



68th Annual Fairfax County 4-H Fair

SPONSOR PROSPECTUS



August 4 - August 7, 2016
Frying Pan Farm Park
2709 West Ox Road
Herndon, VA 20171



Table of Contents

What is the 4-H Fair.....	2
What is 4-H.....	3
Frying Pan Farm Park & 4-H.....	4
What it Takes to Run the Fair.....	5
Scope of Property Utilized.....	6-7
Marketing Plan & Media Coverage.....	8
Sponsor Visibility.....	9
Why We Need Your Support.....	10
Sponsorship Levels.....	11
Sponsorship Areas.....	12-13
Sponsor Benefits: Monetary and In-Kind Sponsors.....	14
Donation Form.....	15

What is the 4-H Fair?

- Traditional county fair
 - Multi-generational family fun
 - 29,000+ visitors last year
 - Free admission
- Community based exhibits, competitions, shows, and live performances
 - Carnival rides
 - Dog shows
 - Farm animal competitions
 - Baked goods and produce competitions
 - Pie eating and watermelon seed spitting contest
- Partnership between 4-H & FFPF
 - Largest fundraiser for Fairfax County 4-H
 - Largest fundraiser for Frying Pan Farm Park



An Event by the Community, for the Community

What is 4-H?



4-H is a **community** of **young people** across **America** who are learning **leadership, citizenship** and **life skills**.

- **Youth Development Program**
 - Teaches life skills to youth aged 5-19
 - Reaches over 12,000 youth in Fairfax County
- **Delivers educational programming through:**
 - Clubs - 23 clubs meet year round throughout the county
 - Camps - Week-long residential and special interest camps
 - School Enrichment - embryology and horticulture programs
 - Special Interest Workshops - veterinary science, nutrition, etc.
- **Teaches youth life skills through projects in the areas of:**
 - Science, Technology, Engineering, and Math
 - Communication and Expressive Arts
 - Citizenship
 - Healthy Living
 - ...and so many more!



Head, Heart, Hands, and Health

Frying Pan Farm Park & 4-H



- Park was created in 1961 to protect 4-H fair grounds
- Grassroots community initiative to preserve agriculture and open space for 4-H Fair
- FCPA purchased Kidwell Farm in 1964 to preserve open agricultural space
- 4-H volunteers helped run FFP for first decade
- Partnership continues to grow and develop
- Frying Pan Farm Park hosts the only Livestock 4-H Club left in Fairfax County
- Four 4-H clubs meet regularly at the park:
 - Hoofers and Heifers Livestock Club
 - Krazy for K9's Dog Training Club
 - Herndon Horse 4-H Club
 - Virginia Trotters Horse Club

Partners for Over Half a Century

What It Takes To Run The Fair

- 68th anniversary on the same grounds
- Year long inter-agency planning
- 125 volunteers working 2,200+ hours total
- 52 staff working 2,000+ hours total
- 18 tents totaling 5,400 sq. ft.
- Space and staff to park over 5,000 cars
- Barns and competition space for 105+ farm animals, horses, dogs, rabbits, cavies and poultry
- Exhibit space for over 900 entrees in 15 departments including Science and Technology, Interior Design, Floriculture, Honey and Apiary, Short Film, Photography, Art, and many more
- Food, restrooms and emergency services



