



MONMOUTH COUNTY FAIR

SPONSORSHIP
OPPORTUNITIES



JULY 22-26

2026

Map subject to change



No Smoking or Vaping

Foot Bridge to Off-Site Parking

KOZLOSKI ROAD

SHUTTLE BUS Drop Off/Pick Up

Dear Monmouth County Business Owners:

Friends of the Parks, a nonprofit organization dedicated to supporting the projects and programs of the Monmouth County Park System, is pleased to present our 2026 Monmouth County Fair Sponsorship Opportunities.

The Monmouth County Fair is the largest family-oriented, multi-day event at the Jersey Shore. Deeply rooted in the region's agricultural heritage, the Fair offers sponsors exceptional brand visibility, meaningful audience engagement, and a measurable return on investment. In 2026, the Fair will be especially meaningful as we proudly celebrate Monmouth250, commemorating 250 years of Monmouth County's rich history, culture, and community spirit. This milestone year provides a unique opportunity for businesses to align their brand with a once-in-a-generation celebration while connecting with more than 90,000 attendees.

Sponsorships begin at \$500 and can be customized to create memorable activations and tailored experiences that engage our shared audience. Sponsor support helps underwrite the costs of producing the Fair, while a portion of proceeds benefits RecAssist, a program that helps at-risk youth and low-income families overcome barriers to participate in recreation programs and special events through camp scholarships and transportation.

It's a powerful opportunity to market your brand, celebrate Monmouth County's legacy, and give back to the community you serve.

Please review our 2026 sponsorship opportunities on the following pages, and contact us to discuss your marketing goals and options for customized activations tailored to your business. We look forward to partnering with you and helping your business grow.



Erika Bozza
Monmouth County Fair Sponsorship
Campaign Chairperson
ebozza@MonmouthCountyParks.com
732-842-4000, ext. 4383



Maria Wojciechowski
Executive Director
Monmouth County
Friends of the Parks
mwojciechowski@co.monmouth.nj.us
732-975-9735



Benefits to ←
Sponsorship!
.....

- Showcase social responsibility
- Attract traffic to your stores, website, and social media
- Stimulate sales/usage
- Showcase products and services
- Build brand visibility and awareness
- Increase brand loyalty
- Reinforce brand image

FAIR STATS



2026 Hours

Wednesday, July 22, 4-11 p.m.

Thursday, July 23, 4-11 p.m.

Friday, July 24, 4-11 p.m.

Saturday, July 25, 11 a.m.-11 p.m.

Sunday, July 26, 11 a.m.-6 p.m.

2025 Attendance

24,400 Wednesday

17,500 Thursday

5,800 Friday (*delayed opening due to storms*)

37,000 Saturday

13,900 Sunday

98,600 TOTAL ATTENDANCE

2024 Attendance

11,000 Wednesday

13,000 Thursday

18,500 Friday

29,000 Saturday

18,000 Sunday

89,500 TOTAL ATTENDANCE

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

2022 Attendance

20,500 Wednesday

12,000 Thursday

18,500 Friday

27,500 Saturday

17,500 Sunday

96,000 TOTAL ATTENDANCE

- 1/2 price admission first hour every day
- 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



ICON KEY

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



Fair Map & Sponsor Boards



20' x 20' Covered Exhibit Space



Radio Shout Out



Parks & Programs Guide



Print and Web Ad Placement



Name/Logo on Park Fair Banners



Name/Logo on Fair Tickets



Looking to generate leads?

Ask us about **upgrading** your sponsorship to include an exhibit space!

BANNER SPONSOR

\$500+

COMMITMENT BY JULY 1ST



BENEFITS:

- One 2' X 3' Banner with Name/Logo to be placed for five (5) days along walkway to main Fair entrance.

★ Step Right Up to ★

Big BRAND IMPACT!

The Monmouth County Fair isn't just a fair—it's a vibrant, high-energy gathering of families, businesses, and community leaders from across the county and beyond. As a sponsor, you have the opportunity to customize and upgrade your presence while making a lasting impression on thousands of attendees.

Choose a sponsorship that fits your goals and budget—with opportunities to upgrade for even greater impact:

- Custom branded giveaways and merchandise
- Branded charging stations, hydration stations, or cooling zones
- Sponsored photo or selfie stations
- Branded booths with interactive engagement
- On-site activations and live demonstrations
- Social media recognition and featured mentions
- Digital promotions



EVENT/PERFORMANCE SPONSOR

\$1,000+

FINANCIAL OBLIGATION BY MAY 25TH



x10

BENEFITS: *(Advertising, Signage, Publicity)*

- Name and Logo on Fair webpage. In 2025, the Fair page was visited over 156,799 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 (\$100 value!).

AVAILABLE \$1,000 EVENT SPONSORSHIPS

- **Strolling/Single Day Entertainment**

AVAILABLE \$1,500 EVENT SPONSORSHIPS

- **Firefighter's Competition** - Wednesday - Show Ring #2
- **DJ Dance Party** - Daily - Outdoor Entertainment Area
- **Daytime Entertainment** - Saturday, Sunday - Main Stage*

AVAILABLE \$2,500 EVENT SPONSORSHIPS

- **Live Band Performance** - Wednesday, Thursday, Friday, or Saturday night - Main Stage*



*Tabletop Exhibit Space included during Main Stage entertainment.

