



Topsfield Fair

*2011 TOPSFIELD FAIR
SPONSORSHIP OPPORTUNITIES
SEPTEMBER 30 – OCTOBER 10, 2011*



ABOUT THE TOPSFIELD FAIR

The Topsfield Fair, founded in 1818, by The Essex Agricultural Society, is the longest continuously operating county fair in America! It is one of the largest annual events held in Massachusetts. This year's fair is scheduled for September 30 through October 10, 2011.

The Essex Agricultural Society is a non-profit organization, which is dedicated to encourage, promote and preserve Essex County agricultural activities and to educate the general public regarding their importance. We strive to do this in an atmosphere of fun and excitement through the medium of the Topsfield Fair. The Essex Agricultural Society is governed by a thirteen-member executive board and has a membership of 1,200.

Located eighteen miles north of Boston on US Route One, the Topsfield Fairgrounds is situated on eighty-three acres of beautifully landscaped property abutting the Ipswich River. The fair's thirteen agricultural buildings house more than 10,000 entries for competition, submitted by more than 2500 exhibitors, mostly residents of Essex County. Visitors tour the buildings to see the second largest flower show in Massachusetts, the largest beekeeping and honey exhibit in the country, cattle, pigs, sheep and goats, horses, llamas, alpaca, poultry, rabbits vegetables and the largest pumpkin grown each year in New England. From the Ferris wheel and bumper cars your grandparents remember, to the latest high-octane ride excitement, there's something for every member of the family on the Topsfield Fair Midway.

ABOUT SPONSORSHIP

A Topsfield Fair sponsorship provides a unique opportunity for achieving your marketing, advertising and public relations goals, reaching more people than any other event in the region. Last year's attendance reached close to 500,000 people, representing an average of approximately 40,000 visitors per day. Please review the many benefits that can be yours as a sponsor of "The Longest Continuously Operating County Fair in America", the Topsfield Fair.

FAIRGROUND FACTS

- 2010 Fair Attendance: 465,324
- Board of Directors – 13
- Office Staff includes: 9 employees, full time; 6 employees, part time
- Maintenance Staff includes: 25 employees
- Volunteer Base – 400
- Parking and Security – 75
- Uniformed Police – 90
- Firefighters and Medical/Emergency Personnel– 20
- Fair Exhibitors: 2500
- Fair Entries: 10,000
- Fair Food & Concession Booths: 300

FACILITIES:

2011 TOPSFIELD FAIR SPONSORSHIP OPPORTUNITIES



- Located 18 miles North of Boston
- First Fair: 1818
- Set on 83 acres abutting the Ipswich River
- 50 acres used for parking (75,000 cars parked in 2010)
- 23 acres used for thirteen agricultural buildings
- 10 acres used for midway attractions

ATTRACTIONS:

- Arts & Crafts Demonstrations – Coolidge Hall
- Beekeeping Exhibits – Beekeeping Building
- Blacksmith Demonstrations – Country Way
- Dairy Milking Demonstrations – Cattle Building
- EBSCO Green Pavilion – Show Tent
- Essex County Farmyard – Birds of Prey
- 4-H Exhibits – 4-H Building
- “Kiddie Koral” – Fair Tent
- Miniature Train Exhibit – Grange Museum Building
- Petting Farm – Next to Flower Building
- Sand Sculpture – Next to Sheep Building
- Spinning Demonstrations – Sheep Building
- Giant Pumpkin Contest – Vegetable Building (2007 World Record Pumpkin)
- Wood Turning & Wood Carving – Country Way

SPECIAL EVENTS:

- Opening Evening Fireworks Extravaganza.
- Complimentary Area Stages – 2010 featured local talent and programs geared towards children, adults and senior citizens.
- Complimentary Grandstand Entertainment – past shows featured, Uncle Kracker, Glorianna, Dog Dogs, Chubby Checker, Colgate Country Showdown, Blue County, 38 Special, Brian Maes Band, The Platters, Shirley Alston Reeves of the Shirelles, Jo Dee Messina, America, Lonestar, Heidi New Field, She Daisy, LeAnne Rimes, The Don Campbell Band and Winn’s Galaxy of Thrills.
- Complimentary Arena Entertainment – 2010 featured, The Canadian Royal Mounted Police Musical Ride, horse and oxen pulling, draft horse performances, tractor pulling, llama and pigmy goat performances Hallamore Clydesdales Show, Myopia Polo Club Matches, Figure 8 Racing.

