

13th Annual

WILLIAMSON COUNTY FAIR

Franklin, Tennessee • August 4th – 12th 2017



SPONSOR INFO KIT

...table of contents



about us.....	Section 1
event profile.....	Section 2
partners.....	Section 3
what's in it for us.....	Section 4
opportunities.....	Section 5
exposure.....	Section 6
sponsorables.....	Section 7
benefits.....	Section 8
media inclusion.....	Section 9
facilities.....	Section 10
about our area.....	Section 11
demographics.....	Section 12
contact us.....	Section 13



...about us



This August, Williamson County will present its 13th annual *Williamson County Fair*. Thirteen years ago, Williamson County revived the county fair after a 50-year hiatus and it was a smashing success. Over 1600 volunteers on over 85 committees are now planning for an even bigger and better Fair this year looking to best last year's record attendance of over 250,000 fairgoers.

The Fair would love for your business or organization to become a Corporate Partner of our event! The Fair offers traditional and non-traditional sponsorships through on-site corporate presence combined with creative activation that can provide your company with a unique and rewarding experience. Additionally, the Fair also has numerous out of the ordinary sponsorship opportunities for extraordinary sponsors. Our many opportunities will help your business connect with your target demographic, in a fun, relaxed setting while taking advantage of the mass exposure and community goodwill the Williamson County Fair will provide.



...event profile



CATEGORY.....Festival, Fairs and Non-Sports Events

LOCATION.....Williamson County AgExpo Park
Franklin, Tennessee

DATES.....August 4 -12, 2017

GEOGRAPHIC AREA.....Regional (Middle Tennessee)

METROPOLITAN AREA.....Nashville, Tennessee MSA

FREQUENCY.....Annual

YEARS EVENT HAS EXISTED.....12

COUNTY INFO.....13th Most Affluent County in the Country
Most Affluent County in Tennessee
Fastest growing County in TN

EVENT TIDBITS.....One of the Largest events in the State
Largest event in Williamson County

EVENT STATUS.....Non-profit, 501C-3

PRIOR YEAR'S ATTENDANCE.....250,000+

SPONSOR RETENTION RATE.....over 90%

WEBSITE.....WWW.WILLIAMSONCOUNTYFAIR.ORG



...partners



A sampling of past and present Corporate Partners, the real *STARS* of the event, that help make the Fair possible:

A collection of logos for corporate partners of the fair, arranged in a grid on a white background. The logos include:

- Purity
- ATMOS energy
- verizon wireless
- Kitchen Craft. THE ORIGINAL WATERLESS COOKWARE
- Kubota
- twicedaily
- Publix.
- GAC GREAT AMERICAN GARDEN CENTER
- Charley's GOOD FOOD, GOOD TIMES
- TSC TRACTOR SUPPLY CO
- JOHN DEERE
- Williamson MEDICAL CENTER
- LAMAR
- CUMULUS
- h.h.gregg appliances & electronics
- Cigna
- PEPSI
- dpc Doane Pet Care "Trusted Partner of Choice"
- LOTTERY TENNESSEE
- Middle Tennessee Electric Membership Corporation
- NISSAN
- comcast.



...what's in it for us

'Big Picture' benefits you will receive as part of your Sponsorship



- ★ **Increase brand loyalty**
Loyal customers are a company's most valuable asset. Our customers are your customers.
- ★ **Create awareness & visibility**
The wide exposure Fairs enjoy in both electronic and print media provides sponsors with vast publicity opportunities.
- ★ **Change/reinforce image**
Sponsorship can create, change or reinforce a brand image.
- ★ **Drive retail traffic**
Companies use the assets of their sponsorships to create traffic-building promotions (i.e., couponing through the Fair catalog).
- ★ **Showcase community responsibility**
Studies show Customers are saying they are willing to reward or punish companies with their wallets based on corporate citizenship.
- ★ **Drive sales**
Use as a hook to drive sales.
- ★ **Sample/display brand attributes**
Showcase product benefits.
- ★ **Entertain clients**
Can be highly relevant to companies that value the opportunity to spend a few hours with clients and prospects and solidify business relationships.
- ★ **Narrowcasting**
Hone in on a niche market without any waste.
- ★ **Recruit/retain employees**
Ability to provide incentives for a company's workforce.
- ★ **Merchandising opportunities**
Fair season related merchandise
- ★ **Incenting retailers, dealers and distributors**
As an incentive or a pass-through right for vendors
- ★ **Differentiate product from competitors**
Platform to tell why your more unique than your competitor