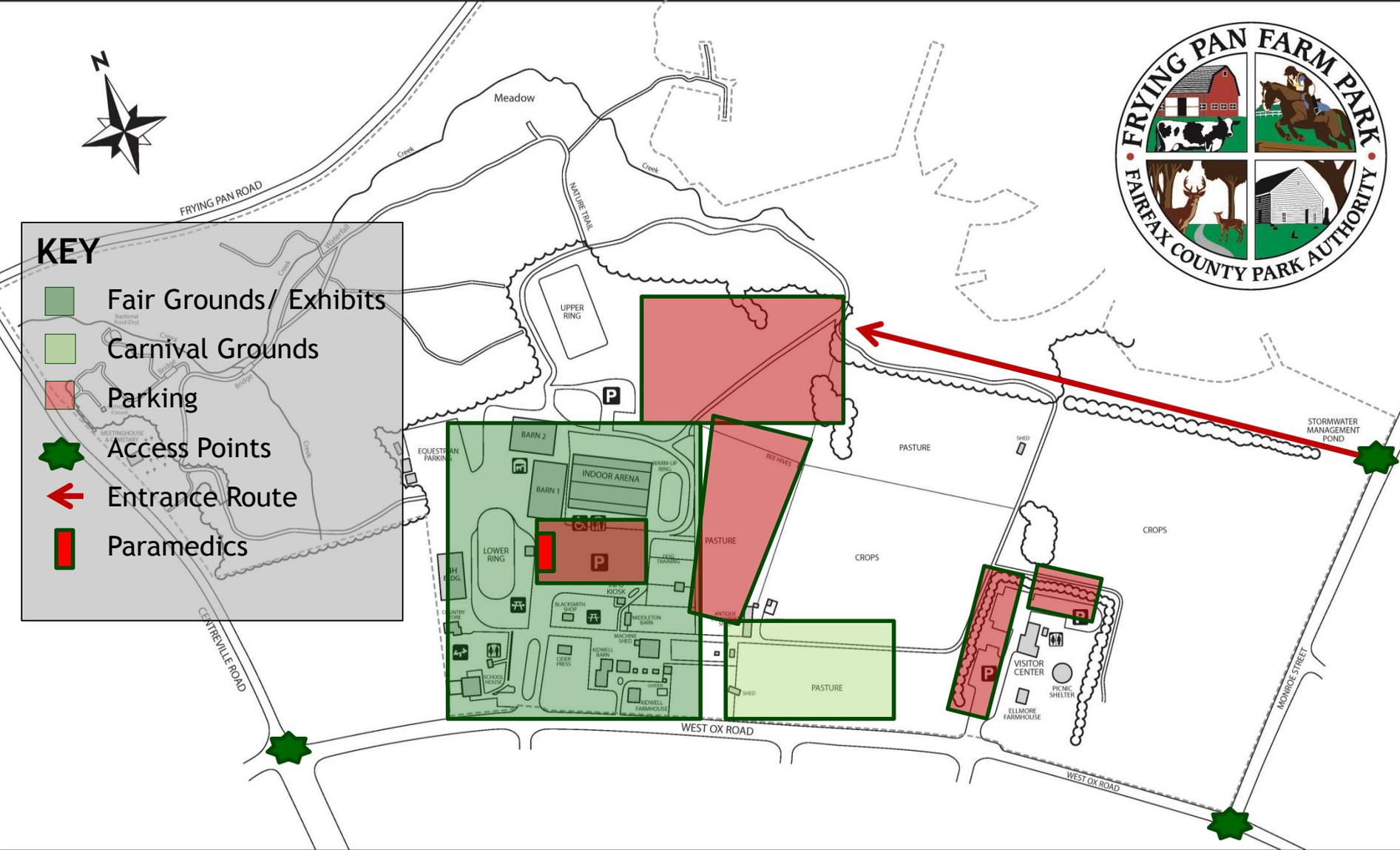
29,000+ Event Attendees

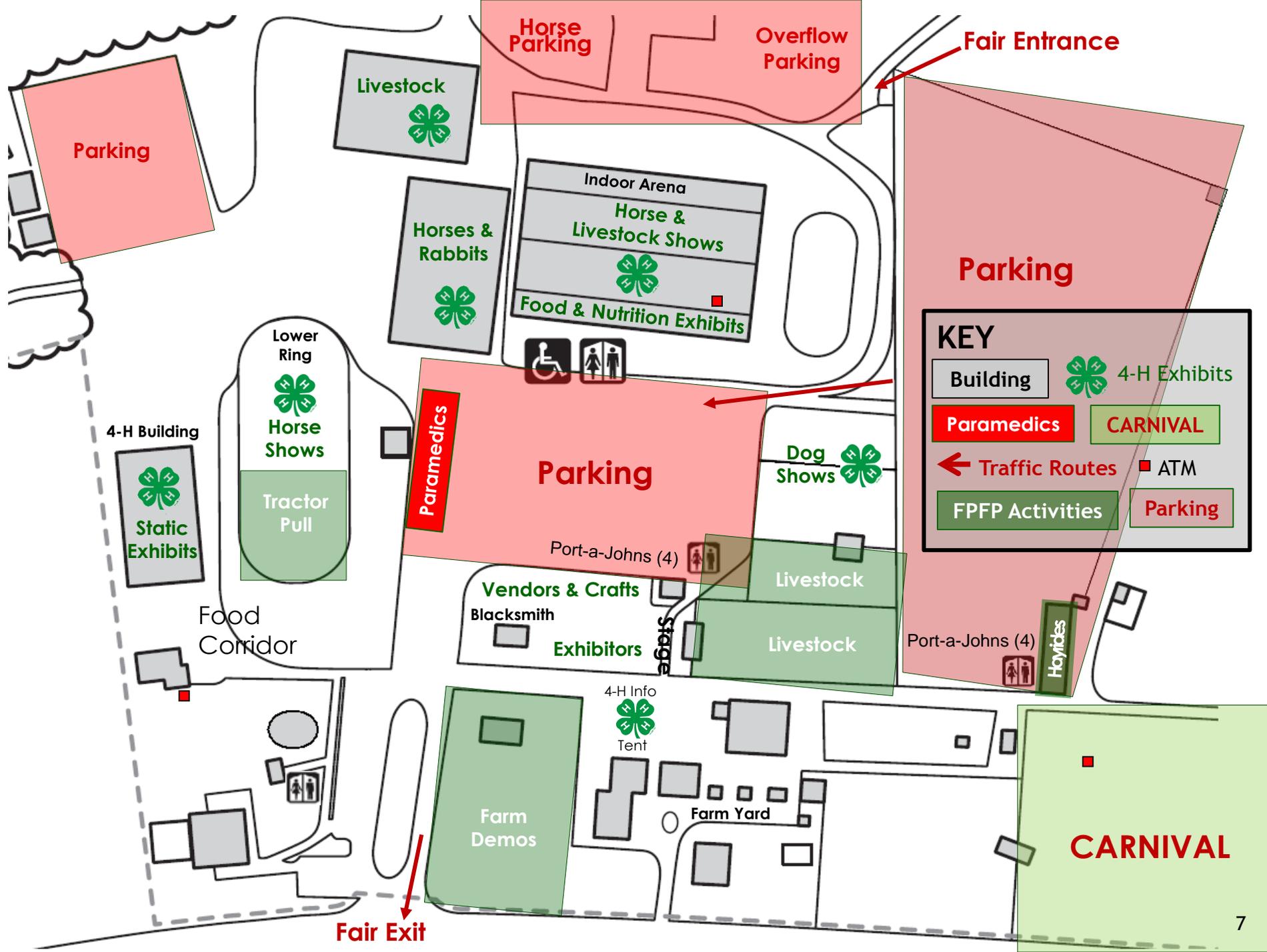
Scope of Property Utilized



KEY

- Fair Grounds/ Exhibits
- Carnival Grounds
- Parking
- Access Points
- Entrance Route
- Paramedics





Marketing Plan & Media Coverage

Literature	Flyers	10,000 distributed to FPDF camps, Rec-PAC and other summer programs
	Article FPDF newsletter	8,000+ Recipients
Social/ Online	Friends of Frying Pan Farm Park and Fairfax 4-H Facebook*	9,000+ Fans
	FPCA, FPDF, and Fairfax4H Social Media*	Facebook (12,000+ likes) and Twitter (5,500+ followers)
	Local Social Media Partners (i.e.: Dulles Moms, Our-Kids, Visit Fairfax, etc...)	Upwards of 20,000 Facebook Fans
	FPCA, FCPF, Friends of Frying Pan Farm Park, Fairfax4H Websites	300,000+ Monthly Visits
Outreach Events	Staffed booths at local parks/fairs	Range of attendance. Events within a 20 mile radius reaching hundreds of county residents
Signage	Banners on FPDF property	25,000 average visitors a month
	4x4 Road signs	40 placed in FFX and Loudoun County
