

# *Houlton Agricultural Fair Association*

*Po Box 1454*

*Houlton, Me. 04730*

[www.houltonfair.org](http://www.houltonfair.org)

Dear Business Owner/Manager:

I wanted to send this letter to you to say "Thank You" once again for your support of the Houlton Fair Association over the past years and to let you know about our new and exciting events happening at this years fair. The fair this year will be from Saturday June 30<sup>th</sup> thru Wednesday July 4<sup>th</sup> 2018. FIVE days of Fun and Excitement in Houlton, Maine!!!!

The Houlton Fair Association will be offering some new and exciting events in 2018. We will start on Saturday June 30<sup>th</sup> with Lawn Mower Racing, Three Demolition Derbies and the 3<sup>rd</sup> year of the Kid's Power Wheels Derby. Day 2 of the fair will be an exciting day with some NEW events! Nashville Country Music Superstar John Anderson will be performing Sunday night at 8pm. This will be our first concert at the fair in over 10 years. On top of this FMX Motor Cross Stunt show will perform 3 times a day everyday until the end of the fair and also our 3<sup>rd</sup> Annual ATV/UTV drag races happen this day as well. Monday July 2<sup>nd</sup> is our 12<sup>th</sup> Annual Kid's Day. 90% of our activity on this day is for the kids and kids at heart. Plus again this year we will be having a Woodsman & Woman Competition. 15 Different categories to find out who is the #1 Woodsman & Woman in Southern Aroostook. Then on Tuesday July 3<sup>rd</sup> it will be HALF PRICE ADMISSION DAY!!! That's right, imagine, taking in all the events and entertainment all for \$3.00 per person!!!! WOW!!!! Plus on the last day its July 4<sup>th</sup>. Lots of fun activities planned from Tuff Truck Competition and different kid's game all concluding with the Biggest Fireworks Show North of Portland. None of this would be possible without the help from businesses like yours. Without your help year after year we wouldn't be able to provide TOPQUALITYENTERTAINMENT at an affordable price.

The Houlton area has become the place to go during the July 4<sup>th</sup> Holiday Weekend, and without your help, none of this would be possible.

Please look over the enclosed information and if you have any questions or would like to discuss please feel free to contact me at anytime by phone(207-694-1395) or by email(Houltonfair@gmail.com). In order to get you in our 7,500 schedules that were printing to help promote your sponsorship, I need to have a reply back by May 25<sup>th</sup> 2018. You can pay for your sponsorship at a later date.

Thanks,

Paul Cleary

[www.houltonfair.org](http://www.houltonfair.org)

207-532-4315(Fair Office)

207-694-1395(Cell)

\*\*\*Houlton Fair Association is a Non Profit 501(c)3 Corporation\*\*\*

Replies after May 25<sup>th</sup> 2018 may not get sponsorship mentions in fair schedule

## HOULTON FAIR SPONSORSHIP OPPURTUNITIES

### HOULTON AGRICULTURAL FAIR – CORPORATE DAYS SPONSORSHIP

SATURDAY JUNE 30<sup>TH</sup> 2018. . . . DEMOLITION DERBY DAY COST: \$1,250.00

Receive: (50) Complimentary 1 Day Passes; Banner Advertising Displayed, Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

SUNDAY JULY 1<sup>ST</sup> 2018. . . . CONCERT DAY COST: \$1,500.00

Receive: (75) Complimentary 1 Day Passes; Banner Advertising Displayed, Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

MONDAY JULY 2<sup>ND</sup> 2018. . . . KID'S DAY/WOODSMEN DAY COST: \$1,000.00

Receive: (35) Complimentary 1 Day Passes; Banner Advertising Displayed, Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

TUESDAY JULY 3<sup>RD</sup> 2018. . . . HALF PRICE ADMISSION DAY COST: \$1,000.00

Receive: (35) Complimentary 1 Day Passes; Banner Advertising Displayed, Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

WEDSDAY JULY 4<sup>TH</sup> 2018. . . . FIREWORKS/TUFF TRUCK COST: \$1,500.00

Receive: (75) Complimentary 1 Day Passes; Banner Advertising Displayed, Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

\*\*\*Only 1 Corporate Sponsor per day – Sign Up ASAP\*\*\*

### HOULTON AGRICULTURAL FAIR – DEMOLITION DERBY & FIREMAN'S DERBY

WHEN: Saturday June 30<sup>th</sup> 2018

ATTENDANCE: 2500+ Sole Business Sponsorship: Cost: \$1500.00 For Demo Derby or \$2000.00 For Demo & Tuff Truck What this means is that in your TRADE we won't allow any other business to sponsor this event.