...opportunities



At the Williamson County Fair there are a number of ways for a sponsor to connect with the Fair-going audience. One of the ways we make your company's involvement really stand out is by allowing your group to be a naming sponsor of a specific area, event, or attraction. As a naming sponsor, your company's name becomes synonymous with what you are sponsoring which ensures maximum exposure. Anytime we (or anybody else) refer to your specific area, event, or attraction, we will say "Presented By (insert your name here)!"



A sampling list of the Fair's numerous past sponsorable opportunities:

Cultural Arts Pavilion
Bluegrass Stage
Nightly Fireworks
Barbeque Cook-Off
V.I.P. Hospitality Village
Covered Warm-Up Arena
Fair Maps
Pocket Guide Sponsor
Main Stage
Discount Promotions
Free Day at the Fair
Dollar Day
Awards, Trophy, and Plaques
Around Town Milking Cow
Government Day
Beauty Pageant Competitions
Ticket Sales Outlet Sponsor
Petting Zoo
K-9 Extreme show
Bikes, Boards, and Blades Show
Character Under Construction
Paul Bunyan Lumberjack Show
Life Sciences Exhibit
IGX Adrenaline Jam
Family Fun Zone
Ticket Back
"Day at the Fair" Sponsorship
Parking Sponsorship
Midway Sponsorship
Volunteers Lounge
Picnic Pavilion
Sponsor Appreciation Night
Parking Hanger Backs
Little 1's Farming Exhibit
First Aid Stations
Fair 5K Race
Senior Day
Mothers' "BABY CARE" Stations
Sampling
Barnyard Animals
Corporate Picnic
The Historic Village
The "Fun Guide" Pamphlet
Fair Daily Sheets
Portable Toilets / Restrooms
Media Center
Helping Hands at the Fair
Courtesy Carts
Elvis Competition



...exposure ¹



There are a wide array of opportunities for companies to "uniquely" get their name out to their consumers. Let us package something for you.

Print this coupon for one FREE admission to the Williamson County Fair
when you buy one admission at full price!
Please present coupon at time of purchase.

WILLIAMSON COUNTY FAIR
August 3-11, 2007
at the Williamson County Ag Expo Center in Franklin

Amusement Rides • Entertainment
Exhibits • Food • Live Music on 3 stages
Pony Rides • Veterinary • Educational Exhibits
Kids Zone • Children's Bazaar
Competitions

DAILY ADMISSION
ADULT: \$6
CHILD: \$3
*Offer good Monday, August 6 only.

www.williamsoncountyfair.org • 615-794-4FUN
MusicCityMoms.com

THE TENNESSEAN
Sponsor for admission: www.tennessean.com

Moody's TIRE AND AUTO SERVICE
"Where Honesty & Service Come 1st"

1606 Columbia Avenue • Franklin, TN 37067
794-1504
www.moodystiro.com

Oil, Lube & Filter **\$23.95**
Includes added wash & wax (reg. \$2.00) and tire rotation & brake inspection (reg. \$10.00). Excludes taxes & disposal. Excludes 1.6L & 2.0L engines.

FREE TIRE ROTATION AND BRAKE INSPECTION!

www.moodystiro.com

YOU'LL SCREAM FOR 100 YEARS.

PEPSI Armband Days!

WILLIAMSON COUNTY FAIR

PEPSI
Does not include full admission.

SOMEONE'S SEARCHING FOR A STAR

August 8, 2005, 6:30 pm
Admission: Family \$7, \$10 for Non-Family

Trade the empty 2-liter for:

FREE Tropicana Twister 2-Liter
redeemable at Publix

Publix

30338

Blue Value: \$.99
Selling Price: _____
Date: _____

Coupon good for \$1 off price of any admission! Limit 1 per customer.

