

2026

SPONSORSHIP OPPORTUNITIES

October 8-18, 2026

FLORIDA'S PREMIER SMALL TOWN COUNTY FAIR



www.neflfair.org



Celebrating Tradition and Community Spirit

Since 1947, the Northeast Florida Fair has served as a cherished local tradition, uniting residents in celebration of Nassau County's heritage and community spirit. In 2025, the 78th annual fair, themed "Sew It, Grow It, Show It," attracted an impressive 54,447 attendees. Visitors enjoyed a vibrant array of hometown entertainment, delicious local food, daily livestock shows, competitive exhibits, and the ever-popular Hildebrand Amusement Rides Midway.

Our Mission

The Northeast Florida Fair Association (NEFFA) is dedicated to providing the premier venue for agricultural exhibits, entertainment, and education in Nassau County and the surrounding areas. As a recognized 501(c)3 non-profit organization, NEFFA is both solvent and well managed, earning acknowledgment from state and local government authorities.

Opportunities for Businesses

The Northeast Florida Fair presents an ideal platform for businesses to engage with a broad and enthusiastic audience. Sponsorship opportunities enable your company to increase brand awareness in a high-traffic setting, reaching your target market across a diverse range of demographics. The fair guarantees significant visibility among tens of thousands of fairgoers, all while supporting your company's unique marketing objectives. The Northeast Florida Fair team is ready to collaborate with you to design a sponsorship plan that aligns with your vision and budget.

Building Strong Partnerships

We highly value our relationships with sponsors and strive to exceed their expectations. Partnering with the Northeast Florida Fair ensures meaningful exposure in a welcoming, hometown atmosphere. We are committed to creating entertaining and educational experiences that engage our fairgoers and invite your creative ideas for new contests, sponsor competitions, or events that highlight your products. We look forward to welcoming you to this year's "Southern Nights & Fairground Lights" 79th Northeast Florida Fair.

Keith Wingate

President

904-699-4792

Paulette Kirkland

Vice President, Sponsorship Chair

904-504-9519

Angie Schlotterbeck

Home Arts Director, Sponsorship

904-343-8468

Office: 904-879-4682

www.nefffair.org

info@nefffair.org



Fax: 904-879-7513

P.O. Box 1070

Callahan, FL 32011

NORTHEAST FLORIDA FAIR

BY THE NUMBERS 2025

INSTAGRAM

115

NEW FOLLOWERS

Since 10//012025. As of 02/10/26

540

TOTAL FOLLOWERS

HOME ARTS

236 TOTAL EXHIBITORS

TOTAL EXHIBITS

1,534

NASSAU COUNTY SUPERVISOR OF ELECTIONS SCHOOL BOOTH ELECTION

Total Sheets Procssed: 2853
Total Ballots Cast: 2853
Blank Sheets Cast: 23

16 Public Schools
3 Private Schools
1 Homeschool Group

ATTENDANCE

54,447

OVERALL FAIR ATTENDANCE



UNIQUE COMMERCIAL
EXHIBITORS,
CONCESSIONAIRES
& VENDORS

78

25 FREE ENTERTAINMENT SHOWS

FACEBOOK

Views 1.2M : Up 376%

Engagement: 107k : Up 219%

Audience 658 new followers : up 144%

Since 10//012025. As of 02/10/26

16,216

TOTAL FOLLOWERS

LIVESTOCK SHOWS

Youth Show Entries 765

Pee Wee Showmanship 38

Adult Entries 37

Open Show Entries 29

220 869

TOTAL EXHIBITORS TOTAL ENTRIES

MARKET SALE

10 Market Lambs
Avg. price per lb. \$4.66

46 Market Swine
Avg. price per lb. \$5.90

14 Market Beef
Avg. price per lb. \$3.65

70 TOTAL MARKET ANIMALS



Fair Sponsorship is FUN!

The Northeast Florida Fair has been a traditional small town agricultural fair since 1947. Each year brings growth and improvement and many opportunities for you to get involved. ***No budget is too small***; we have many options for you to choose from. You can choose a standard sponsorship package, or we can work together to create a customized package which aligns with your company's goals.

