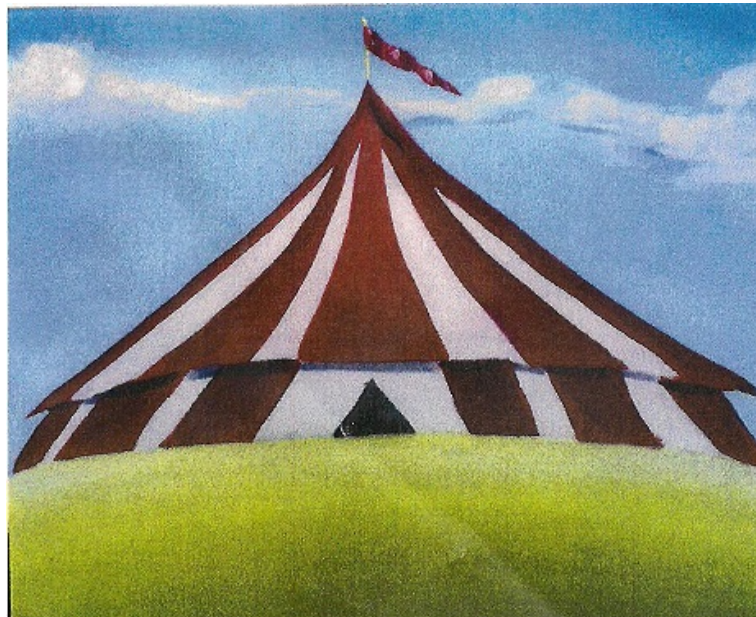


# Chatham County Fair 2024 Sponsorship Packet

September 19 - September 21, 2024



**Malinda Marsh, President 984-484-8496**  
**Chatham County Agricultural and Industrial Fair Association, Inc.**

# About the Chatham County Agricultural and Industrial Fair

After World War II, **Achievement Day** was held annually by the Home Demonstration and 4-H Clubs in Chatham County.

**Achievement Day** offered people a chance to display their talent or household arts for prizes. The Farm and Home Agent of Chatham County, Mildred Bright Payton, presented an idea for a carnival and county fair to be held annually, with the proceeds helping fund prizes for **Achievement Day**.

On May 30, 1949, the Farm and Home Organization voted sixteen to two to establish a county fair.

The first **Chatham County Colored Agricultural Fair** was held in 1950 on the Goldston Lumber Company grounds, which were rented for \$250. About 3,000 people endured the rain, slogged through the mud, and enjoyed the exhibits on display in a rented, leaky tent. Preparation of the fairgrounds that first time required a great deal of work, but in spite of the weather, the fair was considered a great success.

Over the decades **The Chatham County Agricultural and Industrial Fair** has changed its name and broadened its outreach to the total Chatham community, while remaining a family-friendly fair.

Today's visitors might not know our fair's history—*your* fair's history. While we are the oldest African-American fair in continuous operation in North Carolina, and one of the oldest in the USA, we take pride in welcoming all to our annual festivities!

For historic details about the Fair Association, please visit our web site at [www.chathamcountyncfair.com](http://www.chathamcountyncfair.com)

## Our Purpose

- To encourage and promote agricultural and industrial education and development in Chatham County
- To sponsor an annual event for the people of Chatham County and surrounding counties where they can exhibit their agricultural and industrial products, livestock, crafts, farm machinery and equipment, and family and consumer services.
- To educate the public about agricultural and industrial products, livestock, crafts, farm equipment, rural development, family and consumer sciences, home safety and workplace development present in Chatham County.
- To provide scholarships to Chatham County students to

## Information

### Fair Dates!

September 19–September 22 2024

### Location:

Chatham County Fair Grounds  
191 Dr. Martin Luther King, Jr.  
Drive  
Pittsboro, NC 27312

### Contacts:

**Malinda Marsh 984-484-8496**

**Westley Andrews 919-444-1608**



# What Being a Sponsor Can Do For You?

## About Sponsorship

We at **The Chatham County Fair** offer our sponsors many opportunities for new and innovative ways to gain exposure and loyal customers. Our fair is a vibrant, growing event, and your business will be represented as an integral part of the community. Our facility is available year-round so that your signage with the building or along the fence will be seen by many other users of our facilities. The exposure you'll receive as a sponsor will help you build relationships with new customers and help you share information about your products and services.

- Increase sales
- Build relationships with customers
- Build brand preference and loyalty

Specifically, your business could benefit from:

- Naming Rights – external and internal short or long term
- Vendor exclusivity during the Fair
- Promotion in the **2024 Fair Premium Book**. The Premium book is widely distributed in Chatham County and at the Fair
- Signs strategically posted during the Fair
- Acknowledgements in advertisements for the Fair
- Up to a year of brand exposure on our website and within our main building
- Increased brand awareness through exposure to the public

## How Sponsors can get involved

We have several levels of sponsorship tailored to businesses of all sizes. Sponsorships include cash contributions, feature sponsorships, grab bag inserts and prize donations. Review our levels of sponsorship and pick a level that will be most beneficial for your product and/or service.



**Chatham County Agricultural and Industrial Fair Association, Inc.**  
**P.O. Box 1036 Pittsboro, North Carolina 27312**  
**Malinda Marsh, President 984-484-8496**

Donations are tax-deductible as provide by law. We are a 501(c)(3) organization Address: PO Box 1036 Pittsboro, NC 27312

# Sponsorship Levels

## Platinum Sponsor - \$10,000 and Above

- Your signage\* on the main stage within the main building
- Your signage\* at the fair's entrance
- Your signage\* above an internal bulletin board through June 30, 2025
- Your company logo linked to your website and advertisements, up to ¼ page, text and/or pictures on the Chatham County Fair website continued through June 30, 2025
- Your company acknowledged by the master of ceremonies during main stage performances throughout the Fair
- Your sponsorship acknowledged in the Fair's primary print advertisements
- Your marketing materials distributed on promotional tables in the main building

## Gold Sponsor \$5,000 to \$9,999

- Your signage\* on the main stage within the main building
- Your signage\* above an internal bulletin board, and remain in place through December 2024
- Your company logo on the Chatham County Fair's website with link to your website to remain in place through June 30, 2025
- Your sponsorship acknowledged in the Fair's primary print advertisements
- Your marketing materials distributed on promotional tables in the main building

## Silver Sponsor \$ 4,000 to \$4,999

- Your logo on the Chatham County Fair's website with a link to your website to remain in place through January 31, 2025
- Your sponsorship acknowledged in the Fair's primary print advertisements
- Your marketing materials distributed on promotional tables in the main building

## Bronze Sponsor \$1,000 to \$ 3,999

- Your sponsorship acknowledged in the Fair's primary print advertisements
- Your marketing materials distributed on promotional tables in the main building

## Donations – Any Amount

- Your marketing materials distributed on promotional tables in the main building
- Your donation acknowledged at the Fair Opening; as well as throughout the Fair

We welcome and appreciate donations, products and volunteer services! Please speak with a Fair representative for more information . **Contact: Malinda Marsh- 984-484-8496; or Westley Andrews – 919-444-1608** \* Signage provided is subject to the Fair's approval.