"IT'S FAIR TIME!"
AUG. 3 - 11

***\$1 OFF**

www.williamsoncountyfair.org

Located at the AgExpo Park in Franklin (I-65S at Exit #61)

FIRST ANNUAL 5K RUN
BENEFITTING THE WILLIAMSON COUNTY 4-H

WILLIAMSON COUNTY FAIR
August 6-11, 2005

THE FIRST FAIR TO BE HELD IN WILLIAMSON COUNTY IN OVER 100 YEARS.

5K RUN
SAT AM 6:30-7:30 AM
BENEFITTING WILLIAMSON COUNTY 4-H

THE 2007 Ultimate ELVIS TRIBUTE ARTIST CONTEST

PRESENTED BY ELVIS PRESLEY ENTERPRISES, INC.

Compliments of **Southeast Financial**
Federal Credit Union
A Proud Sponsor of the Williamson County Fair

WILLIAMSON COUNTY FAIR

PRESENTED BY **TRACTOR SUPPLY**

Valid August 8, 2005 Only
Williamson County Ag Expo Center
Franklin, Tennessee

SAVE \$2
OFF REGULAR ADMISSION PRICE

THIS COUPON WILL EXPIRE 11/30/2005



...sponsorables ²



Below, is a *sampling* of some of our past Sponsorable events, activities, or attractions along with a description of each:

BMX BIKES, BOARDS, AND BLADES STUNT SHOW - With the average show lasting 30 minutes in length, the teeth clenching stunt bike show is full of the back flips, front flips, 360's, 540's and gliding spinning stunts! This BMX Stunt Team leaves a positive and lasting impression with our spectators long after the show is over. This stunt show features the world's most extreme bicycle stunt riders in a spectacular, non-stop, action-packed show.

GREAT AMERICAN FRONTIER SHOW - Our Nations heritage comes alive through the excitement of the Great American Frontier Show. A tribute to the frontier people and animals that built America! Much more than an extraordinary entertainment package, these shows feature demonstrations of natural animal behavior, wildlife and environmental conservations, and the do's and don'ts of human interaction with wild animals, all while demonstrating the old-fashioned value of our ancestors who founded our great country.

BEAUTY PAGEANT COMPETITIONS - It doesn't get any more nostalgic than the annual Fairest of the Fair beauty pageant competitions. This annual spectator favorite includes 3 days of pageants for a multitude of age groups (Baby/Toddlers, Petite Miss, Little Miss, Teen Miss, Fairest of the Fair and even a Senior Pageant for contestants 55 and over). Each contestant brings a swarm of friends and family to cheer them on in this annual tradition. The winner of the Fairest of the Fair competition represents Williamson County in the State Fairest of the Fair pageant.

FAIR MAPS - This opportunity is an excellent way to literally put your company's name in every hundreds of thousands of people's hands. It is very tough to navigate 80 acres of fun and entertainment without a map which is why every fairgoer will use one during their visit. Handheld and poster size display maps are available throughout the Fair site, as well as on the internet, and in hundred of thousands of Fair Guide Magazines, newspaper inserts, and Fair Programs.

VOLUNTEER LOUNGE - The *Volunteer Lounge* is an air-conditioned area that serves as the on-site headquarters for the Fair's 1600(+) volunteers. During the Fair, this area will be open every hour of the Fair providing an air-conditioned area for the Volunteers to relax as well as providing free snacks and beverages. Make an impact on these volunteers who are donating their time at the Fair. This opportunity includes title sponsorship of the Volunteer Lounge and potentially a Volunteer Appreciation Party.

FAIR DAILY SHEETS - Daily Sheets are brightly colored pamphlets which showcases the Fair's entertainment line-up and highlights events and programs. Daily Sheets are a daily update of what's happening at the Fair. Several thousand are printed each day and distributed to each entrance during all (9) days of the fair.

AWARDS, TROPHYS, PLAQUES - This is an excellent opportunity for a sponsor to attach themselves to a real "feel good" part of the Fair. Throughout the Fair, thousands of fair contestants will be competing for approximately 1,000 different ribbons, trophies, and plaques. Each award will tagged with a card recognizing the sponsor as making the awards possible by being the "Official Award Provider" of the Fair along with the sponsor's logo as well as a congratulatory note from the sponsor.



