

OSCEOLA COUNTY FAIR

FOOD FAMILY FUN RIDES

68th Annual
February 10-19, 2012

We are proud to be a *Blue Ribbon Fair* as awarded by the



Our goal is to provide promotional benefits that create a win-win situation for our Fair Partners. Sponsorship packages can be adjusted to meet your individual marketing objectives and budget.

Sponsorship benefits allow your business to grow while supporting the youth of Osceola County. The Osceola County Fair is a non profit 501 c3 organization that supports the efforts of over 1,500 exhibitors including 4-H and FFA members, through participation in livestock and youth events. Over \$75,000.00 in awards and educational scholarships are presented annually to deserving recipients.

Sponsorship provides your business the opportunity to enhance your community image. What better place to hang your banner than at the largest event in Osceola County! Last year's attendance broke another record with over 99,000 guests attending. You'll also receive huge exposure when included in our multi-faceted advertising campaign targeting the Central Florida family market.

An effective and well planned Fair partnership allows you to market your goods or services in an environment that creates lasting customer relationships. Show-ring banners and website presence keeps your business in front of consumers year round.

Together, let's create a win-win partnership while providing a fun-filled family event that showcases our diverse community and agricultural heritage. 



MAIN TITLE SPONSOR OPPORTUNITIES



68th Annual Osceola County Fair
February 10-19, 2012

 | Your Logo |
Here

 | Your Logo |
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 | Your Logo |
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Friday, February 10 • SENIOR DAY
Senior Citizens receive FREE admission into the Fair \$1.00 rides from Noon – 5:00 p.m. Unlimited Rides Armband for all ages \$15 purchased after 5:00 p.m.
Saturday & Sunday, February 11 & 12 • FAMILY FUN DAYS
Unlimited Rides Armband \$20 purchased from noon 'til 4:00 p.m. Ride 'til 5:00 p.m.
Monday, February 13 • CARLOAD NIGHT
\$50 per carload. Limit of 8 persons. 1 person per seat belt. Includes fair admission and unlimited rides 'til closing. No tickets sold after 9 pm
Tues. & Wed., February 14 & 15 • \$15 UNLIMITED RIDE ARMBAND DAYS
Unlimited Rides Armband \$15 ride 'til close
Thursday, February 16 • STUDENT NIGHT
Students receive FREE admission into the Fair Unlimited Rides Armband \$15
Friday, Feb. 17 • KUA STUDENT DAY
Students receive FREE admission into the Fair 'til 5:00 p.m. Unlimited Rides Armband \$25 purchased from noon 'til 5:00 p.m. Ride 'til 7:00 pm
Saturday, February 18 • FAMILY FUN DAY
Unlimited Rides Armband \$20 purchased from noon 'til 4:00 p.m. Ride until 5:00 p.m.
Sunday, Feb. 19 • OSCEOLA CO. FOOD DRIVE
\$2 off adult admission and \$1 off child admission with each non-perishable canned food item. Unlimited Rides Armband \$20 purchased from noon 'til 4:00 p.m. Ride 'til close

BUILDINGS & STAGES

FOOD FAMILY FUN RIDES

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Priority Naming Rights Opportunities



- **KVLS Pavilion**
This facility houses our Livestock Show-ring, Fair Office, Animal Barn and Concession Stands.
- **Exhibition Building**
During the Fair, this building is the location for our Commercial Exhibitors, Information Booth, Inside Stage, 4-H Youth Exhibits, Creative Arts Exhibits and Concession Stand.
- **Inside Community Stage**
Located inside the Exhibition building, this stage provides a variety of entertainment throughout the ten day Fair.
- **Outside County Stage**
Located on the grounds of the Midway in front of the Exhibition Building. This stage also provides a variety of entertainment throughout the ten day Fair.

ENTERTAINMENT VENUE

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Priority Naming Rights Opportunities



Demolition Derby

Exciting new event for the 2012 Fair! Demolition Derby's have been entertaining audiences since the 1950's. Watch as competitors deliberately smash and crash into one another. The last driver with an operational vehicle is awarded the victory!



Rosaire's Bears

Audiences across the country are thrilled by this fast paced, fun, educational and entertaining family oriented show. Rosaire's Bears features the finest group of bears on tour in North America including European Brown Bears and majestic American Grizzlies.



Slack-wire Sam Show

High quality, family-friendly entertainment at its best. Be amazed with the illusions and physical ability while audience participation will keep you laughing.



Sylvia's Magic Trunk

World renowned professional Ventriloquist, Comedian, Singer, Sylvia Fletcher will dazzle you with her amazing talent, charismatic singing, lively unforgettable characters, inanimate objects, and voice illusions that will lure audiences into her magical and intriguing world of comedy.