2026 Sponsorship Opportunities

Buildings & Arenas

First Aid Stations
Sensory & Nursing Shed
Community Pavilion Stage
Main Stage Pavilion
Small Animal Barn
Livestock Show Arena
Large Animal Barn
Vendor Barn
Home Arts Building

Entertainment

Pig Races
Pirate
Magician TJ Hill
Ty Love Concert
Dalton Clifton Concert
Community Bands
Ground Acts
Alligator Show
Underhill's Blacksmith Forge
Additional Opportunities Available

Agriculture & Education

Educational Banners
Banner Awards
Buckle Awards
Ribbon & Rosette Awards
Student Art Awards
Parade of Champions
Livestock Show Premiums
Home Arts Show Premiums
Educational Horse Exhibit
Educational Dairy Exhibit

Gate Sponsorship

Opening Night Thursday
Moonlight Madness Friday
Family Day Saturday*
Sunday Funday*
Education Day Monday*
Community Day Tuesday
Hump Day! Wednesday
Two-for-Thursday
Moonlight Madness Friday
Family Day Saturday*
Free Admission Sunday*

**Gates open at Noon*

Other Opportunities

Youth Exhibitors Pizza Party
Youth Livestock Auction

Livestock Shows

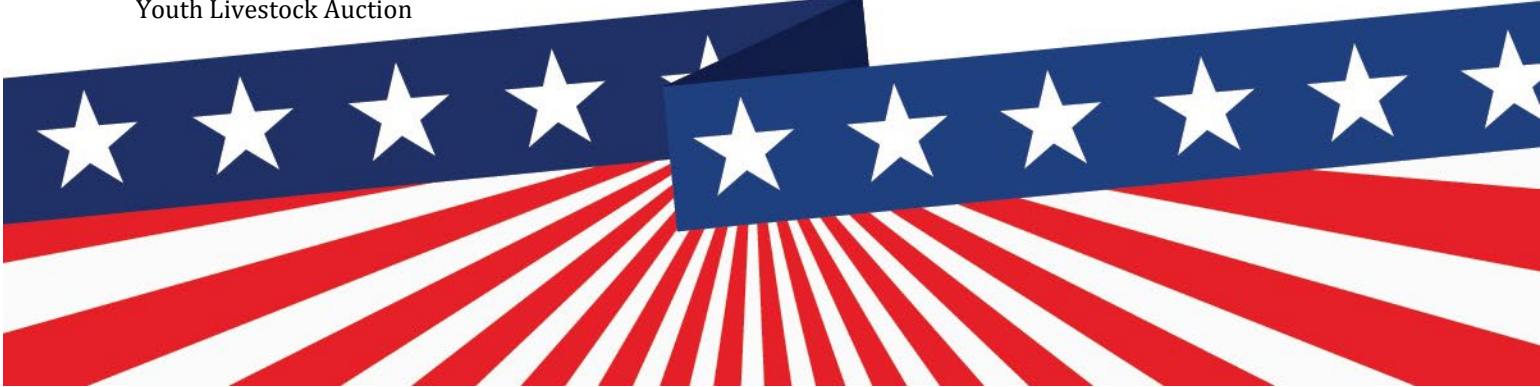
Horse Show @ The Ranch at Trader's Hill
Beef Show
Dairy Show
Swine Show
Poultry Show
Rabbit Show
Sheep Show
Lamb Show
Goat Show
Unlimited Opportunities Goat Show

Contest Sponsor

Mullet Contest
Barnyard Olympics
Whip Popping
Egg Decorating
Talent Show
Recycled Pallet Contest
Beauty Pageant
Cowstume Contest

