



72nd Fairfax County 4-H Fair

SPONSOR PROSPECTUS



August 4-7, 2022
Frying Pan Farm Park
2709 West Ox Road
Herndon, VA 20171



**When families remember
a fun community event
in Fairfax County,
make them think of you.**

Sponsor

The Fairfax County 4-H Fair

To Get Your Message in Front of

32,000 People

Having Fun at Frying Pan Farm Park!



Have Your Name Seen
By parents and kids as they
enjoy rides, shows, food,
farm animals, exhibits,
competitions and contests!



Here's What You'll Get*

| | | |
|-------------|--|--|
| On Site | • Thank-you signage | 32,000+ 4-H Fair Attendees PLUS: Almost 200 volunteers and staff |
| | • Recognition in the official 4-H Fair program | |
| | • Display table | |
| | • Opening ceremony remarks by Fairfax County officials | |
| | • VIP-area stage seating | |
| Publication | • Featured in press release announcing sponsors | Sent to area news media |
| | • Listed in thank-you ad in <i>Parktakes</i> Magazine | 100,000 printed copies |
| Online | • Listed on websites of Fairfax County Park Authority, Fairfax County 4-H, Friends of Frying Pan Farm Park | 300,000+ monthly visits |
| | • Listed on the Fairfax County Park Foundation's website | 6,000 monthly visits |
| | • Included in Fairfax County Park Foundation's eNewsletter | 10,000+ recipients |

**Based on sponsorship level submitted by cut-off dates*

What You Get Based on Your Sponsorship Level

Monetary and In-Kind

4-H & Farm Friend Sponsor \$250

- Listed on Fairfax County 4-H, Fairfax County Park Authority, Fairfax County Park Foundation, and Friends of Frying Pan Farm Park websites.
- Recognition in the official 4-H Fair program.
- Included 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 PLUS!**
- Thank-you signage at a specific event or exhibit. See list on next page.

Red Ribbon Sponsor \$750

- **ALL OF THE ABOVE PLUS!**
- Included in press release (*text due July 1*).

Blue Ribbon Sponsor \$1,000

- **ALL OF THE ABOVE PLUS!**
- Space to display banner provided by sponsor.
- Four one-day parking passes.
- ¼-page ad in the official 4-H Fair Brochure (*logo due July 8*).

Reserve Champion Sponsor \$2,500

- **ALL OF THE ABOVE PLUS!**
- Ad size upgraded to ½ page (or recognition space) in the official 4-H Fair brochure distributed at the fair (*logo due July 8*).
- Display table and 10'x10' space in merchant vendor area or community exhibitor area.
- Recognition in opening ceremony remarks by Fairfax County officials.

Grand Champion Sponsor \$5,000 or more

- **ALL OF THE ABOVE PLUS!**
- Ad size upgraded to full page (or recognition space) in the official 4-H Fair brochure distributed at the fair (*logo due July 8*).
- Space to display banner in more than one location.
- Tented space for display table.

Sponsor Specific Events or Exhibits



Big Truck Night



Science and Technology Exhibit



Short Film Exhibit



Equestrian Demos



Livestock Exhibit



Crafts and Woodworking Exhibit



Foods and Nutrition Exhibit



Visual Arts Exhibit



Horticulture Exhibit



Floriculture Exhibit



Sewing Exhibit



Horse Exhibit



Tractor Pull Competition



Black & White Photo Exhibit



Color Photo Exhibit



Writing Exhibit



Rabbit and Calves Exhibit



Apiary Products Exhibit



Scrapbooks and Displays Exhibit



Interior Design Exhibit



Old-Fashioned Games



Essential Sponsorship Areas

Be an EXCLUSIVE sponsor of one of these important areas!

- Media Coverage
- Event Program Printing
- Entertainment Stage
- Trophies and Ribbons
- Table Rentals
- Catering
 - *Official Judges' Dinner Friday Evening*
 - *Volunteers/Staff Lunch Saturday*
 - *Tractor Pullers/Volunteers/Staff Dinner Saturday*
 - *Volunteers/Staff Lunch Sunday*
- General Event Support

Submit Your Sponsorship Today

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 and Events Sponsor

(Include specific event or exhibit you are sponsoring)

- \$250 4-H and Farm Friend

Sponsorship Area (if any)

- Catering Sponsor *(specify day and meal)*

- In-Kind Sponsor

Donated item(s)

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
Phone: 703-324-8581
Email: parkfoundation@fairfaxcounty.gov

- Credit Card**

Please give online at 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:

Nicole Mitchell, Manager
Frying Pan Farm Park
2709 West Ox Road Herndon, VA 20171
Phone: 703-437-9101
Email: Nicole.Mitchell@fairfaxcounty.gov

For more information: visit
fairfaxcounty.gov/parks/frying-pan-park/4-h-fair

Why the 4-H Fair Is Special

There's no place in the entire D.C. area like **Frying Pan Farm Park**. No other park in the region is devoted to showing families how U.S. farmers produced America's food almost 100 years ago.

4-H has served youth for more than 110 years. 4-H empowers young people with skills to lead for a lifetime in these project areas: civil engagement, healthy living, agriculture and STEM.

Frying Pan Farm Park was created in 1961 to protect the 4-H fair grounds. **The Fairfax County 4-H Fair celebrates history** and these four H's: head, heart, hands and health. **Sponsor it today!**