2011 TOPSFIELD FAIR SPONSORSHIP OPPORTUNITIES

Platinum Level

Gold Level

Silver Level

Bronze Level

Purple Ribbon

Fairground Attraction

Fairground Building



BANNERS AT MAIN ENTRANCES [#]	•	•	•	•	•	•	•
DAILY PROGRAM ADVERTISEMENT	Full Page	Full Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/8 Page
TOPSFIELD FAIR BILLBOARD	•	•	•	•			
SPONSOR BOARD RECOGNITION	•	•	•	•	•		
SPONSOR PAGE IN DAILY PROGRAM	•	•	•	•	•		
PUBLIC ADDRESS ANNOUNCEMENTS	•	•	•			•	•
10' x 20' DISPLAY BOOTH [*]	•						
10' x 10' DISPLAY BOOTH ^{**}		•	•	•			
CORPORATE LOGO SCULPTED IN SAND SCULPTURE	•	•	•	•			
CORPORATE LOGO IN MEDIA COVERAGE	•	•				•	•
HOSPITALITY HOUSE LUNCH FOR CORPORATE STAFF	•						
VIP ADMISSION PASSES	•	50	25	25	25		
GRANDSTAND BANNER	•	•	•				
ARENA BANNER [#]	•	•	•				
ARENA ELECTRONIC MESSAGE BOARD	•	•	•				
WEBSITE LISTING OR LINK ON FAIR WEBSITE	•	•	•	•	•		
3 YEAR AGREEMENT (PREPAID 10% DISCOUNT)	•	•	•	•	•	•	•
PRICE	\$50,000	\$35,000	\$17,500	\$10,000	\$6,000	\$2,000 [#]	\$2,000 [#]

* Platinum Sponsorship Display Booth for ten (10) days.

** Gold and Silver Sponsorship Display Booth for ten (10) days. Bronze Sponsorship Booth for three (3) designated days.

Professional Signage (provided by the Sponsor or produced by the Topsfield Fair for a fee) will be displayed for the duration of the Fair.



PLATINUM LEVEL SPONSORSHIP

For Platinum Level Sponsorship you will receive:

- Full-page advertisement in both the Daily Program (175,000); subject to print deadlines.
- Corporate logo on the Topsfield Fair billboard on the heavily traveled Route One in Saugus, Massachusetts. The billboard is seen by thousands of automobile drivers and passengers daily.
- Professional signage posted in the Grandstand area, the Arena and at the fair's main entrance gates; banners supplied by the sponsor or by the Topsfield Fair for a fee.
- Corporate logo on two official sponsor boards on the fairgrounds and on the sponsor page in the daily program.
- Public Address announcements delivered every three hours each day by the fair's professional announcer over the fairgrounds public address system and at all grandstand performances.
- A 10' by 20' display on the grounds at a mutually agreed upon location for product exposure and fair attendee interaction September 30 – October 10, 2011.
- Corporate logo prominently carved into the fair's spectacular sand sculpture.
- Corporate logo included on all Topsfield Fair advertising including Boston/Essex County print media, radio and television spots.
- The Topsfield Fair will supply VIP admission passes as mutually agreed upon by the sponsor and the fair.
- Corporate staff will be invited as guests of the fair's Hospitality Department for lunch, relaxation and refreshments in our exclusive Fair Club House.
- Continuous messaging on the Arena's electronic messaging board with your message starting September 30, 2011 and continuing through the end of the fair. Located inside the Topsfield Fair's Arena, your message will be seen by thousands of Fair attendees daily.
- Website Recognition from contract execution, which includes a listing, banner ad, interactive section and/or hotlink and logo ID on the Topsfield Fair Website for one year.



