



2021
WASHINGTON COUNTY
AGRICULTURAL FAIR
SPONSORSHIP PACKAGES





WASHINGTON COUNTY AGRICULTURAL FAIR - *Since 1798 (223 years)*

AGRICULTURAL FAIR HISTORY & OVERVIEW

August 14 to 21, 2021

The Washington County Agricultural Fair a 501(C)(3) non-profit is **Pennsylvania's oldest** fair dating back to October of 1798. The primary mission of the fair is to promote and advance the interest of agriculture, horticulture, homemaking subjects, arts and sciences, 4-H Clubs and FFA organizations and activities.

Washington County has a sizable agriculture industry. The US Department of Agriculture (USDA) just released the results of the 2017 Census of Agriculture and the Washington County Agricultural Industry ranks high in the state. The USDA ranked Washington County fourth overall in Pennsylvania with 1,760 farms and the largest by far in Western Pennsylvania trailing only to Lancaster, York and Berks County amongst the state's 67 counties.

Some Fair Facts:

ATTENDANCE

50,000

The Washington County Agricultural Fair is a eight-day fair attracting more than 50,000 spectators annually.

EXHIBITS

2,000

The fair exhibits nearly 2,000 animals - horses, dairy cattle, beef cattle, sheep, swine, goats, oxen, lamas, poultry, rabbits and more

AGRICULTURAL

2,600

The fair features over 2,600 agricultural exhibits - hay, grain, vegetables, fruits, nuts, etc.

YOUTH & CRAFTS

6,600

The fair features over 6,600 youth and craft exhibits - 4-H, vocational exhibits, homemade products, needlepoint, floral exhibits, arts, crafts, photos, etc.

CARNIVAL RIDES

25

The carnival is a major family entertainment element of the fair.

ENTERTAINMENT

42

Entertainment includes high school band night, school bus demolition, demolition derby, street stock trucks, mud bog, pro stock tractors, antique tractors & concerts.

THE RIGHT PACKAGE FOR YOUR BRAND

NAMING RIGHTS PACKAGES

WASHINGTON COUNTY PRESENTING SPONSORSHIP

- Entrance Signage
- Wayfinding Signage
- All Media Inclusion
- Website
- Social Media
- Press/Media Event to Announce

Package Investment **\$30,000**

SHOW ARENA NAMING RIGHTS

- Show Arena Signage
- Media Inclusion
- Website
- Social Media
- Press/Media Event to Announce

Package Investment **\$15,000**

CONCERT SERIES PRESENTING SPONSOR

- Grandstand and Show Tent Signage
- Media Inclusion
- Website
- Social Media
- Press/Media Event to Announce

Package Investment **\$15,000**

2021 SPONSORSHIP PLAN

DIAMOND

\$10,000
or More

- "Sponsor of the Day"
- Grandstand Signage
- 20 Weekly Passes
- Event Sponsor
- 35 Daily Passes
- Special Sponsor Parking
- Name on Fair's Web Site
- Full Media Recognition
- Company Picnic

(Call for Details)

PLATINUM

\$5,000
to \$9,999

- 10 Weekly Passes
- 20 Daily Passes
- Special Sponsor Parking
- Full Media Recognition
- Fence Signage

GOLD

\$3,000
to \$4,999

- 20 Daily Passes
- Special Sponsor Parking
- Full Media Recognition
- Fence Signage

SILVER

\$1,000
to \$2,999

- 10 Daily Passes
- Special Sponsor Parking
- Full Media Recognition
- Show Tent Signage

BRONZE

\$150
to \$999

- 5 Daily Passes
- Media Recognition



THE WASHINGTON COUNTY AGRICULTURAL FAIR AND THE FAIRGROUNDS ARE KEY ECONOMIC DRIVERS FOR WASHINGTON COUNTY AND OUR COMMUNITY!



More Fair Facts:

- The fairgrounds include five exhibit halls, 10 barns, grandstand, show arena, show tent, picnic pavilion, etc.
- The fairgrounds is active on a year-round basis attracting various shows and exhibits. Almost all these events are “rentals” where organizations lease the facility. The largest of these events is the two-week PA Arts & Craft Christmas Market which draws nearly 15,000 visitors annually. The next four largest events include the All-Clad Factory Outlet Sale (6,500 visitors), ARH Gun Show and Sale, Duncan Miller Glass Show and Sale, Family Festival and County Home Show. Most events occur over multiple days and weekends.

Fairground Improvements and Master Plan:

- The Washington County Fair Board and Washington County have developed a master plan for facility improvements that will improve the overall look, feel and operations of the fairgrounds.
- Fair visitors have already experienced the new fairgrounds trolley bridge and platform, new steer barn (donated), paving and updated wayfinding signage.

Immediately following the 2020 fair work will begin on the following projects:

- Hall #3 – HVAC, insulation and restrooms
- New Holstein Barn
- Guernsey, Jersey and Poultry Barn
- Picnic Shelter



Washington County Agricultural Fair
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www.washingtonfair.org