

SPONSOR GUIDE



JUNE 13 – 16, 2024
ROCKAWAY, NJ

TRI-COUNTY FAIR

The Annual Tri-County Fair is a for day, family friendly event featuring Spectacular Rides, Carnival Games, Monster Truck Rides, Gourmet Food Trucks, Arts/Crafts Vendors, and Face Painting. It also includes loads of free family entertainment such as Live Music, Extragavant Balloon Art, Awesome Fireworks, a Classic Car Show, Extreme Illusions and Escapes, free parking, free admission, and much, much more!

Located on the 107 acre campus of Christ Church in Rockaway, fair attendance has been steadily increasing every year. In fact, NJ.com has rated the Tri-County Fair one of New Jersey's best Fairs!

The 2023 Fair drew 35,000 attendees!

Visit TriCountyFair.org to learn more

FEATURING AMAZING ATTRACTIONS



Thrilling Rides



Awesome Food



**Classic and
Custom Car Show**



Live Music



**Monster Truck
Rides**



**Spectacular
Fireworks**



**Extreme Illusions
and Escapes**



**Chainsaw
Carving Artist**

AND SO
MUCH MORE!

GET *the* DETAILS

The Tri-County Fair is 4 days of excitement located on the sprawling 107-acre campus of Christ Church. In 2023, the fair hosted 35,000 attendees from all over the tri-state area. With heart-racing rides, family-friendly music, spectacular fireworks show, Extreme Illusions and Escapes, Monster Truck Rides, a great Classic and Custom Car Show, and so much more!

For the most current details, visit

TriCountyFair.org



WHY SPONSOR *the* TRI-COUNTY FAIR?

The Tri-County Fair is unlike any other county fair you've ever seen. With only \$5 for parking, Free Admission, Free Car Show, Free Extreme Illusions and Escapes shows, Free Music, Free Balloon art, Free Fireworks, and so much more, the Tri-County Fair is a great avenue to raise awareness of your brand and connect with thousands of families from the area.



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SPONSORSHIP
LEVELS

DIAMOND SPONSOR

COST \$5,000

2 AVAILABLE

The highlight of this package is your ability to promote your brand to tens of thousands of people in the months leading up to the Fair. Once at the Fair you will also receive premiere access to all fair attendees via prime location and heightened brand awareness.

DIAMOND SPONSORSHIP OPPORTUNITIES INCLUDE:

- Company name and logo on all promo videos
- Company name and logo mentioned in major press releases (sent to 200 local & regional news outlets)
- Company name and logo mentioned in social media sponsored ads (targeting over 200,000 local households)
- Company logo prominently displayed on all fairground and advertising banners including: Main Stage; Entrance Banner; Green Pond Road Banner; and Sky Banner in center of area mall (banners in place up to 30 days prior)
- Company logo placed on all fair fliers and coupons (circulation of 25,000 to local residents)
- Three 1-minute plugs about your company on main stage during event
- Two 2-minute live interviews on stage to promote your company (Saturday & Sunday)
- Social media post and link to your company on Facebook and Instagram
- Additional company signage(2) promoting your brand throughout festival grounds
- Option for product giveaway to every attendee (sponsor provides the giveaway)



PLATINUM SPONSOR

COST \$2,500

2 AVAILABLE

The highlight of this sponsorship package is your ability to connect with every fair attendee with prime location on the fairgrounds.

PLATINUM SPONSORSHIP OPPORTUNITIES INCLUDE:

- Company name, logo, about us, and link to your website on Tri-County Fair Sponsors page
- Company logo prominently displayed on fair main entrance banner
- Freestanding exhibitor booth: 10x10 tent, 8 ft table, 2 chairs, and 6 ft banner affixed to tent in prime location of fair grounds
- Three 1-minute plugs about your company on main stage during event
- Two 2-minute live interviews on stage to promote your company (Saturday & Sunday)
- Social media post and link to your company on Facebook and Instagram
- Additional company signage(2) promoting your brand throughout festival grounds
- Option for product giveaway to every attendee (sponsor provides the giveaway)





GOLD SPONSOR

COST \$1,500

3 AVAILABLE

The highlight of this sponsorship package is the ability to connect with almost all fair attendees and have prime placement inside the busy vendor tent.

