

SPONSORSHIP
PACKAGES

LANE COUNTY FAIR
2024 SPONSORSHIP
PACKAGES

Hello!

My name is Jeff, and I am the Sales Associate with the Lane Events Center and the Lane County Fair. The Fair is going to be here faster than we know it. This year it takes place from July 24 – 28, 2024. Our goal is to create a fun filled, family-oriented event with several great partners and huge variety of activities in just 5 short days.

Our average attendance for the last FIVE years has been 115,700 people, however, our reach into Lane County and the surrounding areas stretches much farther as we advertise year-round! Each year we strive to bring in new entertainment, unique and different special attractions and expand our variety of vendors. We would love to incorporate new sponsors each year at the Fair and thought this would be a great opportunity for us to partner!

Included in this packet is our audience demographic and sponsorship kit. These are intended as a starting point as each sponsorship is tailored for each partner to ensure each element matches your goals and objectives. Once you have had a chance to review the different levels, please let me know which package(s) are of interest to you and what your key objectives for partnering with the Lane County Fair would be. From there, our Sponsorship team can put together a few customized packages for you for your consideration.

Thank you so much for your time.

Jeff True

Sales Associate

Lane Events Center | Lane County Fair

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796 West 13th Ave
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LANE
COUNTY

FAIR

atTheFair.com

**JULY 24-28,
2024**



SPONSORSHIP

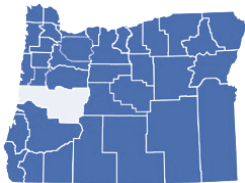
2024 OPPORTUNITIES

796 WEST 13TH AVENUE
EUGENE, OR 97402
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www.atthefair.com

OUR FAIR:

- ◆ The Lane County Fair has been bringing people joy for over 115 years!!
- ◆ Our average attendance has been approximately 115,000 people over the past five years, IN ONLY FIVE DAYS! These attendees make us one of the top three largest County Fairs in the state and the largest single gathering held in Lane County each year!
- ◆ Our fair staff is comprised of 12 creative individuals who work year-round to produce the Fair....and yes, large amounts of caffeine are consumed in the process!

OUR FAN BASE & DEMOGRAPHICS:



Lane County

Population (2018 estimate): 379,611
 Median Household income, 2013-2017: \$47,710
 Per Capita income in the past 12 months (\$92,017 dollars), 2013-2017: \$27,032

Attendance

2023 Attendance: 115,700
 Average visits to the Fair: 2 or more days
 Party size:
 1-2 guests: 41%
 3 guests: 22%
 4 guests: 20%
 5 guests: 9%
 6 or more guests: 8%

Female attendees: 58% | Males attendees: 42%

Attendee Age Range

*These numbers do not account for those guests under the age of 18

Ages 18-24: 20%
 Ages 25-39: 39%
 Ages 40-55: 28%
 Ages 56-74: 11%
 Ages 75+: 1%

Combined Household Income & Educational Level

INCOME:
 <\$40,000: 56%
 \$40,000 - \$74,999: 27%
 \$75,000 - \$99,999: 9%
 \$100,000 AND ABOVE: 8%

EDUCATION:
 Jr. High/Middle School: 5%
 High School: 35%
 College: 50%
 Post Graduate: 10%

Fair Media Support & Exposure

largest recorded single day attendance at the 2021 Fair since 2011

32,000



TV STATIONS

KMTR
 KVAL
 KEZI
 KLSR

RADIO

Bicoastal Radio:
 (KDUK, US COUNTRY 101, KOOL, KPNW)
 McKenzie River Broadcasting: (KKNV, BOB-FM, MIX)
 KEQB – Spanish Language Station
 Cumulus Radio
 KLCC/NPR
 Pandora/Spotify

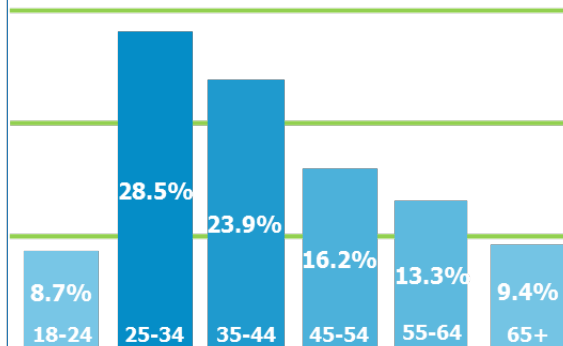
2023 SOCIAL MEDIA:

513,000+
 people reached the month of July.

57,842
 engagements the month of July.

33,500+
 people reached the month of

LANE COUNTY FAIR WEBSITE USERS



42.1%
57.9%

301,500+ total website views in the month of July

Now is **YOUR** chance to create lasting family memories through a timeless summer tradition!

SPONSORSHIP PACKAGES

Package Level	Balloons	Rock Star	Scrambler	Cliff Hanger	Kamikaze	Giant Wheel
	\$1,500	\$2,500	\$3,750	\$5,000	\$12,000	\$20,000
Logo listed on the Fair website	▲	▲	▲	▲	▲	▲
Admission Passes	5	10	15	20	35	50
Scavenger Hunt Stop			▲	▲	▲	▲
Website Advertisement			▲	▲	▲	▲
Backlit Advertisement (Size and location to be determined by sponsorship)			▲	▲	▲	▲
Promotional Booth Space at the Fair (Length and location to be determined by sponsorship)			▲	▲	▲	▲
Weekly Parking Pass			1	3	5	8
Category Exclusivity				▲	▲	▲
Logo or Company ID printed on Tickets (Ticket type determined by sponsorship)				▲	▲	▲
Website Banner Inclusion (Banner included on all pages of the website)				▲	▲	▲
Logo or Company mentioned on LCF purchased radio, TV and/or Digital Ads					▲	▲
Main Stage Sponsor Credit					▲	▲
Presenting Sponsor Credit						▲

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Attach your name to one of the following Fair venues, locations or days:

These sponsorships include but are not limited to the following benefits: banners on-site at the sponsored venue for the week or day of Fair, company logo or ID attached to the chosen venue/location/day on the website and program guide, Social Media call outs, possible on-site location etc.

1. \$1,500: Information and Lost Kids Booth
2. \$1,500: Community Stage
3. \$2,000: Fair Food Court
4. \$2,500: Creative Exhibits Hall
5. \$3,250: Fair Entry Gate
6. \$3,950: Fair Day Sponsor

A LA CARTE OPTIONS

Tailor your own package with the Lane County Fair a la carte option:

- \$1,500: Main Stage signage with your company logo for the full week of Fair. Main Stage signage is defined as banners around the stage. Size will be limited based on fencing used. Location to be determined in conjunction with Fair staff. All signage must be provided by the sponsor, and size and specs must be approved by the Fair staff.
- \$1,000: Venue Signage with your company logo around the grounds for the full week of Fair. Venue signage is defined at venue-approved locations e.g., Livestock barns, Creative Exhibits areas, Commercial Vendor Hall etc. Location to be determined in conjunction with Fair staff. All signage must be provided by the sponsor, and size and specs must be approved by the Fair staff.
- \$1,000: Booth space for the full week of Fair. Fee is per 10' x 10' space. Negotiable promotional offerings of Sponsor's product and/or booth at the Fair (non-Fair staffed, subject to venue approval).
- \$500: Lane County Fair "Featured Sponsor" logo on www.atthefair.com (to be in rotation with additional featured sponsors, up for approximately 12 months).
- \$500: Logo and link on the LCF website in Sponsors & Donors section for the 2022 Fair: www.atthefair.com/Sponsors&donors

For further information, please contact:

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