

**To: All past and potential Green County Fair Sponsors**

**From: Stephanie Huber-Sponsorship Chairman**

**RE: Building Naming Rights Initiative**



November 2021

The Green County Fair board is once again excited to share with you an opportunity that started at the 2013 fair. This is just one option for you to show your support for the fair.

Sponsors will again have the option to purchase naming rights for the remaining buildings/ structures at the fairgrounds for the next three years. This option goes a step beyond annual commitment to a program we are calling the “Building Naming Rights Initiative.” These contracts will be for a minimum of 3 years, so they may not become available very often. Now is your chance to put your business’s logo as a permanent fixture at the fairgrounds for not only the county fair, but all the other events that are held throughout the year.

Each of you will again be contacted by a member of the sponsorship committee as you were last year and you may continue to sponsor again in the same manner on an annual basis if you choose to once again be a part of the sponsorship team. But if you are interested in putting your business logo on one of the buildings let us know, because building sponsorship assignments will be first come, first serve.

This naming rights initiative would be for a minimum price (listed below) for a minimum of 3 years. In so doing, the sponsor would have the right to name one of the fairground buildings, place signs on that building with their logo and other information concerning their business. Buildings would then be referenced using the name of the sponsor. The sponsor’s name will be used in all official publications and announcements made at the fair in reference to the building which is sponsored. All of the rights and responsibilities are listed on the attached contract. Please read through the contract specifics.

Buildings 8 (Beef Barn) and 10 (Sheep & Goat Barn) are still available for sponsorship at the 2022 fair.

**Minimum sponsorship for available buildings per year are as follows:**

Building 8 - \$2000

Buildings 10 - \$2500

***Thank you to the following businesses and organizations for your commitment to the building naming rights initiative in 2021:***

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Colony Brands, Amphitheatre - \$5000

Monroe Clinic, Exhibition Hall - \$5000

Green County Farm Bureau and Insight FS, Stock Pavilion - \$3000

Mayer Transport, Show Barn- \$2500

Kuhn North America, Dairy Barn 4- \$1500

Tri County Dairy, Dairy Barn 5- \$1500

Figi Financial, Youth in Action Building- \$2000

Figi Financial, North Gate - \$2500

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This is simply one option to our sponsorship program that we feel might be appealing to some businesses as it would give more exposure during the entire year with the business name prominently displayed on that building. It would also be a benefit to the sponsorship program and Green County Fair because it would provide a more long-range view for budgeting purposes. However, if you choose the annual means of sponsorship that would also be appreciated.

If you would like to be part of this program, please call Stephanie Huber at 815-541-8526 or [stephanie.j.huber@gmail.com](mailto:stephanie.j.huber@gmail.com) in order to secure this marketing opportunity. We hope that this will simply provide one more option for our sponsors.

We look forward to your continued support and,

**Thank you so much for your past and future generosity.**

Sincerely,

A handwritten signature in cursive script that reads "Stephanie J. Huber".

Stephanie Huber  
Green County Fair  
Sponsor Committee Chair



# Building Naming Rights Initiative

## Sponsorship Contract

\_\_\_\_\_ agrees to be a sponsor  
(Name of Business or Person)

of \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ each year  
(building name or ID #)

starting in \_\_\_\_\_ for a minimum of 3 years. At the time in which 3  
(Current year)

years has expired, the current sponsor will have the right to re-sign a new 3 year commitment of sponsorship as long as the sponsor is in good standing with the fair board. The Green County Fair Board will maintain the right to decline sponsorship to organizations or businesses at any point in time.

### **Rights and Responsibilities of the Sponsors:**

- Hang appropriate signage on both ends of the structure
- Signage design, creation, and installation must be paid by the sponsor
- Signage designs must be approved by the Green County Fair Board before they are hung
- Sponsors may develop signs that are a maximum of 5ft x 10ft in area
- Once a business or individual sponsors the building, signage and naming rights will remain with that business until the sponsor chooses to withdraw their sponsorship or the fair board declines sponsorship.
- Regular maintenance and aesthetic appeal of the signage will be the responsibility of the sponsor
- If a sponsor chooses to end their commitment it will be the responsibility of the sponsor to remove the signage. If they are not removed in a timely manner the sponsor will be billed for removal.

### **Rights and Responsibilities of the Green County Fair:**

- Installation of the sign will be supervised by the fair groundskeeper
- Buildings will now be referenced using the name of the sponsor. The sponsor name will be used in all official publications, and announcements made at the fair
  - For example: The pavilion could be named the "Green County Fair Pavilion" if Green County Fair was the sponsor.
- The Green County Fair Board will approve the sponsoring organizations
- The Green County Fair Board will approve sign designs
- The sponsorship committee will reaffirm yearly, the building sponsors' commitment to the fair by January 30<sup>th</sup>.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
( Owner/Fiscal manager of Sponsor)

Signature \_\_\_\_\_ Date \_\_\_\_\_  
(Green County Fair Board representative)