



## **Pacific County Fair Attachment B Sponsorship & Promotional Opportunities**

**2/25/2026**

Dear local business,

The Pacific County Fair has been ‘A Pacific County Tradition Since 1896’. The Fair celebrates agricultural heritage and promotes commerce in Pacific County. As part of our mission to provide for the County, we find providing for local business is equally important so that we may sustain our mission into the future.

The Fair will be discontinuing its former “Fair Partnership” model in order to develop new, mutually beneficial relationships with sponsors. This packet contains information on sponsorship and promotional opportunities that will be available for local businesses beginning with our 2026 Pacific County Fair. These programs are designed not only to get business names and advertising to our community, but to provide positive association by advertising at the Fair. Positive association increases business’ appeal to potential customers and also increases word-of-mouth. These programs also include ways to easily treat business constituents and team members to the Fair at discounted rates.

If your business is interested in the sponsorship and promotional opportunities of the Pacific County Fair, please send completed application and payment to Fair Manager, Colton Nussbaum using the information below.

Sincerely,

**Colton Nussbaum**

*Fair and Parks Manager*

Pacific County, Washington

PO Box 142

Menlo, WA 98561

Fair Office - (360) 942-3713

[cnussbaum@co.pacific.wa.us](mailto:cnussbaum@co.pacific.wa.us)

Resolution No. 2026-011

Attachment B – Sponsorship & Promotional Opportunities



# Pacific County Fair

## Attachment B

### Sponsorship & Promotional Opportunities

#### **Buy a Band Program**

The Pacific County Fair’s “Buy a Band” program is a pilot program designed to promote local business while boosting employee morale. For each participating business, the Fair will provide and display a banner / advertisement with company marketing of their choosing on the back wall of the Main Stage. This location is prime as the advertisements will be displayed with each band and caught in photographs of all stage programming. The banner / advertisement will be displayed during the entire duration of the Fair. Each tier of the “Buy a Band” sponsorship also includes company recognition of all sponsors on both the Fair’s social media site(s) and website.

When selecting Premium or Elite tiers, the “Buy a Band” program provides benefits that extend to your employees. Premium and Elite tiers include free-admission to the Fair that can be redeemed by youth, adults, or seniors. Businesses can treat their staff with 15 tickets with Premium or 30 tickets with Elite. The Elite package is the top tier “Buy a Band” package, including a solo social media post to thank the business. Book fast; advertisement space is limited! Each tier of the “Buy a Band” program is listed below.

- Standard (4 available): \$500.00
  - o Company advertisement to be hung on back wall of the stage 2’ x 4’
  - o Company recognition on Fair social media and website
- Premium (2 available): \$850.00
  - o Company advertisement to be hung on back wall of the stage 3’ x 8’
  - o Company recognition on Fair social media and website
  - o 15 Free-admission tickets
- Elite (2 available): \$1,200.00
  - o Company advertisement to be hung on back wall of the stage 4’ x 8’
  - o Company recognition on Fair social media and website
  - o Solo recognition post on Fair social media.
  - o 30 Free-admission tickets



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### **Premium Book Advertising**

The Pacific County Fair Premium Books display all information for exhibitors and guests of the Pacific County Fair. These Books will become available in early July, so that those seeking Fair information have access to it. Premium Books will also be available for entry days and during the Fair. These books are referenced frequently by all types of fairgoers. Premium Books are often held onto after Fair as a sort of souvenir, making them a long-term asset to advertise in. Ads will be printed into each copy of the Premium Book in black & white only. For advertisement options, see below.

- Full Page (8"x10"): \$250.00
- Half Page (8"x5.5"): \$150.00
- Quarter Page (4"x5.5"): \$100.00
- Corner (4"x3"): \$75.00
- Footer (8"x1.5"): \$75.00

### **Ticket Packages**

The Pacific County Fair will offer ticket packages that make it easy to plan a company or group getaway to the Fair! Ticket packages allow for admission tickets to be sold at a bulk discount as compared to paying the gate price of \$7.00 per adult ticket. Tickets from group packages can be redeemed by youth, adults, and seniors. See package options below.

