

February 1, 2022

Dear Sponsor:

The Russell County Fair & Horse Show, our county's 75-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.

Plans are underway for our **75<sup>th</sup> Anniversary** this year. Celebrating our 75<sup>th</sup> is a monumental occasion and we are so thrilled to experience it. While we will continue the events our consumers enjoy, we hope to offer even more for them in 2022. In keeping with tradition: 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 bull riding event, demolition derby, two-day horse show, carnival, and entertainment, just to name a few. The fair has something for everyone.

We hope we can continue to count on companies like you to help us improve our fair each year. Your support is a vital ingredient to the success of our fair.

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:

<b>DIAMOND - \$5000 &amp; OVER</b>	<b>PLATINUM - \$2500 &amp; OVER</b>	<b>GOLD - \$1000 &amp; OVER</b>	<b>FRIENDS OF THE FAIR \$500</b>
<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 when possible</u>

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

Thanking you, and with best regards, I remain

Sincerely,

Russell County Fair Board of Directors  
276.762.2261

**Russell County Fair & Horse Show**  
**“75 Years of Excellence”**  
**September 5-10, 2022**