Additional Media	Reach TV Ad in Fairfax County RECenters	
	Fairfax County's Channel 16 Cable*	
	Washington Post Going Out Guide	
	Online Community Calendars	

**Outlets that will include event-day postings*

Sponsor Visibility*

On Site	• Thank you signage	29,000+ 4-H Fair Attendees
	• Recognition in the official 4-H Fair Program	
	• Display table	
	• Opening Ceremony Remarks by Fairfax County Officials	
	• VIP Area stage seating	
	• Logo displayed on Event Volunteer Tee Shirts*	
Publication	• Inclusion in press release announcing sponsors	300+ media outlets
	• Listing in Thank You Ad in <i>Parktakes</i> Magazine	195,000 copies distributed
Online	• Sponsor listing on FCPA, 4-H and FFPF websites	300,000+ monthly visits
	• Listing on Fairfax County Park Foundation's website	6,000 monthly visits
	• Inclusion in Fairfax County Park Foundation's eNewsletter	10,000+ recipients

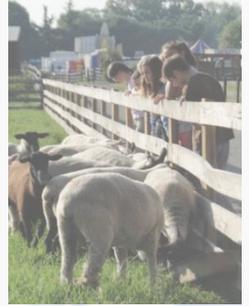
**Sponsor visibility will vary based on sponsorship level*



We need YOUR Support

Budget reductions affected our ability to...

