

36th Annual Non-Profit



March 15th-25th, 2012

2012 PARTNERSHIP PROPOSAL

**2011 ATTENDANCE: 61,000
MEDIA IMPRESSIONS: 5,007,900**

The Collier County Fair

Mission Statement

Our mission is to support our local communities and families by hosting professional, clean, safe and exciting recreational events.

Non-Profit Collier County Fairgrounds Tradition

The Collier County Fairgrounds is a non-profit corporation that has been serving Southwest Florida for three decades. As our community has grown over the past decade our fair has continued to grow with unprecedented success. When spring rolls around in Southwest Florida everyone gets ready for the roar of fair rides, the smell of fresh cotton candy, and the sight of flashing light bulbs on the HUGE Ferris wheels.

Our annual 10 day fair attendance is over 60,000 with the majority of our guest being located in Naples, Ft. Myers, Bonita Springs, Marco Island, Immokalee, and Cape Coral. Partnerships with the Collier County Fair will recognize your company's relationship with a proven local attraction that has provided the communities of South Florida with decades of professionalism and satisfaction. We encourage you to explore the opportunities we can provide for your company.



Collier County Fair Media Plan

Naples, Ave Maria, Marco Island, Immokalee, Ft Myers, & Cape Coral

Total Marketing Impressions

Print: 460,000

Radio: 2,212,000

Television: 1,230,900

Internet: 950,000

Outdoor: 155,000

Brand Recognition & Awareness

Online Exposure

-950,000 Impressions on the Collier County Fair website in 2010

-Collier County Fair page on Newspress.com, Naplesnews.com, Marconews.com, and Floridaweekly.com with 70,000 daily impressions

-Daily postings on fairs social network sites Twitter, Facebook, and E-Newsletter

Outdoor / Community Exposure

-Over 60,000 impressions on site at the fairgrounds during the 11 day fair

-10,000 Impressions onsite at the fairgrounds during offseason events

-40,000 Impressions on fair brochures sent out to the community and handed out at front gates

-500 Full color event posters displayed at local high traffic businesses and locations

Media Exposure

-2,120,000 Impressions on South Florida Radio including Beasley Broadcasting, Renda Broadcasting, Clear Channel Broadcasting, Glades Media, Latino, News Radio, & ESPN Radio

-1,230,900 Impressions on Comcast Cable including Discovery Channel, TLC, HGTV, ESPN, Disney, local affiliates ABC, NBC, FOX, and CBS

Collier County Target Markets

Collier County Fair Demographics

Rounded to the nearest .5%

Gender

Male	45%
Female	55%

Race

White	57%
Hispanic	30%
African American	10%
Other	3%

Age

14 & Under	14%
15-20	18%
21-30	22%
31-40	23%
41-50	12%
51-70	9%
70 & Over	2%

Family Income

\$0-24,999	16%
\$25,000-49,999	40%
\$50,000-74,999	28%
\$75,000-125,000	12%
\$125,000+	5%

Sponsorship Opportunities

(Details available upon request for each package)

Title/Presenting Sponsor

- Exclusive naming rights to the 36th annual Collier County Fair-
- Maximum exposure in our \$85,000 marketing/advertising budget-

Television

- Presenting sponsor recognition in TV commercials (250) minimum including TLC, HGTV, ESPN, Disney, ABC, NBC, FOX, and CBS
- Recognition as presenting sponsor in talk/show programs

Radio

- Presenting sponsor recognition in all radio commercials (up to 700 spots) Gator Country 101.9, B103.9, 96K Rock, Cat Country 107.1, 92.1 La Ley, Renda Broadcasting, Glades Media, Clear Channel among others
- Recognition as presenting sponsor during talk/show interviews

Print

- Logo/Name and message on 80,000 fair admission tickets
- Logo/Name in display advertisement (up to 50 insertions) includes: Naples Daily News, Collier Citizen, Sun Times, D Latinos, Florida Weekly and others
- Name/logo on Full Page advertisement in Collier Citizen, Sun Times, and Florida Weekly
- Full page company ad in fairs program book (10,000)
- Name/logo on street-boards (50)
- Name/logo on flyers and posters (200)
- Insert materials in press release portfolio
- Presenting Sponsor recognition in (50,000) brochures distributed to Collier County School System

Online

- Presenting sponsor logo prominently placed on Collier County Fair website
- Collier County Fair website link to sponsors website
- Name/logo on online ads with Naplesnews.com, B103.9.com, and others
- Company name link on fairs online ticket sale page

Onsite

- 20x20 Company space onsite to distribute marketing/sampling materials
- Title sponsorship recognition in daily PA announcements (10)
- Company signage prominently located throughout the fairgrounds (10)
- Company signage at our fair attractions (Demo Derby, MOTO X Show, & concerts)

Incentives

- Fair admission tickets and passes for employees/customers (up to 100)
- In store promotions in conjunction with the Collier County Fair
- Promotions at location of business with media partners to giveaway fair tickets/passes
- 1st right of refusal for the 2013 presenting sponsor title

