

CITRUS COUNTY FAIR ASSOCIATION



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citruscountyfair@embarqmail.com

September 12, 2016

Dear Potential Sponsor:

Get ready for some Noise!! The 18th Annual Truck and Tractor Pull is January 27 - 28, 2017.

We appreciate your consideration for sponsorship, and hope you can assist us with a sponsorship this year. Here are some details regarding our exciting event.

The 2017 pull will be held on January 27 & 28. We will start pulling all classes on Friday evening and continue all day on Saturday. Last year we had almost 500 hooks! We were fortunate to host the exhilarating turbo tractors along with the diesel & gas trucks - which are always a crowd pleasers and look forward to hosting even more this year! Profits from this pull go to the Citrus County Fair Associations Youth Scholarships in honor of David LaPerle for Citrus County High School Students. In 2016, we awarded \$3,000.00 in scholarship.

We realize during these trying economic times, you may think twice about which contributions you make. Please keep in mind that not only does the **Citrus County Fair Truck and Tractor Pull** support local teens with scholarships and provide wholesome, family entertainment, but also generates revenue for local businesses.

Attached you will find specific sponsorship information.

We hope you will be able to include the **Citrus County Fair Associations 18th Annual Truck and Tractor Pull, 2017** in your budget. We look forward to hearing from you soon. Please feel free to call us with any questions you may have.

Thanking you in advance,

Paul McPherson

Cell 352-220-8536
Fair office 352-726-2993

Lee Stakes

Cell 352-302-2044
Fair Office 352-726-2993

Hal Porter

Cell 352-563-8886
Fair Office 352-726-2993



Citrus County Fair

18th Annual Truck & Tractor Pull

January 27 & 28, 2017



SPONSORSHIP OPPORTUNITIES

PREMIER EVENT SPONSOR

1 - AVAILABLE AT \$2,000.00

- Sponsor is the exclusive Premier sponsor for all 2 days.
- Sponsor logo will be tagged on the Sled.
- Sponsor name or logo will be tagged on all advertising.
- The announcer will prominently identify sponsor during the entire 2 days of the event.
- Sponsors signs/banners will be prominently displayed in arena. (Sponsor to provide signs/banners)
- Tractor or Truck on display at your place of business (Thursday and till noon on Friday)
- Sponsors will be permitted to display their products at each performance (40' maximum) with prior approval of Citrus County Fair. Location to be designated by the Truck & Tractor Pull Committee.
- Sponsor will have a 1/2 page ad in Program Book.
- Sponsor will receive 12 - 2 day tickets.

PERFORMANCE DAILY SPONSOR

2 AVAILABLE AT \$1,200.00 EACH

- Sponsor will be named as the exclusive Friday or Saturday Performance Sponsor. 1st one to make payment will have choice of day sponsored.
- Sponsor logo will be tagged on the Sled.
- Sponsor name or logo will be tagged on all advertising.
- The announcer will prominently identify sponsor during the selected performance.
- Sponsors signs/banner will be prominently displayed in arena. (Sponsor to provide sign/banner)
- Sponsors will be permitted to display their products at each performance (20' maximum) with prior approval of Citrus County Fair. Location to be designated by the Truck & Tractor Pull Committee.
- Sponsor will have a 1/4 page ad in Program Book.
- Sponsor will receive 8 - 2 day tickets.

SLED SPONSOR

\$995.00 EACH / UNLIMITED

- Sponsor name or logo will be tagged on the Sled.
- Sponsor name will be tagged on all flyers.
- The announcer will prominently identify sponsor during the performance.
- Sponsor will have name in Program Book.
- Sponsor will receive 4 - 2 day tickets.

GOLD SPONSOR

\$495.00 EACH / UNLIMITED

- Sponsor name will be tagged on all flyers.
- Sponsor will have name in Program Book.
- Sponsor sign/banner will be displayed. (Sponsor to provide sign/banner)
- Sponsor will receive 2 - 2 day tickets.

ARENA SPONSOR

\$200.00 EACH / UNLIMITED

- Sponsor sign/banner will be displayed. (Sponsor to provide sign/banner)
- Sponsor will receive 2 - 1 day tickets.

HOTEL OR RESTAURANT SPONSOR

\$200.00 EACH / UNLIMITED

- 1/4 page ad in program, passed out at event. Ad must be camera ready.
- Will include your flyer (all copies provided by you) in all pre-registration mailings.
- Will include flyer (all copies provided by you) in registration packet onsite, packets are given to all pullers who enter the grounds.
- Sponsor will receive 2 - 1 day tickets.

FRIENDS OF THE CCFA TRUCK & TRACTOR PULL

ANY AMOUNT ACCEPTED / UNLIMITED

- Sponsor name will be listed in the Program Book.

