



2024
WASHINGTON COUNTY
AGRICULTURAL FAIR
SPONSORSHIP PACKAGES

*Flourishing with Opportunity
Rooted in Agriculture*



Visit
WASHINGTON COUNTY
PENNSYLVANIA



WASHINGTON COUNTY AGRICULTURAL FAIR - *Since 1798 (226 years)*

AGRICULTURAL FAIR HISTORY & OVERVIEW

August 10 to 17, 2024

The Washington County Agricultural Fair a 501(C)(3) non-profit is **Pennsylvania's oldest** fair dating back to October of 1798. The primary mission of the fair is to promote and advance the interest of agriculture, horticulture, homemaking subjects, arts and sciences, 4-H Clubs and FFA organizations and activities.

Washington County has a sizable agriculture industry. The most recent US Department of Agriculture (USDA) 2017 Census of Agriculture ranked Washington County Agricultural Industry as one of the largest in the state. The USDA ranked Washington County fourth overall in Pennsylvania with 1,760 farms and the largest by far in Western Pennsylvania trailing only to Lancaster, York and Berks County amongst the state's 67 counties.

With a total annual attendance of over 64,000 visitors, the total economic impact for the eight days of the fair is over \$6.7 million.

Some Fair Facts:

ATTENDANCE



64,000

The Washington County Agricultural Fair is a eight-day fair attracting more than 64,000 spectators annually.

EXHIBITS



2,000

The fair exhibits nearly 2,000 animals - horses, dairy cattle, beef cattle, sheep, swine, goats, poultry, rabbits and more

AGRICULTURAL



2,600

The fair features over 2,600 agricultural exhibits - hay, grain, vegetables, fruits, nuts, etc.

YOUTH & CRAFTS



6,600

The fair features over 6,600 youth and craft exhibits - 4-H, vocational exhibits, homemade products, needlepoint, floral exhibits, arts, crafts, photos, etc.

CARNIVAL RIDES



25

The carnival is a major family entertainment element of the fair.

ENTERTAINMENT

42

Entertainment includes high school band night, school bus demolition, demolition derby, street stock trucks, motocross, pro stock tractors, antique tractors & concerts.

THE RIGHT PACKAGE FOR YOUR BRAND

NAMING RIGHTS PACKAGES

WASHINGTON COUNTY PRESENTING SPONSORSHIP

- Entrance Signage
- Wayfinding Signage
- All Media Inclusion
- Website Logo
- Social Media
- 20 Weekly Passes
- 40 Daily Passes
- Press/Media Event to Announce

Package Investment **\$30,000**

EXPO CENTER HALL NAMING RIGHTS

- Hall 1, 2, and 4 Entrance/Exterior Signage
- Wayfinding Signage
- Media Inclusion
- Brochure and Press Release Inclusion
- Website Logo
- Social Media
- 20 Weekly Passes
- 40 Daily Passes
- Press/Media Event to Announce

Package Investment **\$25,000**

SHOW ARENA NAMING RIGHTS

- Show Arena Signage
- Media Inclusion
- Website Logo
- Social Media
- 20 Weekly Passes
- 35 Daily Passes
- Press/Media Event to Announce

Package Investment **\$15,000**

CONCERT SERIES PRESENTING SPONSOR

- Show Tent Signage
- Media Inclusion
- Website Logo
- Social Media
- 20 Weekly Passes
- 35 Daily Passes
- Press/Media Event to Announce

Package Investment **\$15,000**

2024 SPONSORSHIP PLAN

DIAMOND

\$10,000
or More

- "Sponsor of the Day"
- 20 Weekly Passes
- 35 Daily Passes
- Special Sponsor Parking
- Name on Fair's Web Site
- Full Media Recognition
- Main Street Signage

PLATINUM

\$7,500
to \$9,999

- 15 Weekly Passes
- 20 Daily Passes
- Special Sponsor Parking
- Website Logo
- Full Media Recognition
- Fence Signage

GOLD

\$5,000
to \$7,499

- 10 Weekly Passes
- 20 Daily Passes
- Special Sponsor Parking
- Website Logo
- Full Media Recognition
- Show Arena Signage

SILVER

\$3,000
to \$4,999

- 5 Weekly Passes
- 10 Daily Passes
- Special Sponsor Parking
- Website Logo
- Full Media Recognition
- Show Tent Signage

BRONZE

\$1,000
to \$2,999

- 10 Daily Passes
- Website Logo

FRIEND OF THE FAIR

\$500
to \$999

- Website Recognition



THE WASHINGTON COUNTY AGRICULTURAL FAIR AND THE FAIRGROUNDS ARE KEY ECONOMIC DRIVERS FOR WASHINGTON COUNTY AND OUR COMMUNITY!



More Fair Facts:

- The fairgrounds and Expo Center include five exhibit halls, 10 barns, grandstand, show arena, show tent, etc.
- The fairgrounds is active on a year-round basis attracting various shows and exhibits. Almost all these events are “rentals” where organizations lease the facility. The largest of these events is the two-week PA Arts & Craft Christmas Market which draws nearly 15,000 visitors annually. The next five largest events include the RV Show, ARH Gun Show and Sale, Duncan Miller Glass Show and Sale, Family Festival and County Home Show, and All-Clad Factory Sale. Most events occur over multiple days and weekends. The Expo Center hosts more than 365 events annually attracting 74,000 visitors.
- Between the Expo Center events and the eight days of the fair, the total annual attendance at the fairgrounds is over 136,000 visitors. The annual economic impact of just the eight days of the fair is over \$6.7 million.

Fairground Improvements and Master Plan:

- The Washington County Fair Board and Washington County have developed a master plan for facility improvements that will improve the overall look, feel and operations of the fairgrounds.
- Fair visitors have already experienced the new fairgrounds trolley bridge and platform, new steer barn, paving, updated wayfinding signage, renovated Draft Horse Barn, renovated restrooms, painted 4-H Barn, new perimeter wall and fence at Arden Road, new Memorial Brick Plaza, new Hall 3 with restrooms and HVAC, and new grandstand and Hall 2 sound systems.

The planned improvements include:

- Hall #1 – HVAC, insulation and restrooms
- New Holstein Barn
- Guernsey, Jersey and Poultry Barn
- Picnic Shelter
- CNX Historic Barn Project
- Equestrian Center development



Washington County Agricultural Fair
2151 North Main Street, Washington, PA 15301
724-225-7718
www.washingtonfair.org



WASHINGTON COUNTY AGRICULTURAL FAIR

Since 1798 (226 years)



SPONSORSHIP CONTRACT

Business or Individual Name: _____

Address: _____

Contact: _____ Telephone Number: _____

Email: _____

SPONSORSHIP: Diamond Platinum Gold Silver Bronze Friend Amount Enclosed: _____

Authorized Signature: _____ Date: _____

Please send check (Payable to: "Washington County Agricultural Fair") to:

Washington County Agricultural Fair Sponsorship
2151 North Main Street
Washington, PA 15301
724-225-7718