

# BLUE TIER

— \$15,000 PER YEAR —

## KEY SPONSOR BENEFITS

- Build brand awareness.
- Increase credibility by partnering with the A.V. Fair and Event Center.
- Keep your company in front of key stakeholders and decision makers.
- Expand your referral network.

## DETAILED SPONSOR BENEFITS

- Co-branding in Antelope Valley Fair marketing and promotions including advertising (print, electronic, and social media), marketing, public relations, and community outreach.
- Company logo and/or name on prominent in-venue static displays including main gate entrances, trusses, stages, and more.
- Company logo and/or name on digital AV Fair freeway billboard for the duration of the fair.
- Company logo and/or name included on select AV Fair event related emails and e-blasts.
- Company logo and website link on AV Fair home page.
- Host/Brand a theme day, event, or stage area.
- Opportunity to host an in-venue event that includes up to 150 people including reserved grandstand seating.
- A minimum of two (2) specific sponsor related social media messages.
- Company logo and/or name included in AV Fair print tab.
- Logo and/or name included on daily program thank you page.
- Fifteen (15) AV Fair branded hats and t-shirts.
- Twenty (20) AV Fair posters.
- Right to use AV Fair marks and logos.
- Exhibit Space
  - One 10'X20' exhibit space, or smaller, as inventory permits.
- P.A. Announcements
  - Four (4) proprietary P.A.'s daily during length of fair.
  - Bonus P.A. mentions as inventory permits.
- Tickets
  - \$3K to be used at your request, at face value, as available for the following.
    - Booth Space.
    - Parking Passes.
      - Lot A
      - Lot D
      - G-8
    - Concert Tickets for all sections.
      - Gold
      - Front Track
      - Back Track
      - SRO (Standing Room Only)
    - Motorsports Tickets.
    - Admission Tickets
      - Daily
      - Season