday Aug 11		\$1,000.00	
Derby #3 - Friday Aug 15		\$1,000.00	

#### Truck Pull Sponsorship:

Pull #1 - Saturday Aug 9		\$1,000.00	
Pull #3 - Saturday Aug 16		\$1,000.00	

#### Entertainment in Midway Park Sponsorship:

Local Bands - \$500 per night - Aug 7-16		x \$500.00	
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#### Children's Park Sponsorships:

Kid's Entertainment - 10 Day Sponsor		\$1,000.00	
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#### Ground Attraction Sponsorships:

Wrestling - \$500 Per Night		\$500.00	
TBA - 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.

[www.skowheganstatefair.com](http://www.skowheganstatefair.com)



## Sponsorship Opportunities - Entertainment - 2025

For questions call or e-mail: 207-474-2947 or [office@skowheganstatefair.com](mailto:office@skowheganstatefair.com)

### Sponsorship Information:

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

- Limited to 2 sponsors per derby\*
- 3 Derbies: Friday Aug. 8, Monday Aug. 11 & Friday Aug. 15
- 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\*
- 2 Pulls: Sat. Aug. 9, & Sat. Aug. 16
- 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. 2025 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. GROUNDS ATTRACTION (TBA): \$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](mailto:office@skowheganstatefair.com)