...benefits

As part of your sponsorship package, you will receive numerous benefits. A sampling of sponsorship benefits, depending on your level, are listed below:



- EVENT/ACTIVITY NAMING RIGHTS
- MEDIA INCLUSION (Radio)
- MEDIA INCLUSION (Television)
- MEDIA INCLUSION (Print)
- MEDIA INCLUSION (Web)
- BANNERS / SIGNAGE
- EXHIBITOR / BOOTH SPACE
- FREE TICKETS
- OFFICIAL PARTNER STATUS
- DAY SPONSOR
- GIVEAWAY SPONSOR
- 'CORPORATE PARTNER' DISPLAY
- PROPERTY MARKS AND LOGOS
- RIGHT OF FIRST REFUSAL
- COMMEMORATIVE GIFT
- V.I.P PASSES
- EMPLOYEE DAY
- WEBSITE ADVERTISING
- WEBSITE RECOGNITION
- WEBSITE INCLUSION
- THANK YOU ADS INCLUSION
- POSTER INCLUSION
- FAIR MAP INCLUSION
- FAIR "DAY SHEET" INCLUSION
- FAIR NEWSLETTER INCLUSION
- EMCEE MENTIONS
- FAIR CATALOG INCLUSION
- PRIORITY PARKING PASSES
- COMPANY SPOKESPERSON
- COUPONING
- ACCESS TO FAIR MASCOT
- FAIR "SPOTLIGHT" SPONSOR
- PROMOTIONAL STATUS
- EVENT CREATION
- DISPLAY SPACE
- EXCLUSIVITY
- ADVANCE TICKET SALES OUTLET



...media inclusion

Certain Sponsor levels provide for the opportunity for logo inclusion or name mention in the Fair's numerous marketing collateral pieces (to include: event posters, billboards, fliers, print media, electronic media, web media, radio advertising, etc.).

(Event Posters)



(Fair Catalogs)



(Billboards)



(Event Fliers)



...facilities



The centerpiece of the 110-acre Williamson County Agricultural Exposition Park (known as the AgPark) is the AgPark Arena. The Arena has over 175,000 square feet of climate controlled space and stadium style seating for 4,180 people. The footing has been thoughtfully engineered to create an exceptional base for everything from livestock events to trade shows. When carpet is placed on the arena floor, the venue is beautifully transformed into exhibition and convention space.

With over 35,000 square feet, the mezzanine has plenty of versatility, and enough size to provide a place for vendor setup, foot traffic, or additional seating. Spacious restrooms are conveniently located on the mezzanine's southwest and northeast corners.

Additionally, the AgPark has numerous covered buildings as well as an outdoor arena included in their footprint. Manier Arena is 110-feet by 190-feet and is located behind the warm-up arena, and to the south of the barns.

The warm up arena is 100-feet by 200-feet and is adjacent to the main arena. It can be accessed by the main arena through the west roll-up doors. The warm-up arena's footing is consistent with the main arena, and has lights, electrical drops, and a sound system that syncs with the main arena.



...about our area ¹

About Williamson County, Tennessee:



Home to corporate giants such as Nissan North America and 30 of the 50 fastest growing companies in the Nashville region, Williamson County also boasts a workforce that is made up of 21% entrepreneurs. With a proven track record of attracting and growing business, Williamson County offers a superior quality of life with large class A business parks, historic ambience and upscale suburbs within its six unique cities. Many people select this area for their families, due to the reputation of the nationally ranked and state leading Williamson County School System. Franklin also has 7 community colleges in the area.



About Franklin, Tennessee:

Franklin and the unique communities of Williamson County are located approximately 20 miles south of downtown Nashville, Tennessee, and considered part of the Nashville Metropolitan Area. Easily accessible via Interstate 65, Franklin is located in the heart of Middle Tennessee, a scenic and cultural treasure of beautiful rolling countryside woven intricately with quaint small towns, metropolitan landscapes and a rich heritage of traditions. Franklin was incorporated in 1799, having been named after the inventor and scientist Ben Franklin. In the years prior to the Civil War, Williamson County was one of the wealthiest counties in Tennessee and Franklin was the center with its thriving plantation economy.



