

# SPONSORSHIP PROPOSAL



# HORSE EXPO

## AT FRYING PAN FARM PARK



Saturday, April 13, 2024 • 10 a.m. - 3 p.m.

**Fun Demonstrations • Food Trucks • Expert Speakers  
Horse-Related Products and Services • Free for All Ages**

For more information visit [www.fairfaxcounty.gov/parks/frying-pan-park/equestrian](http://www.fairfaxcounty.gov/parks/frying-pan-park/equestrian)



**Frying Pan Farm Park**  
2709 West Ox Road, Herndon  
[www.fairfaxcounty.gov/parks/frying-pan-park](http://www.fairfaxcounty.gov/parks/frying-pan-park)



703-324-8563 • TTY Va. Relay 711

# SPONSOR BENEFITS

## HEADLINE SPONSOR | \$2,000

- Name incorporated in the 2024 event title
- Two large Sponsor banners placed in the main arena and on Barn 1.
- Logo in the virtual, web, social, and print media before, during and for 1 month after event
- Hourly shout outs via on site announcements during the event

## PLATINUM SPONSOR | \$500

- One medium banner placed in the main event area
- Name incorporated into headline activity or offering
- Logo grouped in virtual, web, social, and print media before, during and for 1 month after event
- Hourly Shout outs via on site announcements during the event

## FEATURE SPONSOR | \$250

- One medium banner placed in the main event area
- Name incorporated into a featured activity or offering
- Logo grouped in the virtual, web, social, and print media for the event
- Shout outs before and after the activity

## COMMUNITY SPONSOR | \$250

- One medium banner placed in the volunteer area
- Logo on one item (cups, bottles or similar)
- Logo grouped in virtual, web, social, and print media for the event
- Shout outs via on site announcements

## ENGAGEMENT SPONSOR | \$100

- Premium booth space to advertise your club, business, or organization
- Listed in program posters in key locations directing participants

## PARTICIPANT SPONSOR | \$50

- Booth space to advertise your club, business or organization
- Listed in program posters in key locations directing participants

## IN KIND \$

- Items, products, or services can be used as in-kind sponsorship.
- Dollar value of the items or services determine your sponsorship level.

When families remember a fun farm event at Fairfax, make them think of you!

*Your sponsorship is a donation to the Friends and directly supports the park and this annual fundraiser event.*

## THE FRIENDS

The Friends of Frying Pan Farm Park is a 501(c)3 that promotes, supports, and advocates for the park. Your sponsorship is a donation to the Friends and directly supports the park.

## THE HORSE EXPO

- An Annual Event in its third year
- 7000 participants in 2023
- Hosting an average of 1000 park visitors per day
- Communicating directly with over 15K via our subscribed social channels
- Communicating indirectly with over 1M via press release, news and media channels

## OUR TEAMS

The event is a strategic partnership between the Friends, the Park and the Park Authority to showcase the equestrian facilities, and engage with our equestrian and non equestrian communities by offering educational content, speakers, demonstrations, and activities.

CONTACT US AT [FRIENDS@FRYINGPANPARK.ORG](mailto:FRIENDS@FRYINGPANPARK.ORG)