If you're a Bank, Insurance etc – No Other Competing Business would be allowed to Sponsor You Receive: (75) Complimentary 1 Day Passes; Banner Advertising Displayed, Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

Gold Sponsorship: Cost: \$750.00 or \$1250.00 For Demolition Derby & Tough Truck Competition

You Receive: (25) Complimentary 1 Day Passes; Banner Advertising Displayed; , Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

Silver Sponsorship: Cost: \$500.00 or \$750.00 for Demolition Derby & Tough Truck Competition You

Receive: (15) Complimentary 1 Day Passes; Banner Advertising Displayed; , Included in All Advertising and Social Media Mentions, Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

Bronze Sponsorship: Cost: \$300.00 or \$500.00 for Demolition Derby & Tough Truck Competition

You Receive: (10) Complimentary 1 Day Passes; Included in Newspaper Advertising; Displayed in 7,500 Fair Schedules; Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

## HOULTON AGRICULTURAL FAIR-JOHN ANDERSON IN CONCERT

WHEN: SUNDAY JULY 1<sup>ST</sup> 2018

ATTENDANCE: 2500+

### Sole Business Sponsorship: Cost: \$1500.00 for the Concert

What this means is that in your TRADE we won't allow any other business to sponsor this event.

If you're a Bank, Insurance etc - No Other Competing Business would be allowed to Sponsor

You Receive: (50) Complimentary 1 Day Passes; Plus 10 VIP MEET & GREETINGS. Banner Advertising Displayed, Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

### Gold Sponsorship: Cost: \$1000.00 for the Concert

You Receive: (25) Complimentary 1 Day Passes; 5 VIP MEET & GREETINGS. Plus Banner Advertising Displayed in concert area, Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

### Silver Sponsorship: Cost: \$750.00 for the concert

You Receive: (15) Complimentary 1 Day Passes; 2 VIP MEET & GREETINGS. Plus Banner Advertising Displayed in concert area; Included in All Advertising and Social Media Mentions, Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

### Bronze Sponsorship: Cost: \$500.00 for the Concert

You Receive: (10) Complimentary 1 Day Passes; Plus Banner Advertising displayed in Concert area Included in Newspaper Advertising & Social Media Mentions and. Displayed in 7,500 Fair Schedules; Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

## HOULTON AGRICULTURAL FAIR-SHOW SHINE CAR SHOW

WHEN: Saturday June 30<sup>th</sup> 2018 - 10 AM : ATTENDANCE: VARIES

Car Show Sponsor: Cost: \$300.00 - Includes (10) Complimentary 1 Day Passes to the Fair, Mentions in All Advertising and Social Media Mentions. Listed in 7500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

## HOULTON AGRICULTURAL FAIR-TOUGH TRUCK COMPETITION

WHEN: Wednesday July 4<sup>th</sup> 2018

ATTENDANCE: 3000+

### Gold Sponsorship: Cost: \$750.00 or \$1250.00 For Tough Truck Competition & Demo Derby

You Receive: (25) Complimentary 1 Day Passes; Banner Advertising Displayed; , Included in All Advertising and Social Media Mentions, Full Page Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

Silver Sponsorship: Cost: \$500.00 or \$750.00 For Tough Truck Competition & Demo Derby You Receive: (15) Complimentary 1 Day Passes; Banner Advertising Displayed; , Included in All Advertising and Social Media Mentions, Listed in 7,500 Fair Schedules, Business Card Ad in Premium Book Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

### Bronze Sponsorship: Cost: \$300.00 or \$500.00 For Tough Truck Competition & Demo Derby

You Receive: (10) Complimentary 1 Day Passes; Included in Newspaper Advertising; Displayed in 7,500 Fair Schedules; Business Card Ad in Premium Book, Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