- Standard: \$6.50 per ticket
  - o 15 – 34 tickets purchased
- Premium: \$6.00 per ticket
  - o 35 – 49 tickets purchased
- Elite: \$5.75 per ticket
  - o 50+ tickets purchased



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## **Event Title Sponsors**

It takes many hands and many heads to run the programs at the Pacific County Fair that keep guests entertained. Although becoming an event's Title Sponsor is not a monetary relationship with the Fair, it provides significant benefit for both parties. The Fair is home to several creative community events each year, such as talent shows, outfit contests, and lawn games. Title Sponsors may use their business name in direct association with the event they host. Example: "Business Name Western Dress Contest" or "Western Dress Contest by Business Name."

Title Sponsors are responsible for:

- Planning and operating the event
- Providing any required materials, supplies, and prizes
- Supplying staff or an MC as needed
- All costs associated with administering the event
- Coordinating with the Fair Manager and complying with all Fair policies

The Fair Manager reserves final decision-making authority regarding any aspect of the event.

## **Monetary Sponsorship**

Businesses seeking to donate to the Pacific County Fair, in an amount they choose, may do so without any other transactions or promises to be made. Monetary Sponsors will be thanked at the Fair and on the Pacific County Fair website.

## **Other Sponsorship**

Other types of sponsorship are possible. Proposals not listed herein shall be made in writing (mail or email) to Fair Manager, Colton Nussbaum. The Pacific County Fair greatly appreciates the support of local business and will make every effort to create an effective partnership with any business that contributes to the mission of the Pacific County Fair.

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## Pacific County Fair Attachment B Sponsorship & Promotional Opportunities

### **Sponsorship Policies:**

1. All sponsorships, advertising, and purchases described herein expire on the day following the Pacific County Fair. **These programs do not automatically renew into any future Fair season(s).**
2. **Each Business may only participate in one (1) selection of each program,** but may participate in as many programs as they choose. For example, a business may participate as a Title Sponsor, purchase a Ticket Package, and purchase a Premium Book Advertisement, but may not purchase more than one Premium Book Advertisement.
3. An entity that does business under multiple business names may only participate under one (1) business name throughout all programs.
4. Completed application, complete payment in cash or check to PACIFIC COUNTY FAIR, and high-resolution graphics (if applicable) must be submitted by **May 1st.**
5. Space is limited for the following programs: “Buy a Band”, “Premium Book Advertising”, “Event Title Sponsors”. These will be filled on a first-come-first-served basis.
6. Banners used for the “Buy a Band” program are purchased by the Fair and are therefore property of the Fair.
7. All advertising, promotional materials, and events must remain family-friendly and in accordance with the posted policies of the Pacific County Fair.
8. **The Pacific County Fair reserves the right to final decision making** regarding any and all aspects of the sponsorship types considered herein, including but not limited to: placement of banners, events. The Fair also reserves the right to decline partnership of any type with any business.



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## APPLICATION – Due May 1st

Business Name		
Business Mailing Address		
Business Phone, Email		
Representative Name, Title		
Representative Phone, Email		

On behalf of the business listed above, we intend to contribute to the Pacific County Fair using the following program(s):

Program	Check (X)	Amount Enclosed
Buy a Band – Elite		\$
Buy a Band – Premium		\$
Buy a Band – Standard		\$
Premium Book – 8”x10”		\$
Premium Book – 8”x5.5”		\$
Premium Book – 4”x5.5”		\$
Premium Book – 4”x3”		\$
Premium Book – 8”x1.5”		\$
Tickets – Elite	Qty:	\$
Tickets – Premium	Qty:	\$
Tickets – Standard	Qty:	\$
Event Title Sponsor <small>(attach event proposal)</small>		*Non-monetary*
Monetary Sponsorship		\$

Total Amount enclosed: \$ \_\_\_\_\_ Date: \_\_\_\_\_

**By signing below, I confirm that this business will abide by the “Sponsorship Policies” found on page 5 of this packet and that I am authorized to represent this business.**

Printed name of Representative: \_\_\_\_\_

Signature of Representative: \_\_\_\_\_ Date: \_\_\_\_\_

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