



P.O Box 215
Union MO 63084

Dear Friend of the Fair,

The Franklin County Fair Board has begun preparations for this year's fair. The dates for the fair are **June 7th through the 10th, 2018** at the fairgrounds in Union. To continue to bring high quality entertainment to our community we invite our local businesses to advertise with us. The 2018 Slogan is "**Country Nights with Carnival Lights**"

Our total entertainment lineup has not been set for this year's fair; it will be released in the coming months. What we have so far is a Tractor & Truck Pull, Demo Derby, and with other events that we continue to have as a tradition at our fair. Advertisers are a backbone to our annual four day event and we appreciate any support to help continue the traditions and to add new events.

Please review the attached form and choose which level you would like to advertise at, as this year we have changed levels and pricing please see the new packages. This year we are trying to have the books out by May 1st so we will need your business logo or art work by February 1, 2018. Please give us a call if you would like someone to come out and talk to you at your place of business.

All advertisers for the 2018 fair, are invited to participate in our 6th Annual Fair Parade, this event will be on June 7, 2018 starting at 6:00 pm. The only floats that are in the parade are our sponsors and organizations that are involved in the fair. Please fill out the parade entry form and return it by February 1, 2018.

Advertising is a vital part of our fair to continue to make improvements, adding activities, and new entertainment. We do have spaces available for commercial display booths for businesses and organizations; in addition we are need of services, materials and supplies for the fair and concessions stands.

Contact information:

Tom Abbott (Fair Book) : (636) 584-4473, franklincountyfair@live.com

Robby Keen Chairman (Fair Book): (636) 234-8888, rokeen1985@gmail.com

Thank you in advance.

Robby Keen

Robby Keen
Franklin County Fair Chairman
rokeen1985@gmail.com

**FRANKLIN COUNTY FAIR
2018 ADVERTISING LEVELS**

ULTIMATE ADVERTISING -\$2,500-5,000

- Main Area Sponsor
- Main Area Banner (4' X 6' Vinyl Banner)
- Presenter of Fair Event, Example "Business name" Presents Truck & Tractor Pull
- Three 2' X 6' Vinyl Banners displayed at premium location on fairgrounds and advertised event
- Full-Page black & white ad in fair book
- 10'x10'Commercial Display Booth and 20 Fair Adult Season Passes
- Business promoted on Event material, Board shirts, and Fair website and Facebook page

PLATINUM ADVERTISING -\$ 2,300

- Presenter of Fair Event, Example "Business name" Presents Truck & Tractor Pull
- Advertising rights to a CO-Event
- Three 2' X 6' Vinyl Banners displayed at premium location on fairgrounds and advertised event
- Full-Page black and white ad in fair book
- 10'x10'Commercial Display Booth and 15 Fair Adult Season Passes
- Business promoted on Event material, Board shirts, and Fair website and Facebook page

GOLD ADVERTISING -\$ 1,100

- Advertising rights to a CO-Event
- Two 2' X 6' Vinyl Banners displayed at premium location on fairgrounds and advertised event
- Full-Page black and white ad in fair book
- Business promoted on Event material, Board shirts, and Fair website and Facebook page
- 10 Fair Adult Season Passes and 10'x10'Commercial Display Booth (**Add additional \$60 to \$1,100**)

SILVER ADVERTISING -\$550

- Advertising rights to a CO-Event
- One 2' X 6' Vinyl Banners displayed at premium location on fairgrounds and advertised event
- Half-Page black and white ad in fair book

WRISTBAND ADVERTISING - \$400

- Advertising on a Wristband for either one day of fair (Thursday, Friday, Saturday, Sunday) or Pit Pass (Drivers, Riders who enter pits get additional wristband)
******Limited first come first serve, only please contact first if interested.*
- Business Card black and white ad in fair book
- One 2' X 6' Banner displayed at premium location on fairgrounds or Main Gate (Pit Pass at Hill Gate)

BRONZE ADVERTISING - \$ 275

- One 2' x 6' vinyl banner displayed at premium location on fairgrounds

Horseshoe Tournament Sponsor-\$100

- Business will be listed on Horseshoe Tournament page and a Business Card ad in Fair book.