GOLD LEVEL SPONSORSHIP

For Gold Level Sponsorship you will receive:

- Full-page advertisement in both the Daily Program (175,000); subject to print deadlines.
- Corporate logo on the Topsfield Fair billboard on the heavily traveled Route One in Saugus, Massachusetts. The billboard is seen by thousands of automobile drivers and passengers daily.
- Professional signage posted in the Grandstand area, the Arena and at the fair's main entrance gates; banners supplied by the sponsor or by the Topsfield Fair for a fee.
- Corporate logo on two official sponsor boards on the fairgrounds and on the sponsor page in the daily program.
- Public Address announcements delivered every three hours each day by the fair's professional announcer over the fairgrounds public address system and at all grandstand performances.
- A 10' by 10' display on the grounds at a mutually agreed upon location for product exposure and fair attendee interaction September 30 – October 10, 2011.
- Corporate logo prominently carved into the fair's spectacular sand sculpture.
- Corporate logo included on all Topsfield Fair advertising including Boston/Essex County print media, radio and television spots.
- The Topsfield Fair will supply fifty VIP admission passes as mutually agreed upon by the sponsor and the fair.
- Continuous messaging on the Arena's electronic messaging board with your message starting September 30, 2011 and continuing through the end of the fair. Located inside the Topsfield Fair's Arena, your message will be seen by thousands of Fair attendees.
- Website Recognition from contract execution, which includes a listing, banner ad, interactive section and/or hotlink and logo ID on the Topsfield Fair Website for one year.



SILVER LEVEL SPONSORSHIP

For Silver Level Sponsorship you will receive:

- Full-page advertisement in both the Daily Program (175,000); subject to print deadlines.
- Professional signage posted in the Grandstand area, the Arena and at the fair's main entrance gates; banners supplied by the sponsor or by the Topsfield Fair for a fee.
- Corporate logo on the Topsfield Fair billboard on the heavily traveled Route One in Saugus, Massachusetts. The billboard is seen by thousands of automobile drivers and passengers daily.
- Corporate logo on two official sponsor boards on the fairgrounds and on the sponsor page in the daily program.
- Public Address announcements delivered every three hours each day by the fair's professional announcer over the fairgrounds public address system and at all grandstand performances.
- A 10' by 10' display on the grounds at a mutually agreed upon location for product exposure and fair attendee interaction September 30 – October 10, 2011.
- Corporate logo prominently carved into the fair's spectacular sand sculpture.
- The Topsfield Fair will supply twenty-five VIP admission passes as mutually agreed upon by the sponsor and the fair.
- Continuous messaging on the Arena's electronic messaging board with your message starting September 30, 2011 and continuing through the end of the fair. Located inside the Topsfield Fair's Arena, your message will be seen by thousands of Fair attendees.
- Website Recognition from contract execution, which includes a listing, banner ad, interactive section and/or hotlink and logo ID on the Topsfield Fair Website for one year.



BRONZE LEVEL SPONSORSHIP

For Bronze Level Sponsorship you will receive:

- Half-page advertisement in both the Daily Program (175,000); subject to print deadlines.
- Professional signage posted in the Grandstand area, the Arena and at the fair's main entrance gates; banners supplied by the sponsor or by the Topsfield Fair for a fee.
- Corporate logo on two official sponsor boards on the fairgrounds and on the sponsor page in the daily program.
- A 10' by 10' tent on the grounds at a mutually agreed upon location for product exposure and possible sampling opportunities for three days (Friday, Saturday, Sunday pattern).
- Corporate logo prominently carved into the fair's spectacular sand sculpture.
- The Topsfield Fair will supply twenty-five VIP admission passes as mutually agreed upon by the sponsor and the fair.