GOLD SPONSORSHIP OPPORTUNITIES INCLUDE:

- Company name, logo, about us, and link to your website on Tri-County Fair Sponsors page
- Company logo displayed on fair main entrance banner
- Corner exhibitor booth inside vendor tent: 10x6 space, 6 ft and 4 ft table, 1 chair
- Three 1-minute plugs about your company on main stage during event
- Two 2-minute live interviews on stage to promote your company (Saturday & Sunday)



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SILVER SPONSOR

COST \$1,000

3 AVAILABLE

The highlight of this sponsorship is the ability to get corner exhibitor space in the busy vendor tent at a budget price. Being at a corner spot allows you to engage attendees that were not planning to walk through the vendor tent.

SILVER SPONSORSHIP OPPORTUNITIES INCLUDE:

- Company name, logo, about us, and link to your website on Tri-County Fair Sponsors page
- Company logo displayed on fair main entrance banner
- Corner exhibitor booth inside vendor tent: 10x6 space, 6 ft and 4 ft table, 1 chair



BRONZE SPONSOR

COST \$500

10 AVAILABLE

The highlight of this sponsorship is the ability to get exhibitor space in the busy vendor tent at a budget price. It's Sales & Networking 101 – Be present and engage the crowds. With over 15,000 attendees expected, it's a great opportunity to grow your organization's sales.

BRONZE SPONSORSHIP OPPORTUNITIES INCLUDE

- Company name and Logo on Tri-County Fair Sponsors page
- Company logo displayed on fair main entrance banner
- Exhibitor booth inside vendor tent: 10x6 space, 6 ft table, 1 chair





SPONSORSHIP COMPARISON DIAGRAM

| | DIAMOND (2 Available) | PLATINUM (2 Available) | GOLD (3 Available) | SILVER (3 Available) | BRONZE (10 Available) |
|--|--------------------------|---------------------------|-----------------------|-------------------------|--------------------------|
| Cost | \$5,000 | \$2,500 | \$1,500 | \$1,000 | \$500 |
| Company logo on main entrance banner | • | • | • | • | • |
| Company name, logo, about us, and link to your website on listing as sponsor on fair website (No link & About Us for Bronze) | • | • | • | • | • |
| Freestanding exhibitor booth 10x10 tent, 8' table, 2 chairs, and 6' banner affixed to front of tent in prime location of fair grounds | • | • | | | |
| Premium corner exhibitor space inside vendor tent (10'x6'), including 6' table and 4' table, 1 chair | | | • | • | |
| Exhibitor space inside vendor tent (10'x6'), including 6' table, 1 chair | | | | | • |
| Company logo placed on main stage banner | • | | | | |
| Three 1-minute plugs about your company on main stage during event | • | • | • | | |
| Two 2-minute live interviews on stage to promote your company (Saturday and Sunday) | • | • | • | | |
| Social media post and link to your company on Facebook and Instagram | • | • | | | |
| Additional company signage (2) promoting your brand throughout festival grounds | • | • | | | |
| Option for product giveaway to every attendee (sponsor provides the giveaway) | • | • | | | |
| Company name and logo on all promo videos | • | | | | |
| Company Logo on 8'x14' double-sided sky banner in middle of Rockaway Mall | • | | | | |
| Company name and logo mentioned in major press releases (sent to 200 local and regional newspapers) | • | | | | |
| Company name and logo mentioned in social media sponsored ads (targeting 200,000 local households) | • | | | | |
| Company logo placed on all fair fliers and coupons (circulation of 25,000 to local residents) | • | | | | |
| Company logo placed on double-sided Green Pond Rd banner | • | | | | |

Other Sponsorships Available

- Fireworks Sponsor \$500: (2) 24"x18" signs on fairgrounds in main walkways with your company logo and website announcing your company is sponsoring the fireworks.
- Stage Sponsor \$1,000: 2'x6' banner on stage with your logo and website announcing your company is the stage sponsor.
- Sign Only \$250: (1) 24"x18" double-sided sign on fairgrounds in main walkway with your company logo and website letting everyone know you are a sponsor of the fair.
- 5 minutes of stage time \$500: 5 minutes right before Illusionist performs on Friday or Saturday to broadcast your message, throw giveaways into the crowd, or anything else.
NOTE: messaging must be approved beforehand.
- Want to be sponsor the fair, but don't see what you're looking for here? Email us SNickoley@ChristChurchUSA.org and we will see if we can.

PRODUCTION REQUIREMENTS

- ✓ High Resolution Company Logo (jpg, png, pdf, minimum 300 dpi)
- ✓ Brief Company Statement 55 Words or Less (Diamond, Platinum & Gold sponsors only)
- ✓ 2-3 sentence "About Us" statement for website
- ✓ Answers to Interview Questions (due by May 31, 2019 for Diamond, Platinum & Gold sponsors only)