PRESENTING SPONSOR

\$5,000+

FINANCIAL OBLIGATION BY MAY 25TH



BENEFITS: *(Advertising, Signage, Publicity)*

- Name, Logo, and Backlink on Fair Webpage. In 2025, the Fair page was visited over 156,799 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 Map & Sponsor Boards posted at four (4) 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 (\$500 value).





PRESENTING SPONSOR

AVAILABLE \$5,000 PRESENTING SPONSORSHIPS

Bwana Jim's Live Reptile/Wildlife Show	All days, 3-4 Shows Daily	Reptile Show Tent
DAWG Pro Wrestling	All days, 3-4 Shows Daily	Show Ring #1
Wonderzone Dinosaur Zoo	All days, 3-4 Shows Daily	Outdoor Entertainment Area
Andrew's Big Show	All days, 3-4 Shows Daily	Variety Show Tent
Tommie Turvey's Stunt Horses & Dogs	Thursday-Sunday, 3-4 Shows Daily	Show Ring #2

AVAILABLE \$7,500 PRESENTING SPONSORSHIPS

Racing Pigs/ Paddlin' Porkers	All days, 3-6 Shows Daily	Show Ring #1
Spectacular Show (TBA)	All days, 3-4 Shows Daily	

\$10,000
Main Stage
Sponsor

Naming rights for the
Monmouth County Fair
Main Stage to be included on all advertising.



CORPORATE SPONSOR

\$20,000+

FINANCIAL OBLIGATION BY MARCH 25TH FOR FULL PACKAGE BENEFITS



This high-profile extensive marketing package is available to only two businesses and is valued at over \$30,000. This package can be upgraded to include additional customized activations or corporate sponsor exclusivity to best serve the needs of your business. With this package your business receives:

BENEFITS: (Advertising, Signage, Publicity, Exhibit Space)

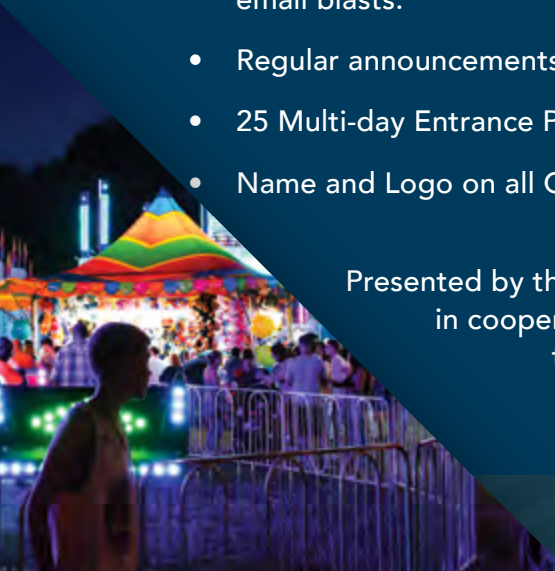
- Prime 20' x 20' on-site exhibit space with tent cover on Fair Midway (\$15,000 value alone).
- Photo and Press Opportunities at Opening Ceremony.
- Name recognition in radio commercials which may include: FM-94.3/104.1 The Point, 95.9 The RAT, 101.1 WJRZ, NJ 101.5, 105.7 The Hawk, Thunder 106.3, The Boss 107.1; AM-Great Gold 1410 (approximately one hundred 60-second commercials, one hundred fifty 30-second commercials, in addition to numerous 10-15 second spots/mentions).
- Name and Logo Recognition in Monmouth County Park System's Summer Parks & Programs Guide (37,000 print copies available in all county parks, libraries and in many local businesses, and direct mailed to Park System customers, and available online).
- 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 Center
 - Fort Monmouth Recreation Area - pool





- Name, Logo, and Backlink on Fair Webpage. In 2025, the Fair page was visited over 156,799 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 on site for every visitor (20,000 copies).
- Name or Logo on Fair promotional mailing (20,000 direct mail).
- Name or Logo on Fair Map & Sponsor Boards posted at four (4) prime locations throughout the Fairgrounds - Main Fair entrance, along the midway by the main rides, and near the main stage.
- Name and Logo on two (2) 3' x 4' banners installed at front gate and displayed on front gate television screens.
- Name or Logo recognition in print ads, press releases, social media promotions, and email blasts.
- Regular announcements over Fair-wide P.A. System during event.
- 25 Multi-day Entrance Passes and 100 One-day Entrance Passes (\$2,000 value).
- 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 by:
Your Name and Logo





Presented by the
Monmouth County Board of County Commissioners:

Thomas A. Arnone
Director

Nick DiRocco
Deputy Director

Susan M. Kiley

Ross F. Licitra

Erik Anderson

in cooperation with the
Monmouth County Park System
and the
Monmouth County 4-H Association.



WWW.MONMOUTHCOUNTYFAIR.COM