PURPLE RIBBON SPONSORSHIP

For Purple Ribbon Level Sponsorship you will receive:

- Quarter-page advertisement in both the Daily Program (175,000); subject to print deadlines.
- Professional signage posted in the Arena; banners supplied by the sponsor or by the Topsfield Fair for a fee.
- Corporate logo on two official sponsor boards on the fairgrounds and on the sponsor page in the daily program.
- The Topsfield Fair will supply twenty-five VIP admission passes as mutually agreed upon by the sponsor and the fair.
- Premium Display Locations Available for buy-in based on requirements of space and duration of display location.



FAIRGROUND BUILDINGS SPONSORSHIP OPPORTUNITIES

For almost nineteen decades, local employers and businesses have championed the Topsfield Fair. Take advantage of the individualized sponsorship opportunities listed below, and support the 2011 Topsfield Fair. This is your chance to market your products or services to our diverse community, and to be aligned with the largest entertainment event in New England.

All Building Sponsorships include the following:

- Professional signage posted on the building; banners supplied by the sponsor or by the Topsfield Fair for a fee.
- Public Address announcements delivered every four hours each day by the fair's professional announcer over the fairgrounds public address system and at all grandstand performances.
- Corporate logo included on all Topsfield Fair advertising including Boston/Essex County print media, radio and television spots.

GATE SPONSORSHIP

NAMING RIGHTS TO GATES

FAIR TRADE CENTER

COMMERCIAL EXHIBITS

COOLIDGE HALL

**ARTS & CRAFTS DISPLAYS
AND FOOD DEMONSTRATIONS**

**VEGETABLE & FRUIT BUILDING
FARMER'S MARKET**

**FRUIT & VEGETABLE DEMONSTRATIONS
AND GARDENING GURUS**

POULTRY BUILDING

**HATCHERY & POULTRY
COMPETITIONS**

FLOWER BUILDING

**NEW ENGLAND'S PREMIER
FALL FLOWER SHOW & GARDEN
CLUB COMPETITION**

SPORTSMAN BUILDING

**WILDLIFE & WETLANDS
CONSERVATION AND
THE ENVIRONMENT**

GRANGE MUSEUM

FARM MUSEUM & MINIATURE TRAIN EXHIBIT

4-H BUILDING

**4-H PRESENTATIONS &
CHILDREN'S ENTERTAINMENT**

SHEEP AND GOAT BUILDING

SHEEP AND GOAT COMPETITIONS

CATTLE BUILDING

CATTLE COMPETITION & DEMONSTRATIONS

RABBITS BUILDING

**RABBIT & CAVY EXHIBITION
DEMONSTRATIONS AND ADOPTION**

2011 TOPSFIELD FAIR SPONSORSHIP OPPORTUNITIES



FAIRGROUND ATTRACTIONS SPONSORSHIP OPPORTUNITIES

All Attraction Sponsorships include the following:

- Professional signage posted by the attraction; banners supplied by the sponsor.
- Public Address announcements delivered every three hours each day by the fair's professional announcer over the fairgrounds public address system and at all grandstand performances.
- Corporate logo included on all Topsfield Fair advertising including Boston/Essex County print media, radio and television spots.

KIDDIE KORAL

NAMING RIGHT TO THE AREA

ESSEX COUNTY FARMYARD

**ANIMAL DEMONSTRATIONS
& MONEY POLE**

KIDDIE LAND

CHILDREN'S ENTERTAINMENT

ROYAL MOUNTAIN CANADIAN POLICE A CROWD FAVORITE EVERY TWO YEARS!

**ALL NEW ENGLAND GIANT
PUMPKIN WEIGH-OFF**

ANNUAL FAVORITE!

TRIANON STAGE

**LOCAL ENTERTAINMENT
FOR ALL AGES**