Eudora Farms Exotic Petting Zoo

Come face to face with some of the world's most fascinating & exciting animals! Informative, exciting and entertaining for the entire family.

Agricadabra Magic Show - Going Green with Ag

Bringing agriculture to life in a fun and creative way. See how recycled newspapers, multiplying glass bottles, reduced "Houdini" the live rabbit and a reused 6' balloon can teach us the fundamentals of Going Green. This show proves that education can also be fun!



Nojoe's Clown Circus

Only clown circus in the USA! Wire walking, juggling, still walking, magic, balancing and all of your favorites – all performed by clowns. This interactive show delights all ages.



Neal's Mini Golf

Young or old, girls and boys, parents and grandparents love to compete as they enjoy putting around the challenging holes. Any player hitting a precise putt can achieve the games ultimate reward, "A Hole in One."



Brian Ruth, Masters of the Chainsaw

Brian Ruth has won National and International Chainsaw Carving Competitions during his 30 years of wood carving. During his shows, he demonstrates his unique talent by starting and completing a sculpture using various sizes of chainsaws.



2011 FAIR PARTNERS

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Thank you for making the 2011 Osceola County Fair a record breaking success!



SouthernFordDealers.com



▪ Cowtown Youth Rodeo Association ▪



Our Fair Partners enjoy year-round exposure through banner placement in our show-ring and recognition on www.OsceolaCountyFair.com.

ANNUAL EVENTS HELD AT THE KVLS PAVILION:





























- Florida Cattleman's Institute & Allied Trade Show
- State Jr. Cattleman's Cattle Show
- Purina Mills Cattle Show
- University of Florida Small Farms Conference
- Kowtown Klassic Cattle Show
- Fat Steer Show
- Master Gardener's Plant Sale
- Farm Bureau Annual Membership Dinner
- Circus
- Council on Aging Bulk Commodity Distribution
- Misc. Community Events, Weddings, BBQ's, Company Parties, and Showers

PRESENTING SPONSOR



SouthernFordDealers.com

Promotional Benefits:

- | | |
|---|---|
| 1. Title of: Official Automobile Dealer of the Osceola County Fair <ul style="list-style-type: none"> ▪ Banners at the Fair Entry Gates all ten days ▪ Opportunity to bring greeters to welcome guests and hand out Fair maps at Fair entrance ▪ Opportunity to pass out promotional items to guests leaving the Fair as they exit |  |
| 2. Logo shown in TV commercials and name announced as presenting sponsor |  |
| 3. Name announced in Radio commercials as presenting sponsor |  |
| 4. Logo on all Billboards |  |
| 5. Priority Naming Rights for the KVLS Pavilion <ul style="list-style-type: none"> ▪ Banner placement on KVLS Pavilion ▪ Logo listed with KVLS Pavilion in the Official Fair Schedule/Map ▪ Entertainment Venue will announce your name during shows |  |
| 6. News Release announcing sponsorship |  |
| 7. Logo on Print Advertisements including Newspaper Ads, Posters and Flyers |  |
| 8. Announcement of Sponsorship in January's KVLS On-line Membership Newsletter |  |
| 9. Logo on Sponsor page in the Official Fair Schedule/Map given to Fair goers as they enter the Fair |  |
| 10. Logo on Fair Entry Kiosk |  |
| 11. Logo shown on the CVB Electronic Sign fronting Hwy. 192, 38,00 cars daily |  |
| 12. Logo shown on Fair Slide Show during Market Animal Sales |  |
| 13. 40' x 10' Commercial Exhibitor Booth Space in the Exhibition Hall (all ten days) |  |
| 14. 50' x 20' Exhibitor space outside (all ten days) |  |
| 15. Daily Mentions on PA Announcements - minimum of 4 times daily, all ten days |  |
| 16. Two 5' banners placed inside KVLS Show-ring (year-round) |  |
| 17. Six - 6' x 30' Banners placed throughout Fairgrounds |  |
| 18. Twenty - 3' x 5' Banners placed throught Fairgrounds |  |
| 19. Logo and Link on www.OsceolaCountyFair.com (year-round) |  |
| 20. Ad on one page of www.OsceolaCountyFair.com (year-round) |  |
| 21. 500 Complimentary Daily Admission Tickets to the Fair |  |
| 22. One table of 8 for VIP dinner held during Fair |  |
| 23. 16 Tickets for VIP Seating at the Demolition Derby |  |
| 24. 25 VIP Parking Passes |  |
| 25. 20 Complimentary tickets to the Silver Spurs Rodeo |  |
| 26. Recognition in post Fair "Thank you ad" |  |
| 27. Discount on future KVLS Facility Rental Fees - Available for company parties and events |  |
| 28. Post Fair Sponsor Package with media affidavits, copies of commercials, ad tear sheets, photos etc. |  |