Diamond Sponsor

-Diamond Sponsor will receive the following benefits-
-Title sponsorship of Entertainment-

Television

- Company name/logo in TV commercial (250) minimum including TLC, HGTV, ESPN, Disney, ABC, NBC, FOX, and CBS
- Recognition as diamond sponsor in talk/show programs

Radio

- Sponsor recognition in radio commercials (up to 300 spots) Gator Country 101.9, B103.9, 96K Rock, Cat Country 107.1, 92.1 La Ley, Renda Broadcasting, Glades Media, Clear Channel among others
- Recognition as diamond sponsor during talk/show interviews

Print

- Logo/Name in display advertisement (up to 25 insertions) includes: Naples Daily News, Collier Citizen, Sun Times, D Latinos, Florida Weekly and others
- Name/logo in Newspaper advertisements
- Name/logo on flyers and posters (200)
- Name/logo in magazine advertisements
- Half Page ad company ad in fairs program book (10,000)
- Recognition in press release portfolio
- Diamond Sponsor recognition in (50,000) brochures distributed to Collier County School System

Online

- Sponsor logo placed on Collier County Fair website homepage & sponsors page
- Collier County Fair website link to sponsors website
- Name/logo on online ads with Naplesnews.com, B103.9.com, and others
- Company name link on fairs online ticket sale page

Onsite

- 10x10 Company space in our commercial tent to distribute marketing/sampling materials
- Entertainment presenting sponsor recognition on main stage
- Diamond sponsorship recognition in daily PA announcements (5)
- Company signage located throughout the fairgrounds (6)

Incentives

- Fair admission tickets and passes for employees/customers (up to 50)
- In store promotions in conjunction with the Collier County Fair
- Promotions at location of business to giveaway fair tickets/passes

Gold Sponsor

-Gold Sponsor will receive the following benefits-
-Title sponsorship of Livestock Arena-

Television

- Company name/logo in TV commercial (100) minimum including TLC, HGTV, ESPN, Disney, ABC, NBC, FOX, and CBS
- Recognition as gold sponsor in talk/show programs

Radio

- Sponsor recognition in radio commercials (up to 200 spots) Gator Country 101.9, B103.9, 96K Rock, Cat Country 107.1, 92.1 La Ley, Renda Broadcasting, Glades Media, Clear Channel among others
- Recognition as gold sponsor during talk/show interviews

Print

- Logo/Name in print ads Naples Daily News, Collier Citizen, Sun Times, DLatinos, Florida Weekly and others
- Name/logo in newspaper advertisements
- Name/logo on flyers and posters (200)
- 1/4 Page ad in fairs program book (10,000)
- Name/logo in magazine advertisements
- Recognition in press release portfolio
- Gold Sponsor recognition in (50,000) brochures distributed to Collier County

Online

- Sponsor logo placed on Collier County Fair website homepage & sponsors page
- Collier County Fair website link to sponsors website
- Name/logo on online ads with Naplesnews.com, B103.9.com, and others
- Company name link on fairs online ticket sale page

Onsite

- Company logo on 5,000 bottles of the fairs exclusive water
- Gold sponsorship recognition in daily PA announcements (5)
- Company signage located throughout the fairgrounds (4)
- Company signage at our fair attractions (Demo Derby, MOTO X Show)

Incentives

- Fair admission tickets and passes for employees/customers (up to 25)
- Promotions at location of business to giveaway fair tickets/passes

Bronze Sponsor

- Bronze Sponsor will receive the following benefits-
- Company name/logo on 5,000 exclusive fair water bottles-

Television

- Company name/logo in TV commercial (50) minimum including ABC, NBC, FOX, and CBS

Radio

- Sponsor recognition in radio commercials (up to 200 spots)
Gator Country 101.9, B103.9, 96K Rock, Cat Country 107.1, 92.1 La Ley, Renda Broadcasting, Glades Media, Clear Channel among others

Print

- Logo/Name in print ads Naples Daily News, Collier Citizen, Sun Times, DLatinos, Florida Weekly and others
- Name/logo in newspaper advertisements
- Name/logo on flyers and posters (200)
- Company ad in fairs program book (10,000)
- Name/logo in magazine advertisements
- Company logo on (50,000) brochures distributed to Collier County School System

Online

- Sponsor logo placed on Collier County Fair website homepage & sponsors page
- Collier County Fair website link to sponsors website

Onsite

- Bronze sponsorship recognition in daily PA announcements (5)
- Company signage located throughout the fairgrounds (2)
- Company signage at our fair attractions (Demo Derby, MOTO X Show)

Incentives

- Fair admission tickets and passes for employees/customers (up to 10)

Contact & Information

The Collier County Fair board would like to thank you for taking the time to review our sponsorship proposal. We look forward to working with your company and representing you in our community and at our events. It's our pleasure to host your customers and employees on our grounds.

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