

Lake County Fair Advertising and Sponsorship Opportunities

Every year, the Lake County Agricultural Society, Inc. partners with businesses to help bring fun, educational and family oriented entertainment to our area through the Lake County Fair. Bea, our Fair Mascot, says without the help we receive, it would not be possible to put on the 10-day event that draws people from near and far to our area. Our attendance is a constant 200,000+ annually (216,900 in 2011). Whether our fairgoers are just here for the day, or plan their vacation around the Fair, it brings families and friends together for an enjoyable time. Also, local businesses benefit from the influx of people in the area during this time.

Please join our family of Fair advertisers and sponsors and support your community by taking advantage of one or more of the advertising and sponsorship opportunities available below. We can also customize a package to fit your needs!

Contact Arlene Marcinek, Publicity Director at publicity@lake-county-fair.com or (219) 218-4767.

Daily Fair Program

Fair attendees receive a program which outlines general information and all the daily activities at the 10-day Lake County Fair, including: judgings, contests, entertainment and special features. These are handed out to the fairgoers as they enter through the gates, and are available at locations throughout the fairgrounds.

We provide advertising opportunities for businesses in this program, which is a great way to promote your business and show your support of the Fair, so our fairgoers will support your business!

Cost: \$200.00 1/4 page
\$250.00 1/3 page
\$375.00 1/2 page
\$650.00 full page

Website Advertising

In 2011 we had over 83,000 unique visitors to our website, resulting in over 12 million hits. Every year these numbers increase as we employ a myriad of social networking and print devices to drive people to our website.

Your business will be seen by thousands of potential customers who log on to get information about the Fair or to plan their visit to the Fair. By having your company represented on our website, you are also showing your community support, which is also greatly appreciated by our website visitors and fairgoers.

Cost: \$60.00 per year

Pole Banner Program

The Pole Banner program began at our 150th Lake County Fair Celebration in 2002. It was so popular we have continued it. These banners hang on a bracket attached to one of the poles on the fairgrounds for the entire 10-day Fair, plus preview night.

The banners are six foot white vinyl with the Fair logo on, and an approximately area of 2' x 2' for your use. Your business or family name or logo maybe added to that area in any color. We print your banner. Image looking down a fairgrounds roadway and seeing your banner mounted high enough for everyone else to see!

Cost: \$750.00 – BEST VALUE - 5 consecutive years – over 50 days of advertising exposure
\$300.00 – 1 year – 11 days of advertising exposure

Fair Advertising Benches

Here's an opportunity to let our fairgoers know who is providing them with a comfortable seat for them to take a break on while the kids are busy on rides, or to enjoy some of the great food from our concessionaires, or just to gather and decide where to go next. These benches are placed in high traffic areas. You may request which area you prefer and we will try to accommodate you.

We have 8 foot long white wooden benches available during the 10-day Fair for your advertising needs. These benches are either single (1 sided) or double (2 sided), with two 8 foot long, 7" high wood boards with a 1" space between the two boards, as backrest that you may attach your advertising on. It can either be a sign, vinyl, or painted on. (Benches are available on the fairgrounds for artwork to be added on the week the Fair begins.) And, we store them for you until the following year!

Cost: \$250.00 -BEST VALUE - per side for 5 consecutive years – over 50 days of advertising exposure
\$100.00 – 1 year – 11 days of advertising exposure

Customized Packages

Thinking of doing more than one of the above opportunities? Or, maybe you would like to sponsor an event or building during the Fair? We can customize a package to your specific needs.

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