...about our area ²



Best Places to Get Ahead
Williamson County (4th) –
Forbes.com

One of the Top 10 best American Neighborhoods Downtown Franklin Historic District - American Planning Association

One of Best Small Cities for Startups Franklin - *Business Week*

1 of 12 Distinctive Destinations Nationwide Franklin - National Trust for Historic Preservation

Best Small Town in America Franklin (5th) - *Southern Living*

Best Places to Get Ahead Williamson County (10th) -
Forbes.com

Rated in Highest County Job Growth Rate in U.S. - Williamson County U.S. Department of Labor

Best Places to Live Franklin - *Money Magazine (2008)*

Best places to Retire Franklin - *Money Magazine (2003)*

America's Richest Counties Williamson County (13th)

Highest Personal Per Capita Income Williamson County - U.S. Census Bureau

"Hot Town" Brentwood - *Money Magazine*

6 Local Schools On the Top High Schools in America List - *Newsweek*

#1 Destination in the United States for "people looking to get off the beaten path" – referring to Puckett's Grocery in Leiper's Fork - Rand McNally (the travel and mapping company)

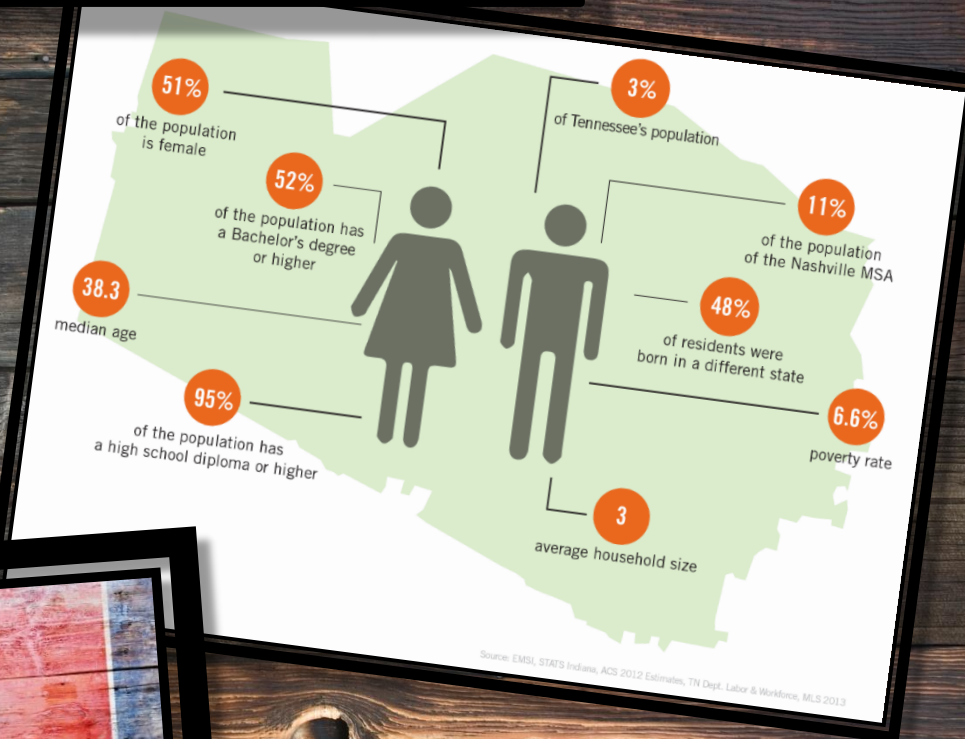


...demographics



Williamson County, Tennessee is part of the Nashville MSA's population that is nearing 2 million people. The current population of Williamson County is 200,921 with the median age of 38. Williamson County's median household income is \$88,952, and the average household net worth is \$835,636.

	Williamson County	Tennessee	United States
Population	200,921	7.57M	320.100M
Median ★ Household Income	\$88,952	\$44,300	\$52,746
Average ★ Household Net Worth	\$835,636	\$377,752	\$484,469
Median Age	38 years	38 years	37 years



...contact us



FOR MORE INFORMATION REGARDING SPONSORSHIPS
OR EMPLOYEE DAYS PLEASE CONTACT US AT:



Shawn Humphrey,
Sponsorships and Employee Days
Williamson County Fair
615.424.6717 / Direct
sponsors@williamsoncountyfair.org / E-mail
www.WilliamsonCountyFair.org / Web

Mark your calendars!
13th Annual
Williamson County Fair
AgExpo Park, Franklin, TN
August 4th – 12th, 2017