Youth Exhibitors Hamburger Bash

Youth Market Buyer's Dinner





BECOME A DIAMOND SPONSOR

(\$15,000+) \$5,000 minimum cash investment + in-kind services

PAYMENT: Check

Cash \$ _____

In-Kind \$ _____

Invoice Requested: ____ Yes ____ No

- Onsite display booth, if needed. Must schedule by August 1st (negotiable)
- Opportunity to distribute your promotional items from booth or location by/after event
- Mention in all applicable press releases (print, radio and digital)
- Logo and hyperlink on fair's website
- Social media mentions with tag to your social media
- Pre-recorded PA Advertising. (Limited to 30 seconds) Due by September 1st *Restrictions may apply
- Opportunity to do sponsor giveaways at a pre-determined area or at fair gates
- Opportunity to bring in greeters to staff entry gates with company branded shirts on a scheduled day (must schedule)
- Sponsor recognition at two main entrance locations
- Use of Northeast Florida Fair Logo
- Plaque to display in your business. Do you want a plaque? **YES** or **NO** (circle)
- 5 sponsor parking passes (space subject to availability)
- A "Proud Northeast Florida Fair Sponsor" sign provided for you to display at your business.
- Invitation for 6 people to the Market Buyer's Dinner & Livestock Auction on Friday, Oct. 16th
- Up to 150 passes to the 2026 Northeast Florida Fair. Quantity _____ *Restrictions may apply
- No additional passes will be given above negotiated quantity listed above
- Option to purchase additional discounted passes at \$8 per pass by October 1st

Additional Agreements:

Company Name: _____

Contact Person: _____ Phone #: _____

Onsite Contact Person: _____ Cell Ph #: _____

Mailing Address: _____

City / ST / Zip: _____ Email: _____

Website: _____ Facebook: _____

Sponsor Signature

Date

Fair Rep. Signature

Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Northeast Florida Fair Association.



BECOME A PLATINUM SPONSOR

(\$10,000-\$14,500) \$2,500 minimum cash investment + in-kind services

PAYMENT: Check

Cash \$ _____

In-Kind \$ _____

Invoice Requested: ___ Yes ___ No

- Onsite display booth, if needed. Must schedule by August 1st (negotiable)
- Opportunity to distribute your promotional items from booth or location by/after event
- Mention in all applicable press releases (print, radio and digital)
- Logo and hyperlink on fair's website
- Social media mentions with tag to your social media
- Pre-recorded PA Advertising. (Limited to 30 seconds) Due by September 1st *Restrictions may apply
- Opportunity to do sponsor giveaways at a pre-determined area or at fair gates
- Opportunity to bring in greeters to staff entry gates with company branded shirts on a scheduled day (must schedule)
- Sponsor banner recognition at two main entrance locations
- Use of Northeast Florida Fair Logo
- Plaque to display in your business. Do you want a plaque? **YES** or **NO** (circle)
- 4 sponsor parking passes (space subject to availability)
- A "Proud Northeast Florida Fair Sponsor" sign provided for you to display at your business.
- Invitation for 4 people to the Market Buyer's Dinner & Livestock Auction on Friday, Oct. 16th
- Up to 100 passes to the 2026 Northeast Florida Fair. Quantity _____ *Restrictions may apply
- No additional passes will be given above negotiated quantity listed above
- Option to purchase discount passes at \$8 per pass by October 1st

Additional Agreements:

Company Name: _____

Contact Person: _____ Phone #: _____

Onsite Contact Person: _____ Cell Ph #: _____

Mailing Address: _____

City / ST / Zip: _____ Email: _____

Website: _____ Facebook: _____

Sponsor Signature

Date

Fair Rep. Signature

Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Northeast Florida Fair Association.



BECOME A GOLD SPONSOR

(\$5,000-\$9,500) \$1,500 minimum cash investment + in-kind services

PAYMENT: Check

Cash \$ _____

In-Kind \$ _____

Invoice Requested: ___ Yes ___ No

- Onsite display booth (based on availability) Must schedule by August 1st
- Logo and hyperlink on fair's website
- Social media mentions tagged hyperlinks to your social media
- Pre-recorded PA Advertising. (Limited to 20 seconds) Due by September 1st *Restrictions may apply
- Opportunity to do sponsor giveaways at a pre-determined area or at fair gates
- Opportunity to bring in greeters to staff entry gates with company branded shirts on a scheduled day (must schedule)
- Sponsor banner recognition at two main entrance locations
- Use of Northeast Florida Fair Logo
- Plaque to display in your business. Do you want a plaque? **YES** or **NO** (circle)
- 2 sponsor parking passes (space subject to availability)
- A "Proud Northeast Florida Fair Sponsor" sign provided for you to display at your business.
- Invitation for 2 people to the Market Buyer's Dinner & Livestock Auction on Friday, Oct. 16th
- Up to 75 passes to the 2026 Northeast Florida Fair. Quantity _____ *Restrictions may apply
- No additional passes will be given above negotiated quantity listed above
- Option to purchase discount passes at \$8 per pass by October 1st

Additional Agreements:

Company Name: _____

Contact Person: _____ Phone #: _____

Onsite Contact Person: _____ Cell Ph #: _____

Mailing Address: _____

City / ST / Zip: _____ Email: _____

Website: _____ Facebook: _____

Sponsor Signature

Date

Fair Rep. Signature

Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Northeast Florida Fair Association.