Fair Parade Sponsor-\$25

- Business will be listed on Parade page

2017 FAIR BOOK ADS (Black and White Ads)

- Parade Sponsor-----\$25.00
- Business card ----- \$ 55.00
- 3 ½" x 6" ----- \$115.00
- Half page ad ----- \$200
- Full page ad ----- \$330

**** ARTWORK needs to be received by February 1, 2018 to guarantee an ad in the book.**

2018 Fair Information

2018 Fair Main Events Line up schedule:

**Thursday June 7: Annual Fair Parade
Franklin County Fair Queen Contest**

Friday June 8: Demolition Derby

Saturday June 9: Truck and Tractor Pull

Sunday June 10: Union FFA Alumni Tractor Pull

**Other Events with Family Pavilion, Entertainment Tent and other activities will be added as well.
Events include: 4-H/FFA Livestock shows, Pig Scramble,
Baby Contest, Little Mr. & Miss Contest.**

Ways to support your local County Fair

- 1. Advertising with the Fair, meaning your business information will be distributed through the County in the fair book we design, plus depending on the package advertising online & on site.**
- 2. Commercial Display Booth, Reserve your space and by selling products or giving out information about your business.**
- 3. Services, Materials are always needed, there are opportunities to donate to the fair, in exchange for your support.**
- 4. Helping us spread the word, by allowing our materials at your business, selling season passes**

Contacts for different parts of the Fair Board

Fair Board Chairman: Robby Keen (636) 234-8888 rokeen1985@gmail.com

Fair Board CO-Chairman: Zach Mentz (636) 584-4396 zmentz@hotmail.com

Fair Book Advertising Coordinators: Zach Mentz (636) 584-4396 zmentz@hotmail.com

Tom Abbott (636) 584-4473 franklincountyfair@live.com

Fair Commercial Display: Zach Mentz (636) 584-4396 zmentz@hotmail.com

Fair Family Pavilion: Kelsey Baxter (314) 560-9029 baxterk_2013@hotmail.com

Commercial Display

This packet includes two forms that need to be signed and returned; application and liability form and forbidden booth items list. A non-refundable \$25.00 deposit is required to be made if the full amount cannot be sent with the forms. This non-refundable deposit holds your spot due to limited spaces. We offer electric on a first come first paid-in-full fee of \$25.00.

The price for a 10' X 10' spot is \$100.00. This also includes two season passes to use each day for gate access. Nonprofit organizations will pay a fee of \$25.00 for the 10' X 10' spot and receive one pass for gate access. If additional passes are needed for booth workers or family, they may be purchased at season ticket price. Additional passes may also be purchased at our ticket locations. Daily admission can be paid at the gates.

Each exhibitor will need to provide their own cover. We suggest that you bring something to weigh down your tent in case of questionable weather. Common items used are buckets filled with sand or rock, bags of kitty litter or salt, and cinder blocks.

