



SPONSORSHIP OPPORTUNITIES

2025



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



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 3-13, 2025.**

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!

WWW.TOPSFIELDFAIR.ORG

FAMILY



FOOD



FUN



CONTACT: KATE@TOPSFIELDFAIR.ORG

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.

TOPSFIELD FAIR TIMELINE

1818

The Essex Agricultural Society is formed.

1910

For 100 years the Topsfield Fair traveled around Essex County before settling in Topsfield, MA.

1921

The Fairgrounds becomes wired with electricity for nighttime entertainment.

1950

Dean & Flynn are contracted to run the midway and continue today!

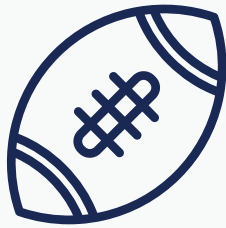
2018

Topsfield Fair celebrates it's 200th Anniversary.

ATTENDANCE COMPARISON



Fenway Park
37,731



Gillette Stadium
65,878



TD Garden
19,156

Current and Past Partners

Your support to our marketing community means a lot.



MARINES



*"I have found that among its other benefits,
giving liberates the soul of the giver."*

– Maya Angelou

The Numbers



Local Youth Scholarships
Awarded
\$80,000 in 2025



Constant Contact
19,000+ Email
Addresses



Official Top 50 Fairs &
Carnivals in 2024
#40



Facebook Followers
77,000+



Attendance
418,000k+



International Association
of Fairs & Expos
Top 100 Fairs in 2019



Instagram Followers
13,500+



Twitter Followers
2,800+



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.



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Gold 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 – 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.*

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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

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

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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

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

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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)

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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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Topsfield Fair

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