BECOME A SILVER SPONSOR

(\$2,500-\$4,500) can be a mix of cash + in-kind services

PAYMENT: Check

Cash \$ _____

In-Kind \$ _____

Invoice Requested: ___ Yes ___ No

- Onsite display booth (based on availability) Must schedule by August 1st
- Logo and hyperlink on fair's website
- Social media mentions tagged hyperlinks to your social media
- Pre-recorded PA Advertising. Due September 1st *Restrictions may apply
- Sponsor banner recognition on perimeter fencing
- Use of Northeast Florida Fair Logo
- Plaque to display in your business. Do you want a plaque? **YES** or **NO** (circle)
- 1 sponsor parking passes (space subject to availability)
- A "Proud Northeast Florida Fair Sponsor" sign provided for you to display at your business.
- Invitation for 2 people to the Market Buyer's Dinner & Livestock Auction on Friday, Oct. 16th
- Up to 50 passes to the 2026 Northeast Florida Fair. Quantity _____ *Restrictions may apply
- No additional passes will be given above negotiated quantity listed above
- Option to purchase discount passes at \$8 per pass by October 1st

Additional Agreements:

Company Name: _____

Contact Person: _____ Phone #: _____

Onsite Contact Person: _____ Cell Ph #: _____

Mailing Address: _____

City / ST / Zip: _____ Email: _____

Website: _____ Facebook: _____

Sponsor Signature

Date

Fair Rep. Signature

Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Northeast Florida Fair Association.



BECOME A BRONZE SPONSOR

(\$1,500-\$2,000) can be a mix of cash + in-kind services

PAYMENT: Check

Cash \$ _____

In-Kind \$ _____

Invoice Requested: ____ Yes ____ No

- Logo and hyperlink on fair's website
- Social media mentions tagged hyperlinks to your social media
- Pre-recorded PA Advertising. (Limited to 15 seconds) Due September 1st *Restrictions may apply
- Sponsor banner recognition on perimeter fencing
- Use of Northeast Florida Fair Logo
- Plaque to display in your business. Do you want a plaque? **YES** or **NO** (circle)
- 1 sponsor parking passes (space subject to availability)
- A "Proud Northeast Florida Fair Sponsor" sign provided for you to display at your business.
- Invitation for 2 people to the Market Buyer's Dinner & Livestock Auction on Friday, Oct. 16th
- Up to 20 passes to the 2026 Northeast Florida Fair. Quantity _____ *Restrictions may apply
- No additional passes will be given above negotiated quantity listed above
- Option to purchase discount passes at \$8 per pass by October 1st

Additional Agreements:

Company Name: _____

Contact Person: _____ Phone #: _____

Onsite Contact Person: _____ Cell Ph #: _____

Mailing Address: _____

City / ST / Zip: _____ Email: _____

Website: _____ Facebook: _____

Sponsor Signature

Date

Fair Rep. Signature

Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Northeast Florida Fair Association.



BECOME A COMMUNITY PARTNER

(\$500 - \$1,000) cash commitment

PAYMENT: Check

Cash \$ _____

In-Kind \$ _____

Invoice Requested: ___ Yes ___ No

- Name on fair's website under "Community Partner" sponsor listings.
- Option to provide your business banner to the fair to display on perimeter fair fencing for duration of the fair. Must be received by Thursday, October 1st and be picked up Monday, October 19th.
- A "Proud Northeast Florida Fair Sponsor" sign provided for you to display at your business.
- Invitation for 1 person to the Market Buyer's Dinner & Livestock Auction on Friday, Oct. 16th
- Up to 10 passes to the 2026 Northeast Florida Fair. Quantity _____ *Restrictions may apply
- No additional passes will be given above negotiated quantity listed above
- Option to purchase discount passes at \$8 per pass by October 1st

Additional Agreements:

Company Name: _____

Contact Person: _____ Phone #: _____

Onsite Contact Person: _____ Cell Ph #: _____

Mailing Address: _____

City / ST / Zip: _____ Email: _____

Website: _____ Facebook: _____

Sponsor Signature

Date

Fair Rep. Signature

Date

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BECOME A FRIEND OF THE FAIR

(\$100-499) cash commitment

PAYMENT: Check

Cash \$ _____

In-Kind \$ _____

Invoice Requested: ___ Yes ___ No

- Name on fair's website under "Friends of the Fair" sponsor listings.
- Company name listed on sponsor banner with all fair sponsors.
- Option to provide your business banner to the fair to display on perimeter fair fencing for duration of the fair. Must be received by Thursday, October 1st and be picked up Monday, October 19th.
- Invitation for 1 person to the Market Buyer's Dinner & Livestock Auction on Friday, Oct. 16th
- Up to 5 passes to the 2026 Northeast Florida Fair. Quantity _____ *Restrictions may apply
- No additional passes will be given above negotiated quantity listed above
- Option to purchase discount passes at \$8 per pass by October 1st

Additional Agreements:

Company Name: _____

Contact Person: _____ Phone #: _____

Onsite Contact Person: _____ Cell Ph #: _____

Mailing Address: _____

City / ST / Zip: _____ Email: _____

Website: _____ Facebook: _____

Sponsor Signature

Date

Fair Rep. Signature

Date

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VOLUNTEERS NEEDED!

**Come Volunteer
& Be Part of the Fun!**

TEAM BUILDING AND COMMUNITY SERVICE

Looking for a fun way to give back to your community? Close down the office and come “work” with us! Northeast Florida Fair only has three employees, the rest of us are VOLUNTEERS! Wear your company shirts while you volunteer with us and make an impact on the 54k+ fairgoers that pass through our gates.

WHAT WOULD YOU DO?

We have many volunteer opportunities throughout the duration of the fair.

- Scan tickets at the gate
 - Parking attendants
 - Servers for three separate dinners held during the fair
 - Help check in Home Arts entries
 - Assist in display set up for Home Arts after judging
 - Numerous additional opportunities available
-
- ✓ Wear your company branded shirts
 - ✓ Thank you message on our social media
 - ✓ Free admission to fair for volunteer shift
 - ✓ Bilingual volunteers needed for gate and guest services

A BIG Thanks to our Sponsors!



78 Years of Sew it, Grow it, Show it!

Presented by:

COMMUNITY
FIRST
Credit Union

2025

AA Bottled Gas Co
Bennett's Cartage Co/Evans Delivery
Bert Norman's Plumbing
Big B Services
BSCM Recycling Inc
BuzzTown Media
Callahan Feed & Western Wear
Callahan Tire & Lube
Coastal Vision Center
Cochrane's Collision Center
Community First Credit Union
Complete Comfort Specialists
Compute This!
Diezel Nutz
Dirtworks
Eastern Industrial Supplies Inc.
Farm Credit of Florida
First Federal Bank
Folkston Feed
FPL
Franklin Equipment Sales, Inc
Hagan Ace Hardware
Hollie Hobby Horse Farm
Homegrown Biz
Hot Rod Shop of Nassau LLC
ICON Golf Carts
Stephanie DeAngelo of Christie's International Real Estate

Jacksonville Icemen
Johnston Signature Furnishings
Journey Food Store
Juniors Seafood
Keelco Inc.
LD Buildings
Mizell Development Inc
MFJX Transportation, LLC
Morgan & Morgan
N FL Feed & Farm Supply
Nassau County Record
Nurse M's Infusion Blends
Powerhouse Graphics, LLC
Pristine Properties
Roasted Rooster Coffee Co.
Southeastern Bank
Southern Borders
Sunrise Produce
Terrell Farms
Texas Roadhouse
The ARC Nassau
The Ranch at Traders Hill
The Sheik Sandwiches & Subs
Tractor Supply Co.
TruFi Credit Union
Turtle's Trash Trailer, LLC
Vystar Credit Union

TR THE RANCH
AT TRADERS HILL



TRU·FI
CREDIT UNION

MORGAN & MORGAN
AMERICA'S LARGEST INJURY LAW FIRM