

# Sequatchie County Fair



103 Heard Street / P.O.Box 1631  
Dunlap, TN 37327  
423-949-9608  
Sequatchiecountyfair.com  
sequatchiecofair@gmail.com

Hello again!

It's time to plan our **2024 Sequatchie County Fair!!** Last year's fair was better than the year before. We received the **Most Improved Fair Award** in our division in the 2023 Merit Award Competition of the Tennessee Association of Fairs!

This year's Fair will be held **August 10<sup>th</sup> – 17<sup>th</sup>**. The **Fairest of the Fair Pageants** (with a \$5 admission) will be **Saturday, August 10<sup>th</sup>**. We have a new **carnival**, provided by **Fox Creek Amusements**, which will be open **August 13<sup>th</sup> – 17<sup>th</sup>**. In consideration of school being in session, the **carnival** will open at **5 pm** on **Tuesday, Wednesday, and Thursday**. They will also open on Special Needs Day @ 10am just for our special needs visitors. Included in the book this year will be a page listing the Sequatchie County Fair Friends & Family group members.

Please consider joining us in making this year's Fair better than ever. As preparations are being made, we need your help as an advertiser and/or sponsor. One thousand (1000) fair books were given out last year to families in our county, along with the book being available for download on our website (sequatchiecountyfair.com). Your advertisement and sponsorship help us to keep entry into our fair **FREE**.

Sponsorship benefits include your name or logo on our website, Facebook pages and on posters in the exhibit area of your choice. We also have a selection of Fairest of the Fair sponsor packages for you to choose from.

To have the book ready by May 1<sup>st</sup>, we need your ad copy by **April 1<sup>st</sup>**.

The Sequatchie County Fair remains the showcase for the talents of our community and celebrates our agricultural heritage. Help us keep this tradition alive and agricultural education at the forefront.

Thank you for your support.

Pam Scott, President  
The Officers, Directors, and  
Volunteers of the Sequatchie County Fair



## 2024 Sequatchie County Fair SPONSORSHIP PACKAGES

All sponsorship benefits include **your name or logo on our website, Facebook pages** and on **posters in the exhibit area of your choice**, along with additional level benefits.

**\$1000+ – Gold Ribbon Sponsor** – Additional Benefits

- Full page ad in Premium Book
- 2 Free vendor booth spaces
- Poster at the front entrance to the Fair Building
- Logo on the back of the Fairest of the Fair Program
- Announced during the Fairest of the Fair Pageants
- Poster at the Petting Zoo

**\$750+ – Silver Ribbon Sponsor** – Additional Benefits

- Full page ad in Premium Book
- 1 Free vendor booth space
- Logo on the back of the Fairest of the Fair Program
- Announced during the Fairest of the Fair Pageants
- Poster at the Petting Zoo

**\$500+ – Blue Ribbon Sponsor** – Additional Benefits

- Full page ad in Premium Book
- Logo on the back of the Fairest of the Fair Program
- Announced during the Fairest of the Fair Pageants

**\$400+ – Red Ribbon Sponsor** – Additional Benefits

- Half Page Ad
- Logo on the back of the Fairest of the Fair Program
- Announced during the Fairest of the Fair Pageants

**\$300+ – White Ribbon Sponsor** - Additional Benefits

- Quarter Page Ad
- Logo on the back of the Fairest of the Fair Program
- Announced during the Fairest of the Fair Pageants

### Fairest of the Fair

**\$500+ – Queen** – Additional Benefits

- Full page ad in Premium Book
- Logo on the FOF Program
- Announced during Pageant
- Poster in Pageant Hall

**\$400+ – Princess** – Additional Benefits

- Half page ad in Premium Book
- Logo on the FOF Program
- Announced during the Pageant

**\$300+ – Countess** – Additional Benefits

- Quarter page ad in Premium Book
- Logo on the FOF Program
- Announced during the Pageant

### EXHIBIT AREAS

Art	Crops & Vegetables	Flowers
Handicrafts	Hobbies	Household Linens & Needlework
Quilts	Photography	Prepared Foods (Baked Goods)
Preserved Foods	Scrapbooks	Sewing

### ADVERTISING Only

- |                               |                          |
|-------------------------------|--------------------------|
| *\$300.....Inside Front Cover | \$150....Full Page Ad    |
| *\$300.....Inside Back Cover  | \$75.....Half Page Ad    |
| *\$300.....Back Cover         | \$50.....Quarter Page Ad |

**\*Premium pages are first come, first served. Please reserve promptly.**

Please complete the form below to select your level of sponsorship and send your check payable to the Sequatchie County Fair Association, and the form in the enclosed envelope. You can email your logo to Sequatchiecofair@gmail.com, or mail to: Sequatchie County Fair P.O.Box 1631 Dunlap, TN 37327. We will send you a receipt when we receive your payment.

Name: \_\_\_\_\_

Position/Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Is this in honor of or in memory of someone special? If so, please complete the following:

In memory of: \_\_\_\_\_ In Honor of: \_\_\_\_\_

**Sponsorship packages**

\$1000+ – Gold Ribbon Exhibit Area Choice: \_\_\_\_\_

\$750+ – Silver Ribbon Exhibit Area Choice: \_\_\_\_\_

\$500+ - Blue Ribbon Exhibit Area Choice: \_\_\_\_\_

\$400+ - Red Ribbon Exhibit Area Choice: \_\_\_\_\_

\$300+ - White Ribbon Exhibit Area Choice: \_\_\_\_\_

**Fairest of the Fair Packages**

\$500+ - Queen Exhibit Area Choice: \_\_\_\_\_

\$400+ - Princess Exhibit Area Choice: \_\_\_\_\_

\$300+ - Countess Exhibit Area Choice: \_\_\_\_\_

**Advertising Only**

\$300 – Inside Front Cover

\$300 – Inside Back Cover

\$300 – Back Cover

\$150 – Full page ad

\$75 – Half page ad

\$50 – Quarter page ad

Please make checks payable to Sequatchie County Fair.

Mail to: Sequatchie County Fair PO Box 1631 Dunlap, TN 37327

Questions? Message/Email – Pam Scott 423-443-8746 / sequatchiecofair@gmail.com

**FULL PAGE**

**\$150**

**Approx. 5" x 8"**

**INSIDE FRONT  
OR BACK PAGE,**

**BACK COVER**

**\$300**

**HALF PAGE**

**\$75**

**Approx. 5" x 4"**

**QUARTER PAGE**

**\$50**

**Approx. 5" x 2"**

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Premium Book Ads  
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