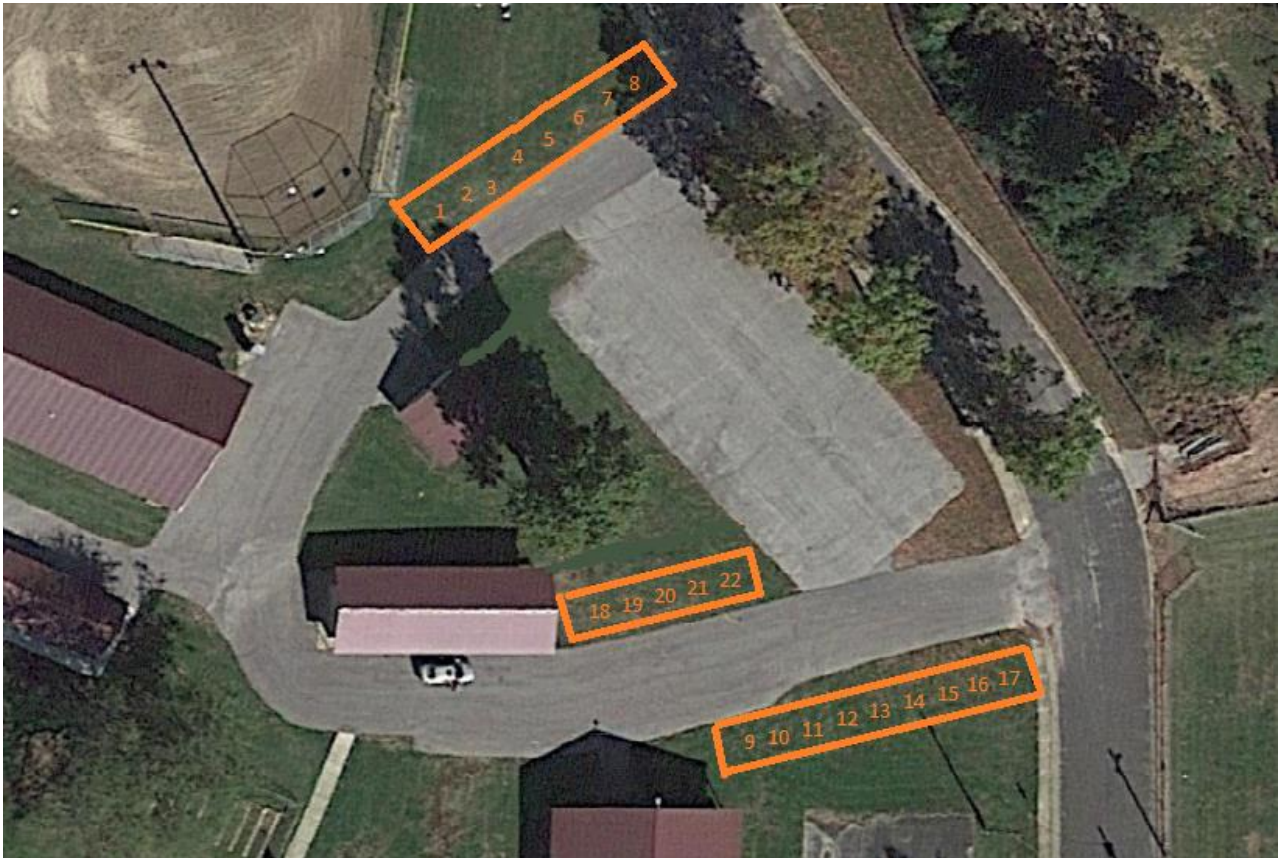
You may set up Thursday, June 7th before 1 pm. Vehicles are not allowed on the grounds within one hour of gates opening daily.

Liability of Exhibitors:

In no case shall the officers, directors, and/or sponsoring agents of the Franklin County Fair or The City of Union be held responsible for any loss, damage, injury, theft, death or from any other cause of any character, to any property while the same in on the Fairgrounds. Officers, directors, and the sponsoring agents of the Franklin County Fair and the City of Union hereby assume no responsibility either as a bailee or for any property brought upon said Fairgrounds, and it shall be at exhibitor's sole risk

Commercial Display

Commercial Display is a great way to support the fair. It is also a great way to sell product or spread the word about your business. Spaces are 10'x 10' and you may only sell within your designated space. Spaces 9 thru 17 have electric and 18 thru 22 are reserved for non-profits.



This year Commercial Display is being moved to provide our vendors a higher trafficked area. Above is a map showing the new layout. Ultimate and Platinum Advertising packages come with one space. Please check the box on the order form if you are interested in receiving a commercial display packet

Any question contact – Zach Mentz (636) 584-4396 zmentz@hotmail.com



FRANKLIN COUNTY FAIR'S

6th Annual Fair Parade

6:00 p.m.-Parade

We invite our sponsors, civic organizations, event promoters, and volunteers to participate in our 6th annual parade. Without your support we would not be able to host the fair each year for the community. We also want to give you another opportunity to advertise and spread the word about your business or organization.

Sponsors and organizations may either enter a vehicle, vehicle with trailer, or a walking entry. Sponsors and organizations may choose to decorate or not decorate their entry. Please use this opportunity to promote yourselves. Any entries with animals: dogs, horses will be responsible for any clean up.

After the parade, feel free to park at the pool parking lot and join us for the Franklin County Queen Contest, pig scramble, and pedal tractor pull. Thursday night is only \$10 entry for all. Food and drinks will be available for purchase, with music in the Entertainment Tent till 11pm.

