71th Annual Fairfax County 4-H Fair SPONSOR PROSPECTUS
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What is the 4-H Fair?

- Traditional county fair
  - Multi-generational family fun
  - 25,000+ visitors last year
  - Free admission

- Community based exhibits, competitions, shows, and live performances
  - Carnival rides
  - Animal demos
  - Farm animal competitions
  - Baked goods and produce competitions
  - Pie eating and watermelon seed spitting contest

- Partnership between 4-H & FPFP
  - 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 - 13 clubs meet year round throughout the county
  - Camps - Week-long residential and special interest camps
  - School Enrichment - embryology, horticulture programs, and agricultural education
  - Special Interest Workshops - veterinary science, nutrition, etc.

- Teaches youth life skills through projects in the areas of:
  - Environmental Education; Plant & Soil Science
  - Communication and Expressive Arts
  - Animal Science
  - Food, Nutrition & Health; Family and Consumer Sciences
  - Citizenship, Careers & Economics
  - Leadership & Personal Development
  - Technology & Engineering
  - Citizenship

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 FPFP for first decade
- Partnership continues to grow and develop
- Frying Pan Farm Park hosts the only Livestock 4-H Club left in Fairfax County
- Three 4-H clubs meet regularly at the park:
  - Hoofers and Heifers Livestock 4-H Club
  - Krazy for K9’s Dog Training 4-H Club
  - Virginia Trotters Horse 4-H Club

*Partners for Over Half a Century*
What It Takes To Run The Fair

• 71th 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 14 departments including Science and Technology; Interior Design; Floriculture; Apiary Products; Short Film; BW or Color Photography; Arts; Writing; Sewing; Vegetables; and many more
• Food, restrooms and emergency services

25,000+ Event Attendees
Scope of Property Utilized

KEY
- Fair Grounds/ Exhibits
- Carnival Grounds
- Parking
- Access Points
- Entrance Route
- Paramedics
# Marketing Plan & Media Coverage

<table>
<thead>
<tr>
<th>Literature</th>
<th>Flyers</th>
<th>10,000 distributed to FPFP camps, Rec-PAC, and other summer programs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Articles and Ads in FPFP Newsletter, <em>The Sizzle</em></td>
<td>8,500+ Recipients</td>
</tr>
<tr>
<td></td>
<td>FCPA Parktakes</td>
<td>197,000 Households</td>
</tr>
<tr>
<td>Social/Online</td>
<td>Friends of Frying Pan Farm Park and Fairfax 4-H Facebook and Twitter*</td>
<td>13,500+ Fans</td>
</tr>
<tr>
<td></td>
<td>FCPA Social Media*</td>
<td>Facebook (162,000+ likes), Twitter (9,700+ followers), and Instagram (1500+ followers)</td>
</tr>
<tr>
<td></td>
<td>Local Social Media Partners (i.e., Dulles Moms, Our-Kids, Visit Fairfax, Herndon Historical Society, etc...)</td>
<td>78,000+ Facebook Fans</td>
</tr>
<tr>
<td></td>
<td>FCPA, FCPF, Friends of Frying Pan Farm Park, Fairfax4H Websites</td>
<td>644,000+ monthly impressions from Facebook and Twitter (FCPA)</td>
</tr>
<tr>
<td>Outreach Events</td>
<td>Staffed booths at local parks/fairs</td>
<td>Range of attendance; events within a 20 mile radius reaching hundreds of county residents</td>
</tr>
<tr>
<td>Signage</td>
<td>Banners on FPFP property</td>
<td>25,000 average visitors a month</td>
</tr>
<tr>
<td></td>
<td>4x4 Road signs</td>
<td>40 placed in FFX and Loudoun County</td>
</tr>
<tr>
<td>Additional Media</td>
<td><strong>Reach TV</strong> Ad in Fairfax County RECenters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fairfax County’s <strong>Channel 16</strong> Cable*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington Post <strong>Going Out Guide</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington Post <em>El Tiempo</em> Spanish Language Newspaper</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online Community Calendars</td>
<td></td>
</tr>
</tbody>
</table>

