



# Sponsorship Opportunities

*Building alignments with businesses and organizations to continue growing strong.*





**"Always a great time,  
always a great tradition!"**

**- Leonard  
Melrose, MA**

# 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 October 4-14, 2024.**

The Essex Agricultural Society is a non-profit organization, which is dedicated to encouraging, promoting and preserving Essex County agricultural activities and to educate the general public. The society strives to do this with a fun and exciting atmosphere through the medium of the Topsfield Fair.

Located eighteen miles north of Boston, the Topsfield Fairgrounds is situated on eighty-three acres. With thirteen agricultural buildings, 10,000 exhibitor entries, a midway and the giant pumpkin contest... there is something for everyone!



# About Sponsorships

A Topsfield Fair sponsorship provides a unique opportunity for achieving your marketing, advertising and public relation goals, reaching more people than any other event in the region. Each year's attendance reaches over 400,000 people, representing an average of approximately 44,000 visitors per day over the 11 days.

## Attendance Comparison



Fenway Park  
**37,731**



TD Garden  
**19,156**



Gillette Stadium  
**65,878**



# The Numbers



Official Top 50 Fairs & Carnivals in 2023  
**#43**



International Association of Fairs & Expos  
**Top 100 Fairs in 2019**



Facebook Followers  
**76,000+**



Local Youth Scholarships Awarded  
**\$65,000 in 2023**



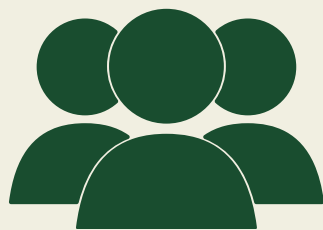
Instagram Followers  
**10,000+**



Constant Contact  
**19,000+ Email Addresses**



Twitter Followers  
**2,800+**



Attendance  
**400k+**





# Sponsor Benefits

Sponsorship packages will bring a promotional value to your business or organization that will exceed your investment.

**Packages can be customized to meet your marketing initiatives.**

We will work with you to make a package that is the right fit for your business or organization.

# Gold Level Sponsorship

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## Promotional Recognition

- Full-page advertisement in Topsfield Fair Daily Program
- Business or organization logo displayed in Topsfield Fair Brochure
- Professional signage displayed at the Main Gate, Rivergate, Maple Street Gate and 97 Gate entrances - 10 ft. banner space (banners supplied by sponsor)
- A 30'x10' location on the fairgrounds, at a mutually agreed upon location, for product promotion and exposure and fair attendee interactions for all 11 days of the Topsfield Fair- highest traffic area on the fairgrounds
- Logo placement at a Topsfield Fair Photo Spot
- Professional signage displayed in the Arena for whole year - 10 ft. banner space (banners supplied by sponsor)
- Logo placement on re-usable bags given out at all Information Booths over 11 days of the Topsfield Fair

## Social Media

- Ability to cross promote on social media and 5 ads on Topsfield Fair social media accounts
- Business or organization logo with live link on Topsfield Fair website (for the whole year)
- Logo with live link on Topsfield Fair e-newsletter (for whole year)

## Admission

- 50 Admission Tickets
- 25 Parking Passes
- 15 Food Vouchers

*\*\* Some items are time-sensitive and may not be available.*



# Silver Level Sponsorship



## Promotional Recognition

- Full-page advertisement in Topsfield Fair Daily Program
- Business or organization logo displayed in Topsfield Fair Brochure
- Professional signage displayed at the Main Gate, Rivergate, Maple Street Gate and 97 Gate entrances - 6 ft. banner space (banners supplied by sponsor)
- A 20'x10' location on the fairgrounds, at a mutually agreed upon location, for product promotion and exposure and fair attendee interactions for all 11 days of the Topsfield Fair- highest traffic area on the fairgrounds
- Logo placement at a Topsfield Fair Photo Spot

## Social Media

- Ability to cross promote on social media and 4 ads on Topsfield Fair social media accounts
- Business or organization logo with live link on Topsfield Fair website (for the whole year)

## Admission

- 30 Admission Tickets
- 15 Parking Passes
- 10 Food Vouchers

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*\*\* Some items are time-sensitive and may not be available.*

# Bronze Level Sponsorship



## Promotional Recognition

- Full-page advertisement in Topsfield Fair Daily Program
- Business or organization logo displayed in Topsfield Fair Brochure
- A 10'x10' location on the fairgrounds, at a mutually agreed upon location, for product promotion and exposure and fair attendee interactions for all 11 days of the Topsfield Fair- highest traffic area on the fairgrounds
- Logo placement at a Topsfield Fair Photo Spot

## Social Media

- Ability to cross promote on social media and 3 ad on Topsfield Fair social media accounts
- Business or organization logo with live link on Topsfield Fair website (for the whole year)

## Admission

- 20 Admission Tickets
- 10 Parking Passes
- 10 Food Vouchers

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*\*\* Some items are time-sensitive and may not be available.*



# Build-Your-Own Sponsorship

We're here to customize the best package for your business or organization. Here are some options and/or add-ons that can be made to accommodate your marketing goals and build the best sponsorship package for your organization.

## Promotional Recognition

- Business or organization logo displayed in Topsfield Fair Brochure
- Sponsor a Topsfield Fair Information Booth
- Professional signage displayed at the Main Gate, Rivergate, Maple Street Gate and 97 Gate entrances - 10 ft. banner space (banners supplied by sponsor)
- Full-page advertisement in Topsfield Fair Daily Program
- Logo placement at a Topsfield Fair Photo Spot
- A location on the fairgrounds, at a mutually agreed upon size & location, for product promotion and exposure and fair attendee interactions for certain amount of days during the Topsfield Fair
- Logo placement on re-usable bags given out at all Information Booths over 11 days of the Topsfield Fair
- Professional signage displayed in the Arena for whole year - 10 ft. banner space (banners supplied by sponsor)

## Social Media

- Ability to cross promote on social media and ads on Topsfield Fair social media accounts
- Instagram Photo Station
- Business or organization logo with live link on Topsfield Fair website (for the whole year)
- Logo with live link on Topsfield Fair e-newsletter (for whole year)

*\*\* Some items are time-sensitive and may not be available.*



# How it helps!

Did you know that by marketing with the Topsfield Fair, your business or organization will gain exposure and help increase brand awareness? Here is how a sponsorship can help your business or organization:

- **BUILD CONTENT FOR SOCIAL MEDIA MARKETING**
- **CREATE LEAD GENERATION**
- **BUILD BRAND VISIBILITY**
- **ESTABLISH BUSINESS RELATIONSHIPS AND NETWORKING**
- **DISCOVER YOUR TARGET AUDIENCE**
- **EXPERIENTIAL MARKETING**





We look forward to working with you  
and growing your business...

## Contact

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