PARADE INFO

Thursday June 7, 2018

6:00 p.m. start

Line up starting at 5:30 p.m. at Union City Hall

(in front of or on side using road and parking lot)

****Entries will be lined up by order they arrive****

Parade Route:

West on Locust, North on Church, West on Main, right on Christiana Ave,

left on Park St. – end at City Pool Parking lot

****There will be a designated space for those who need to unload, those that do not may exit the pool parking lot***

Thank you for your continued support for the Franklin County Fair.

Franklin County Fair Board

**FRANKLIN COUNTY FAIR'S
6th ANNUAL FAIR PARADE
Thursday June 7, 2018 6:00 pm
Return with Advertising Form**

Organization Name: _____

Contact Name: _____

Address: _____ City _____

Phone: _____

Email _____

Parade Day Contact (if different)

Name _____

Phone _____

Parade Float: _____

PARADE RULES

- Please start lining up at 5:30 p.m. at City Hall *Entries lined up first come first lined up*
- All items being distributed along parade route **MUST BE** handed out
- No one may load or unload along the parade route
- Any animal messes will need to be cleaned up
- The Franklin County Fair Board assumes no responsibility for any accidents during the parade route.

I, _____ have read and agree to the rules on the behalf of

_____(business or organization).

Signature _____ Date _____

**PLEASE RETURN BY February 1, 2018
Franklin County Fair
P.O Box 215
Union, MO 63084**

*******RETURN THIS PAGE*******

Please fill out information below, Artwork attached
(or emailed to franklincountyfair@live.com) and payment
Mail to: P.O. Box 215 Union, MO 63084, Attention: Fair Book

Please Check the Advertising Level or the Fair Book ad size below:

- | <u>Advertising Levels</u> | <u>Fair Book Ads (Black & White)</u> |
|---|---|
| <input type="checkbox"/> Ultimate Level-\$2,500-\$5,000 | <input type="checkbox"/> Full Page-\$330 |
| <input type="checkbox"/> Platinum Level-\$2,200 | <input type="checkbox"/> Half-Page-\$200 |
| <input type="checkbox"/> Gold Level-\$1,100 | <input type="checkbox"/> 3 1/2" X 6"-\$115 |
| <input type="checkbox"/> Silver Level-\$550 | <input type="checkbox"/> Horseshoe Tournament Sponsor-\$100 |
| <input type="checkbox"/> Wristband-\$400 | <input type="checkbox"/> Business Card Ad-\$55 |
| <input type="checkbox"/> Bronze Level-\$275 | <input type="checkbox"/> Parade Sponsor-\$25 |

Advertising Levels Choose Event Choices per package below:

- _____ -Area Sponsor Choice(s)
- _____ -Presenter Sponsor Choice(s)
- _____ -CO-Event Sponsor Choice(s)
- _____ -Wristband Choice (Day)

Choices of different level events:

Area Sponsor (Ultimate Level): Motor Sports Arena, Livestock Tent, Entertainment Tent, Midway, Family Pavilion, 4-H/FFA Exhibit Building, Fair Gates,

Presenter Sponsor (Ultimate & Platinum Level): Queen Contest, Field Class Tractor Pull Truck & Tractor Pull, Demolition Derby,

CO-Event Sponsor (Platinum, Gold & Silver Level): Field Class Tractor Pull, Truck & Tractor Pull, Pig Scramble, Demolition Derby, Agriland Tent, Family Pavilion Events, Fair Bank, Fair Board Transportation, Horseshoe Tournament, Entertainment Bands

Payment Options: (Please Send Ad mail or email)

- Check(enclosed)-\$ _____ Invoice for payment-\$ _____
- Credit Card payment (Administrative Fee 2.75% will be charged)

Go to: <https://squarespace.com/market/franklin-county-youth-fair>

***ARTWORK NEEDS TO BE SUBMITTED BY February 1, 2018 to be guaranteed in Fair Book.**

****Payments can be invoiced, but are due by May 15, 2018.**

Information: Please fill out information below to update our records

- Name (Business, or organization): _____
- Mailing Address: _____
- Contact Name for Advertising: _____
- Contact Phone # & Email: _____

Would you like to receive the commercial Display Packet? Yes or No

If you would like to receive your 2018 Advertising packet by email? Yes or No

If you have any questions or concerns please contact
Zach Mentz (636) 584-4396 zmentz@hotmail.com