## **HOULTON AGRICULTURAL FAIR-LUMBER JACK COMPETITION**

WHEN: Monday July 2<sup>nd</sup> 2018 @ 10am

Attendance: 1000 + people on this day

### **EXCLUSIVE BUSINESS SPONSOR: \$1,250.00+**

Your Business in your Trade will be the Exclusive for that Category

75 Passes to the Houlton Fair

Involved in all advertisements & social media; Announced throughout event day

Opportunity for vendor space; Possibility of company banner displayed at event (if provided); Company listed in Fair Schedule (7,500 Printed) Listed as sponsor in all post recaps/articles; Free Full Page Ad in Houlton Fair Premium Book (300 Printed) Link & Logo ad on [www.houltonfair.org](http://www.houltonfair.org)

### **MAJOR SPONSOR: \$750.00-\$1249.00**

Minimum 25 Passes to the Houlton Fair

Involved in all advertisements & social media; Announced throughout event day

Opportunity for vendor space; Possibility of company banner displayed at event (if provided); Company listed in Fair Schedule (7,500 Printed); Listed as sponsor in all post recaps/articles; Free ½ Page Ad in Houlton Fair Premium Book (300 Printed) Link & Logo ad on [www.houltonfair.org](http://www.houltonfair.org)

### **CORPORATE SPONSOR: \$351.00-\$749.00**

Minimum 12 Passes to Houlton Fair

Involved in majority of advertisements & social media; Announced throughout event day

Possibility of 1 banner displayed at event (if provided); Company listed in Fair Schedule (7,500 Printed); Listed as sponsor in all post recaps/articles; Free Business Card Ad in Houlton Fair Premium Book (300 Printed)

Link & Logo ad on [www.houltonfair.org](http://www.houltonfair.org)

### **LUMBER JACK CLASS SPONSOR- \$350.00 PER CLASS**

Listed as Class/Division Sponsor

10 Passes to Houlton Fair

Involved in majority of advertisements & social media; Announced throughout event day

Possibility of 1 banner displayed at event (if provided); Company listed in Fair Schedule (7,500 Printed); Listed as sponsor in all post recaps/articles; Free Business Card Ad in Houlton Fair Premium Book (300 Printed)

Link & Logo ad on [www.houltonfair.org](http://www.houltonfair.org)

### **ASSOCIATE SPONSOR: \$100.00-\$350.00**

Minimum 5 Passes to the Houlton Fair

Announced throughout event day & social media; Company listed in Fair Schedule (7,500 Printed)

Banner displayed (if provided); Listed as sponsor in all post recaps/articles and Link & Logo ad on [www.houltonfair.org](http://www.houltonfair.org)

## **HOULTON AGRICULTURAL FAIR-ATV/UTV DRAG RACING**

WHEN: Sunday July 1<sup>st</sup> 2018

ATTENDANCE: 1000+

### **Business Sponsorship: Cost: \$350.00**

You Receive: (15) Complimentary 1 Day Passes; Banner Advertising Displayed; , Included in All Advertising and Social Media Mentions, Business Card Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

---

## HOULTON AGRICULTURAL FAIR PRESENTS - FMX MOTOCROSS STUNT SHOW

When: Performing July 1<sup>st</sup> thru July 4<sup>th</sup> 2018 - 3x a Day - 12 TOTAL SHOWS

Attendance: Varies

Gold Sponsorship: Cost: \$500.00 For All 12 SHOWS

You Receive: (25) Complimentary 1 Day Passes; Banner Advertising Displayed; , Included in All Advertising and Social Media Mentions, Business Card Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

Silver Sponsorship: Cost: \$350.00 For All 12 SHOWS

You Receive: (15) Complimentary 1 Day Passes; Included in All Advertising and Social Media Mentions, Business Card Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

Bronze Sponsorship: Cost: \$250.00 For All 12 SHOWS

You Receive: (10) Complimentary 1 Day Passes; Included in Social Media Mentions, Business Card Ad in Premium Book & Listed in 7,500 Fair Schedules, Plus Company Logo & Link on [www.houltonfair.org](http://www.houltonfair.org)

## HOULTON AGRICULTURAL FAIR - 12TH ANNUAL KIDSDAY

WHEN: MONDAY JULY 2<sup>ND</sup> 2018 ATTENDANCE: 800-1200

Gold Sponsorship: Cost: \$500.00

You Receive: (15) Complimentary 1 Day Passes; Banner Advertising Displayed; Included in All Radio/Newspaper/TV Advertising; Displayed in 7,500 Fair Schedules; Free Business Card Ad in Our Premium Book; Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

Silver Sponsorship: Cost: \$350.00

You Receive: (10) Complimentary 1 Day Passes; Included in All Radio/Newspaper Advertising; Displayed in 7,500 Fair Schedules; Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