*Outlets that will include event-day postings*
# Sponsor Visibility*

<table>
<thead>
<tr>
<th>On Site</th>
<th>25,000+ 4-H Fair Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Thank you signage</td>
<td></td>
</tr>
<tr>
<td>• Recognition in the official 4-H Fair Program</td>
<td></td>
</tr>
<tr>
<td>• Display table</td>
<td></td>
</tr>
<tr>
<td>• Opening Ceremony Remarks by Fairfax County Officials</td>
<td></td>
</tr>
<tr>
<td>• VIP Area stage seating</td>
<td></td>
</tr>
<tr>
<td>• Logo displayed on Event Volunteer Tee Shirts*</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Publication</th>
<th>500+ media outlets</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Inclusion in press release announcing sponsors</td>
<td></td>
</tr>
<tr>
<td>• Listing in Thank You Ad in <em>Parktakes</em> Magazine</td>
<td></td>
</tr>
<tr>
<td>• Listing on Fairfax County Park Foundation’s website</td>
<td>195,000 copies distributed</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online</th>
<th>300,000+ monthly visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor listing on FCPA, 4-H, and FPFP websites</td>
<td></td>
</tr>
<tr>
<td>• Listing on Fairfax County Park Foundation’s website</td>
<td>6,000 monthly visits</td>
</tr>
<tr>
<td>• Inclusion in Fairfax County Park Foundation’s eNewsletter</td>
<td>10,000+ recipients</td>
</tr>
</tbody>
</table>

*Sponsor visibility will vary based on sponsorship level, submitted by cut off dates*
We need YOUR Support

Budget reductions affect 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

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Champion Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Reserve Champion Sponsor</td>
<td>$2,500</td>
</tr>
<tr>
<td>Blue Ribbon Sponsor</td>
<td>$1,000</td>
</tr>
<tr>
<td>Red Ribbon Sponsor</td>
<td>$750</td>
</tr>
<tr>
<td>Exhibits &amp; Events Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td>4-H &amp; Farm Friend</td>
<td>$250</td>
</tr>
</tbody>
</table>
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
- 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 Exhibit
B - Livestock Exhibit
C - Rabbit & Cavies Exhibit
D - Apiary Products Exhibit
E - Science & Technology Exhibit
F - Crafts & Woodworking Exhibit
G - Floriculture Exhibit
H - Visual Arts Exhibit
I - Horticulture Exhibit
J - Foods & Nutrition Exhibit
K - Sewing Exhibit
L - Interior Design Exhibit
M - Scrapbooks & Displays Exhibit
N - Black & White Photography Exhibit
O - Color Photography Exhibit
P - Writing Exhibit
Q - Short Film Exhibit
R - Tractor Pull Competition
S - Big Truck Night Sponsor
T - Old Fashioned Games
U - Equestrian Demos
## Sponsor Benefits
### Monetary and In-Kind

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **4-H & Farm Friend Sponsor ($250)** | - Sponsor listing on 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 5 |
| **Blue Ribbon Sponsor ($1,000)** | - ALL OF THE ABOVE  
- Space to display banner, provided by sponsor  
- Four one day parking passes  
- 1/4 page ad in the Official 4-H Fair Brochure - logo due July 12 |
| **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 12  
- 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 12  
- Space to display banner in more than one location  
- Tented space for display table |

**Thank you for your dedication to Fairfax County 4-H and Frying Pan Farm Park!**
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-U from list on page 13 at $500 level)
☐ $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
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:
Yvonne Johnson, Manager
Frying Pan Farm Park
2709 West Ox Road Herndon, VA 20171
Phone: (703)437-9101 Fax: (703)437-9101 Cell: (703)286-9834
Email: yvonne.johnson@fairfaxcounty.gov

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