



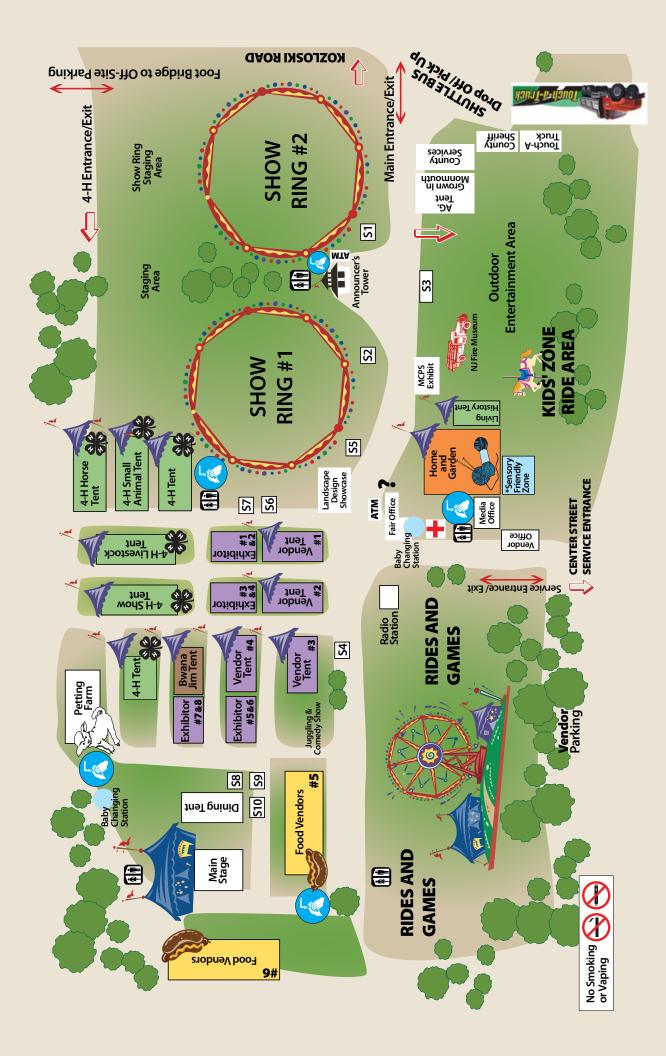
S P O N S O R S H I P O P P O R T U N I T I E S





2024





TO: BUSINESS OWNERS

FROM: ERIKA BOZZA, CAMPAIGN CHAIRPERSON

Phone: 732-842-4000, ext. 4383

erika.bozza@monmouthcountyparks.com

DATE: JANUARY 2024

RE: 49th ANNUAL MONMOUTH COUNTY FAIR

SPONSORSHIP KICK-OFF ANNOUNCEMENT

The Monmouth County Park System is pleased to announce our 2024 FAIR Sponsorship Campaign and Invitation. Your business has been hand selected for this rare opportunity which happens only once a year.

A Fair sponsorship provides you an extensive high profile advertisement package and great publicity to help promote your business. While also giving back to your community, your generosity sends a positive message of goodwill to all potential clientele who will recognize your generous spirit and contribution. It's a winning combination you don't want to miss.

So please review our 2024 sponsorship levels and join us for the biggest outdoor summer event in Monmouth County (avg. 95,000 fairgoers). Your contribution may come through our 501(c) (3) charitable organization, which is an added tax benefit to you. We have multiple sponsorship levels, and some are limited, so sign-up early before the best opportunities disappear.

Please feel free to contact me at 732-842-4000, extension 4383, or by email at erika.bozza@monmouthcountyparks.com. I would be more than happy to discuss in greater detail how we can best accommodate and serve your organization.

Thank you for your kind consideration to this special invitation.

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2023 Attendance

21,500 Wednesday

13,000 Thursday

14,500 Friday (early closure due to storms)

13,500 Saturday (partial evening closure due to storms)

30,000 Sunday

92,500 TOTAL ATTENDANCE

Saturday, July 27 11 a.m.-11 p.m. Sunday, July 28 11 a.m.-6 p.m.

2022 Attendance	2021 Attendance
20,500 Wednesday	8,800 Wednesday
12,000 Thursday	18,000 Thursday
18,500 Friday	23,000 Friday
27,500 Saturday	28,500 Saturday
17,500 Sunday	17,000 Sunday
96,000 TOTAL ATTENDANCE	95,300 TOTAL ATTENDANCE

- 12 & under free admission
- Free parking
- Ride wristbands available every night
- Veterans and Active-Duty military free admission with ID
- Seniors & Students free admission with ID on Sunday

ICONS



Banner



Name and Logo on Fair Webpage



Name or Logo in Fair Guide



P.A. **Announcements**



Photo and Press



One-Day **Pass**



Five-Day **Pass**



4' x 8' **Sponsor Boards**



20' x 20' Covered **Exhibit Space**



Radio **Shout Out**



Programs Guide



Print and Web Ad Placement



Name/Logo on **Park Fair Banners**



Name/Logo on **Fair Tickets**















BENEFITS: (Advertising, Signage, Publicity)

- High profile connection with the largest, family-oriented, summer, multi-day event in Monmouth County and the New Jersey Shore area. The event has agricultural fair status and draws over 90,000 fairgoers over 5 days.
- Name and Logo on Fair webpage. In 2023, the Fair page was visited over 128,553 times.
- Name or Logo in Fair Guide A visitor's essential guide to the Monmouth County Fair events and show times, this booklet is available online and onsite for every visitor (20,000 copies).
- Name recognition on Fair-wide P.A. System announcements during event.
- Name and Logo on one (1) 2' x 3' Banner along walkway to main Fair entrance.
- 10 complimentary one-day Entrance Passes.