Bronze Sponsorship: Cost: \$250.00

You Receive: (06) Complimentary 1 Day Passes; Included in Newspaper Advertising; Displayed in 7,500 Fair Schedules; Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

---

## HOULTON AGRICULTURAL FAIR - PIG SCRAMBLES

WHEN: MONDAY JULY 2<sup>ND</sup> 2018 6 & 7 Year Old                      8 & 9 Year Old                      10 & 11 Year Old  
ATTENDANCE: 800-1200

Gold Sponsorship: Cost: \$500.00 for 1 Pig Scramble or \$750.00 for All 3 Pig Scrambles

You Receive: (12) Complimentary 1 Day Passes; Banner Advertising Displayed; Included in All Radio/Newspaper/TV Advertising; Displayed in 7,500 Fair Schedules; Free Business Card Ad in Our Premium Book; Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

Silver Sponsorship: Cost: \$350.00 for 1 Pig Scramble or \$500.00 for All 3 Pig Scrambles

You Receive: (08) Complimentary 1 Day Passes; Included in All Radio/Newspaper Advertising; Displayed in 7,500 Fair Schedules; Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

Bronze Sponsorship: Cost: \$250.00 for 1 Pig Scramble or \$400.00 for All 3 Pig Scrambles

You Receive: (06) Complimentary 1 Day Passes; Included in Newspaper Advertising; Displayed in 7,500 Fair Schedules; Link & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

---

## HOULTON AGRICULTURAL FAIR - KIDS GAMES SPONSORSHIPS

WHEN: VARIOUS TIMES DURING FAIR

COST: 3 GAMES SPONSORSHIP FOR \$250.00 -

You Receive: (06) Complimentary 1 Day Passes, Included in Newspaper Advertising, Displayed in 7,500 Fair Schedules, Links & Logo Ad on [www.houltonfair.org](http://www.houltonfair.org)

## OTHER SPONSORSHIP OPPORTUNITIES: - Check Off the one you want

|  |        |       |
|--|--------|-------|
| 01. Houlton Fair Presents - LAWNMOWER RACING - Saturday June 30 <sup>th</sup>        | 250.00 | _____ |
| 02. Houlton Fair Presents - Kiddie Tractor Pulls -                                   | 250.00 | _____ |
| 03. Houlton Fair Presents - Kids Pinata Contest - Kid's Day                          | 250.00 | _____ |
| 04. Houlton Fair Presents - State of Maine Pie Cooking Contest - Apple -             | 250.00 | _____ |
| 05. Houlton Fair Presents - State of Maine Pie Cooking Contest - Blueberry           | 250.00 | _____ |
| 06. Houlton Fair Presents - 12 & Under Cooking Contest - Monday July 2 <sup>nd</sup> | 200.00 | _____ |
| 07. Houlton Fair Presents - 13 -17 Cooking Contest - Monday July 2 <sup>nd</sup>     | 200.00 | _____ |
| 08. Houlton Fair Presents - Cash Cube Contest - 3x A Day at the Fair                 | 150.00 | _____ |
| 09. Houlton Fair Presents - MUTTON BUSTING   | 150.00 | _____ |
| 10. Houlton Fair Presents - Kids Ice Cream Eating Contest - Kids Day                 | 150.00 | _____ |
| 11. Houlton Fair Presents - Any Fair Cooking Contest - Schedule Varies               | 150.00 | _____ |
| 12. Houlton Fair Presents - Scavenger Hunt Contest - Kids Day                        | 150.00 | _____ |
| 13. Houlton Fair Presents - Pie Eating Contest                                       | 150.00 | _____ |
| 14. Houlton Fair Presents - KID'S NINJA COURSE - All 4 Days                          | 150.00 | _____ |
| 15. Houlton Fair Presents - KID'S BIKE GIVEAWAY - Kid's Day                          | 100.00 | _____ |

We Can Bill You For Any Sponsorship or Donation that You Choose.

If You Would Like to Pay for Your Sponsorship....

Please Mail Check Made Payable to  
Houlton Fair Association, Po Box 1454, Houlton, Me. 04730

IF YOU WISH TO PAY FOR YOUR SPONSORSHIP BY CREDIT CARD -  
CALL PAUL CLEARLY 694-1395 OR 532-4315

HOULTON FAIR IS A 501c3 NON PROFIT CORPORATION