



Re: Sponsorship

We would like to start by saying congratulations for surviving the chaos that 2020 brought to all of us! The Othello Fair Association is moving forward as scheduled, with the hope that we will have our annual fair in September of 2021. A large part of the planning process begins with you. The Othello Fair relies heavily on our faithful sponsors for donations for operating expenses. There are many advantages of being a fair sponsor. Your sponsorship funds support a traditional, old-fashioned, family-friendly fair as well as having your business being associated with a positive environment promoting wholesome family values, hard work ethic, great entertainment, and hometown pride for local agriculture and livestock. Your generosity demonstrates community connectedness that is crucial for non-profits such as the Othello Fair to succeed.

For a little backstory, in 2019 Adams County went through an audit from the state of Washington. According to the State Auditor, any fair labeled and classified as a "county" fair and had "county" in the name had to have the money deposited with and controlled by the county entity, not the fair board. We received a letter stating that as "Adams County Fair" we were given the choice to either change our name or release all funds and fair decisions over to Adams County for them to handle. If they were to make the choice to not put any funds towards holding the fair, that would have been within their right to do so. Rather than risk this happening, we decided as a board, to change our name to Othello Fair and change our fair classification with the state as an 'area' fair to ensure this event continues to be held annually as has happened for 60 years.

Othello Fair does not own the fairgrounds property, Adams County does. They were donated this property decades ago and they currently do all required yearly maintenance necessary, pay all expenses, and retain all income from that property being rented to campers and events. So, we pay rent to Adams County to hold the fair on that property. In 2019 our rent alone was \$20,000. Every 1-5 years we negotiate this rate, amongst other items, with the Adams County Commissioners. Not everyone in our community is aware of this information so we want to make the reason we depend so heavily upon our generous sponsors very transparent.

The saying goes *many hands make light work*, and in this case, this is certainly true as we are also looking for new board members to bring their knowledge, life experiences, and a fresh perspective to the fair. If you are interested in attending our meetings please contact us for meeting date, time and location.

Each year, visitors enjoy the exciting tradition of attending the local fair. Memories and stories that have been established over decades are passed through generations, are relived and celebrated at the fair, an annual tradition for many in our area. Please join this tradition by becoming a sponsor of the Othello Fair, which will run September 15-18, 2021. If we can assist you to design a sponsorship package specifically for your business needs that is not listed in the attached paperwork, please do not hesitate to contact the treasurer at acfatreasurer@hotmail.com.

With much gratitude,
Othello Fair Association

OTHELLO FAIR SPONSORSHIP

CONTRIBUTOR \$250

- Receive 5 (single day use) gate tickets for the fair to use any day of fair.
- Your business listed as a contributing sponsor on www.OthelloFair.org for this calendar year, not to continue past December 31st.

BRONZE \$500

- Receive 10 (single day use) gate tickets for the fair to use any day of fair.
- Your business listed as a bronze sponsor on www.OthelloFair.org for this calendar year, not to continue past December 31st.
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).

SILVER \$1,000

- Receive 20 (single day use) gate tickets for the fair to use any day of fair.
- Your business listed as a silver sponsor on www.OthelloFair.org for this calendar year, not to continue past December 31st.
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).
- Your business name listed as a sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).

GOLD \$2,000

- Receive 30 (single day use) gate tickets for the fair to use any day of fair.
- Your business listed as a gold sponsor on www.OthelloFair.org for this calendar year, not to continue past December 31st.
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).
- Your business name listed as a sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).
- Your business banner or sign to be displayed as a sponsor on fair property during fair week. (**your business to provide banner/signage no later than September 1st**).

PLATINUM \$3,500

- Receive 40 (single day use) gate tickets for the fair to use any day of fair.
- Your business listed as a platinum sponsor on www.OthelloFair.org for this calendar year, not to continue past December 31st.
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).
- Your business name listed as a sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).
- Your business banner or sign to be displayed as a sponsor on fair property during fair week. (**your business to provide banner/signage no later than September 1st**).
- Your business info will be mentioned as a sponsor on radio advertising at various time/days leading up to and during the fair. (**strict deadline of June 1st**).

DIAMOND \$5,000

- Receive 50 (single day use) gate tickets for the fair to use any day of fair.
- Your business listed as a diamond sponsor on www.OthelloFair.org for this calendar year, not to continue past December 31st.
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).
- Your business name listed as a sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).
- Your business banner or sign to be displayed as a sponsor on fair property during fair week. (**your business to provide banner/signage no later than September 1st**).
- Your business info will be mentioned as a sponsor on radio advertising at various time/days leading up to and during the fair. (**strict deadline of June 1st**).
- Your business will sponsor one building at the fair – your signage to be posted on all entrances and your funds will contribute to the maintenance and repair of that building.

Golf Cart Sponsor \$300

- Your Business Name/Signage will be placed on ONE golf cart that is driven around the property by a board member during fair. This money allows us to rent one cart. 6-8 carts are needed during fair week for various tasks.

OTHELLO FAIR SPONSORSHIP AGREEMENT

By signing and returning this contract, you are committing to be a sponsor for the 2021 Othello Fair. Both parties agree to the equipment, services, and/or goods paid for. Please provide a business card or website address link for website sponsor listings. **RETURN THIS COMPLETED FORM WITH YOUR PAYMENT.**

Business Name _____
Address _____
City/State/Zip _____
Contact Name _____
Email Address _____
Phone Number(s) (_____) _____ - _____ (_____) _____ - _____
Website Address _____

Which department you would like your sponsorship funds to assist:

_____ General (Any Area) _____ Exhibit Building _____ Advertising _____ Entertainment
_____ Livestock/Horse Barns _____ Other (please specify) _____

I/We commit to purchase:	_____ Contributor Package	\$250
	_____ Bronze Package	\$500
	_____ Silver Package	\$1,000
	_____ Gold Package	\$2,000
	_____ Platinum Package	\$3,500
	_____ Diamond Package	\$5,000
	_____ Golf Cart Sponsor	\$300

Signature _____

PLEASE MAIL TO:

OTHELLO FAIR – SPONSORSHIP
PO BOX 298
OTHELLO, WA 99344