AVAILABLE \$1,000 EVENT SPONSORSHIPS

- Fireman's Competition Wednesday Show Ring #2
- **Crunchy the T-Rex** Thursday or Friday Fairgrounds
- Bluey & Bingo Strolling Entertainment Saturday or Sunday
- **Ultrabot** Wednesday, Thursday, Friday, or Saturday Fairgrounds
- Clown Parade Sunday Fairgrounds Midway

AVAILABLE \$1,500 EVENT SPONSORSHIPS

- Ocean Avenue Stompers Strolling Band Wednesday or Thursday Fairgrounds
- Rockit Academy Sunday Main Stage*

AVAILABLE \$2,500 EVENT SPONSORSHIPS

- Magnolia Street String Band Sunday Main Stage*
- Sheep Herding Thursday-Saturday Show Ring #2

^{*}Tabletop Exhibit Space included during Main Stage entertainment.

\$5,000+

FINANCIAL OBLIGATION BY MAY 25TH















BENEFITS: (Advertising, Signage, Publicity)

- High profile connection with the largest, family-oriented, summer, multi-day event in Monmouth County and the New Jersey Shore area. The event has agricultural fair status and draws over 90,000 fairgoers over 5 days.
- Name and Logo on Fair webpage. In 2023, the Fair page was visited over 128,553 times.
- Name or Logo in Fair Guide A visitor's essential guide to the Monmouth County Fair events and show times, this booklet is available online and onsite for every visitor (20,000 copies).
- Name or Logo on Sponsor Boards posted at three (3) prime locations throughout the Fairgrounds - Main Fair entrance, along the midway by the main rides, and near the main stage.
- Photo and Press Opportunities.
- Name recognition on Fair-wide P.A. System announcements during event.
- Name and Logo on two (2) 3' x 4' Banners in place during event.
- 50 complimentary one-day Entrance Passes.



AVAILABLE \$5,000 PRESEN	AVAILABLE \$5,000 PRESENTING SPONSORSHIPS			
Butterfly Encounter	All Days			
Bwana Jim's Live Reptile/Wildlife Show	All days, 3-4 Shows Daily	Reptile Show Tent		
Hilby's Juggling & Comedy Show	All days, 3-4 Shows Daily	Food Vendor Area		
Petting Farm	All days	Petting Farm Tent		
Musical Entertainment: To Be Announced	Wednesday	Main Stage*		
Musical Entertainment: Brian Kirk & the Jirks	Thursday	Main Stage*		
Musical Entertainment: Super Trans Am	Friday	Main Stage*		
Musical Entertainment: CC & The Boys	Saturday	Main Stage*		

AVAILABLE \$7,500 PRESENTING SPONSORSHIPS			
Racing Pigs/ Paddlin' Porkers	All days, 3-6 Shows Daily	Show Ring #1	
Mutts Gone Nuts Dog Stunt/Comedy Show	All days, 3-4 Shows Daily	Outdoor Entertainment Area	
Tommie Turvey's Stunt Horses & Dogs	3-4 Shows Thursday-Sunday	Show Ring #2	

^{*}Tabletop Exhibit Space included during musical entertainment.

\$20,000+

FINANCIAL OBLIGATION BY APRIL 1ST





























High profile connection with the largest, family-oriented, summer, multi-day event in Monmouth County and the New Jersey Shore area. The event has agricultural fair status and draws over 90,000 fairgoers over 5 days.

- Name and Logo on Fair webpage. In 2023, the Fair page was visited over 128,553 times.
- Name or Logo in Fair Guide A visitor's essential guide to the Monmouth County Fair events and show times, this booklet is available online and onsite for every visitor (20,000 copies).
- Name or Logo on Fair promotional mailing (20,000 direct mail).
- Name or Logo on Sponsor Boards posted at three (3) prime locations throughout the Fairgrounds - Main Fair entrance, along the midway by the main rides, and near the main stage.
- Name and logo on banners displayed in high traffic areas at the following park locations throughout July:
 - Seven Presidents Oceanfront Park entrance
 - Dorbrook Recreation Area pool
 - Holmdel Park entrance
 - Manasquan Reservoir Visitor's Center





- Photo and Press Opportunities at Opening Ceremony.
- Regular announcements over Fair-wide P.A. System during event.
- Name and Logo on two (2) 3' x 4' banners installed in appropriate locations at front gate, five (5) days.
- 20' x 20' on-site exhibit space with tent cover (location TBD).
- Name or Logo recognition in print ads, press releases, social media promotions and email blasts.
- Name Recognition in 60-second Radio Commercials which may include: FM- 94.3 The Point, Cat Country 96.7/104.1, 105.7 The Hawk, Thunder 106.3, The Boss 107.1; AM-Great Gold 1410 (on average, 150 60-second commercials).
- Name and Logo Recognition in Parks & Programs Guide (37,000 copies)
- 25 Multi-day Entrance Passes and 100 One-day Entrance Passes.
- Name and Logo on all Complimentary Entrance Passes (23,500 copies), as follows:

"The Monmouth County Fair"
Presented by the Monmouth County Board of County Commissioners in cooperation with the Monmouth County Park System, the Monmouth County 4-H Association and Sponsored in part by:

Your Name and Logo





Presented by the Monmouth County Board of County Commissioners:

Thomas A. Arnone

Director

Ross F. Licitra Deputy Director

Nick DiRocco

Susan M. Kiley

Erik Anderson

in cooperation with the Monmouth County Park System

and the

Monmouth County 4-H Association.







www.MonmouthCountyFair.com