

March 28, 2018

Dear Sponsor:

The Russell County Fair & Horse Show, our county's 70-year old fair, has become widely known throughout Virginia and surrounding states as a highly successful, professional, top-notch event, one to be emulated. It is our desire to continue to offer a high-quality educational and entertaining, family-oriented annual experience for our community's enjoyment.

Total attendance is about 45,000. Veterans are admitted free on Labor Day; senior citizens free on Thursday; Special Needs Children free on Wednesday and school children free on Friday. This year there are exciting events taking place at the fair such as a two-day rodeo, demolition derby, two-day horse show, just to name a few. The fair has something for everyone.

The Russell County Fair Association is a 501c3 entity under the Internal Revenue Code. Annual Fund donors are fully eligible for tax deduction (Tax ID 54-6052983). The Russell County Fair Association would be very pleased to welcome you as a corporate partner. Below are the categories of sponsorship we offer:

DIAMOND - \$5000 & OVER	PLATINUM - \$2500 & OVER	GOLD - \$1000 & OVER	FRIENDS OF THE FAIR \$500
<u>Recognition on all Fair media and publications.</u> <u>Free Commercial Space -8X10 Inside Commercial Bldg.</u> <u>Corporate Sign on Grounds</u> <u>5 Season Passes. 20 Day Passes</u>	<u>Recognition on all Fair media and publications</u> <u>½ off Commercial Space</u> <u>Company Supplied Banner on Grounds</u> <u>3 Season Passes. 10 Day Passes</u>	<u>Recognition on all Fair Media and Publications</u> <u>\$25 discount on Commercial Space</u> <u>3 Season Passes. 5 Day Passes</u>	<u>Recognition on all Fair Media and Publications</u>

ANY SPONSORSHIP UNDER \$500 will receive recognition on all printed publications

Thanking you, and with best regards, I remain

Sincerely,

Adam Wilson, President
276.762.2261

Russell County Fair & Horse Show
September 3 - 8, 2017

"Jammin at the Fair!"