1. Attract entries and community participation from the diversity that is Fairfax County
2. Support year-round educational activities
3. Elevate visibility and public profile of today's modernized 4-H



Sponsorship Levels



Grand Champion Sponsor

\$5,000



Reserve Champion Sponsor

\$2,500



Blue Ribbon Sponsor

\$1,000



Red Ribbon Sponsor

\$750



Exhibits & Events Sponsor

\$500



4-H & Farm Friend

\$250



Sponsorship Areas

If you would like to designate your gift to a particular area, these are the immediate needs of the event:

- Media Coverage
- Event Program Printing
- Entertainment Stage Costs
- Trophies & Ribbons
- Table Rentals
- T-Shirt Printing
- Catering
 - *Official Judges Dinner - Friday evening*
 - *Volunteers/Staff Lunch - Saturday*
 - *Tractor Pullers/Volunteers/Staff Dinner - Saturday*
 - *Volunteers/Staff Lunch - Sunday*
- Exhibits & Events Sponsor*
- General Event Support

**Please see following page for list of exhibit and event categories*

Exhibits and Events

 A - Horse/ Pony Show & Exhibit SOLD	 L - Sewing Exhibit
 B - Livestock Show & Exhibit SOLD	 M - Interior Design Exhibit
 C - Rabbit & Cavies Exhibit	 N - Scrapbooks & Displays Exhibit
 D - Dog Show & Exhibit	 O - B&W Photography Exhibit SOLD
 E - Apiary Exhibit	 P - Color Photography Exhibit
 F - Science & Technology Exhibit SOLD	 Q - Writing Exhibit
 G - Crafts & Woodworking Exhibit	 R - Short Film Exhibit
 H - Floriculture Exhibit	 S - Tractor Pull Competition
 I - Arts Exhibit SOLD	 T - Big Truck Night Sponsor SOLD
 J - Vegetables Exhibit	 U - Old Fashioned Games
 K - Foods & Nutrition Exhibit	 V - Equestrian Demonstrations

Sponsor Benefits

Monetary and In-Kind

4-H & Farm Friend Sponsor (\$250)

- Sponsor listing on FCPA, 4-H, Fairfax County Park Foundation and Friends of Frying Pan Farm Park websites
- Recognition in the Official 4-H Fair Program
- Inclusion in Fairfax County Park Foundation, Friends of Frying Pan Farm Park and Fairfax county 4-H newsletters

Exhibits & Events Sponsor (\$500)

- **ALL OF THE ABOVE**
- Thank you signage on site at the event in the department area (A-V) sponsored

Red Ribbon Sponsor (\$750)

- **ALL OF THE ABOVE**
- Inclusion in press release announcing sponsors - text *due July 8*
- Inclusion in the Thank You ad in Parktakes Magazine

Blue Ribbon Sponsor (\$1,000)

- **ALL OF THE ABOVE**
- Logo displayed on volunteer t-shirts at the event - *logo due July 15*
- Space to display banner, provided by sponsor
- Four one day parking passes

Reserve Champion Sponsor (\$2,500)

- **ALL OF THE ABOVE**
- Advertisement or recognition space of 1/2 page in the Official 4-H Fair Brochure distributed at the Fair - *logo due July 15*
- Display table and 10x10 space in merchant Vendor area or Community Exhibitor Area
- Recognition at opening Ceremony remarks by Fairfax County Officials

Grand Champion Sponsor (\$5,000 or more)

- **ALL OF THE ABOVE**
- Advertising or recognition space of one full page in the Official 4-H Fair Brochure distributed at the Fair - *logo due July 15*
- Space to display banner in more than one location
- Tented space for display table
- Logo displayed on volunteer t-shirts at the event - *logo due July 8*

Yes! I Want to Support the 4-H Fair & Carnival

Please Fill Out The Form Below

Name (as you would like to be recognized)

Street

City/State/Zip

Phone

Email

Sponsorship Level (Please check one)

- \$5,000 Grand Champion Sponsor
- \$2,500 Reserve Champion Sponsor
- \$1,000 Blue Ribbon Sponsor
- \$750 Red Ribbon Sponsor
- \$500 Exhibits & Events Sponsor

(Please choose A-V from list on page 15)

- \$250 4-H & Farm Friend

Sponsorship Area

(If any)

- Catering Sponsor

Day and Meal

- In-Kind Sponsor

Donated item(s)

Please continue to column on the right

Method of Payment (Please check one)

- Check (payable to the Fairfax County Park Foundation)

Mail to: Bobbi Longworth, Executive Director
Fairfax County Park Foundation
12055 Government Center Parkway, Suite 404
Fairfax, VA 22035
P. (703)324-8581
E. parkfoundation@fairfaxcounty.gov

- Credit Card

Please give online at www.fairfaxparkfoundation.org

The Fairfax County Park Foundation is a 501(c)(3) charitable organization. Contributions are tax-deductible to the fullest extent of the law. Tax ID#54-2019179

QUESTIONS? Please contact:

Yvonne Johnson, Manager
Frying Pan Farm Park
2709 West Ox Road Herndon, VA 20171
P. (703)437-9101 F. (703)437-9101 C. (703)286-9834
E. yvonne.johnson@fairfaxcounty.gov

For more information: visit
www.fairfaxcounty.gov/parks/fryingpanpark