

Beltrami County Fair  
Promotions Committee  
7223 Fairgrounds RD NW, Suite 7-B  
Bemidji, MN 56601

**The 2021 Beltrami County Fair will be held August 11<sup>th</sup> to August 15<sup>th</sup>.** You can be assured that we will do what is needed to make sure that we comply with State and CDC Covid guidelines in place at that time. For some, this is the only time they get to see farm animals up close or have the joy of obtaining a ribbon on a project. We plan to have various live demonstrations at the Heritage Square Stage, evening Grandstand events, free stage music, commercial vendor exhibits, live animals, community and 4-H exhibits.

We are changing the format of some of our promotional opportunities from years past, so there are several options for sponsorships and/or donations. This year, we are printing a "Fairgoers Event Guide" which is a four-page, full color insert in the Bemidji Pioneer and Buyline listing all our scheduled events. This pull-out insert will reach over 22,000 households and will prominently list sponsor names on each page. We hope you will take a few minutes to read over the new options, select the category or dollar amount that best fits you, your business and budget, then return the appropriate forms in the enclosed self-addressed envelope. We are adding a new sponsor page to our website to feature business logos of all our sponsors. Some sponsorship levels place your logo on our home page.

If you have an idea for a specific event you would like to sponsor or a promotion you would like to run, such as a coupon or contest, please feel free to contact the fair office at 218-444-8169 or email [promotions@beltramicountyfair.org](mailto:promotions@beltramicountyfair.org) and we will work with you to help spotlight your business at the Beltrami County Fair. (Beltrami County Agriculture Association is a 501c3 organization.)

We look forward to welcoming you as a sponsor and hope to see you at the 2021 Beltrami County Fair! If your business has a reader board, we would you consider supporting the Beltrami County Fair during the week of the fair by running a reminder message on your board.

Sincerely yours,

Beltrami county Agriculture Association Promotion Committee,

Rose Erickson

Vern & Sandy Holzhueter

Bob Smith

Char Blashill

Tom Lembrick

Becky Kummert

Jane Hanks

## 2021 Beltrami County Fair

August 11th to August 15th

### Marketing Package Selection Form

Please indicate your choices with an X



### Event Guide Advertising

- \$75.00 Fair Sponsor .....   
(Name listed in Fairgoers Event Guide, Business logo on **sponsor page** on the fair web site and the sponsor wall at the fairgrounds.)
- \$200.00 Blue Ribbon Sponsor .....   
(Name listed in Fairgoers Event Guide, Business logo on the **sponsor page** on the fair web site and the sponsor wall at the fairgrounds, 24”X24” double sided yard sign, revolving logo in fair video running on 4-H lunchroom TV.)
- \$500.00 Purple Ribbon Sponsor .....   
(Name listed in the Fairgoers Event Guide, Business logo placed on the Beltrami County Fair website **home page**, 24”X24” double sided yard sign and numerous audio announcements during the fair, mentions on our social media posts, revolving logo in fair video running on 4-H lunchroom TV.)

### Fair Time Event Banners and Signage

*(Includes name listed in the Fairgoers Event Guide)*

- \$1000.00 Major Grandstand Sponsor .....   
*Name on large banner displayed on Grandstand, sponsorship announced during grandstand shows and mentioned on our social media posts, Business logo placed on the Beltrami County Fair website **home page**.*
- \$500.00 Major Horse Arena Sponsor .....   
*Name on banner displayed on the Horse Arena Bleachers, sponsorship announcements during all horse shows and Business logo placed on the Beltrami County Fair website **sponsor page***
- \$500.00 Major Tractor Pull Event Sponsor .....   
*Banners displayed during tractor pull and sponsorship announced during the tractor pull on Sunday afternoon and Business logo placed on the Beltrami County Fair website **sponsor page***
- \$500.00 Major Motocross Event Sponsor .....   
*Banners displayed during motocross event and sponsorship announced during the motocross races on Thursday evening and Business logo placed on the Beltrami County Fair website **sponsor page***

- \$150.00 Fun in the Barn.....   
*Business logo on **sponsor page** and on Banners displayed on arenas during Fun in the Barn events*
- \$150.00 Kiddie Barn .....   
*Business logo on **sponsor page** and on Banners displayed on the Kiddie Barn*
- \$125.00 Hand washing Station (*signage acknowledging your sponsorship*) .....
- \$125.00 24" X 24" Double Sided Yard Sign .....

..... Total Amount

- Please Invoice Me
- I have enclosed a check
- I want to pay by credit card

This year, the Fairgoers Event Guide Insert will reach over 22,000 area homes.

*We must receive your high-resolution ad graphics by **June 1st** to ensure inclusion in this year's Fairgoer's Event Guide. Please email a business card size graphic image file to [promotions@beltramicountyfair.org](mailto:promotions@beltramicountyfair.org). Or contact us and we can capture a logo from your current web site or help with the design for an appropriate size graphic file.*

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Please fill out and return to:

Beltrami County Fair  
 Promotion Committee  
 7223 Fairgrounds Road NW, Suite 7B  
 Bemidji, MN 56601

[promotions@beltramicountyfair.org](mailto:promotions@beltramicountyfair.org)

[www.beltramicountyfair.org](http://www.beltramicountyfair.org)



*Office Use Only*

Date Received \_\_\_\_\_

Check # \_\_\_\_\_

- Send Invoice