



Brevard County Fair

March 22nd—April 1st, 2012

WWW.BREVARDCOUNTYFAIR.COM

2012 Fair Sponsor Fast Facts

WHAT'S IN IT FOR YOU??

- ⇒Promotional Benefits
- ⇒Naming Rights
- ⇒Print Marketing
- ⇒On-Site Marketing
- ⇒Online Marketing
- ⇒Hospitality/Tickets
- ⇒Collateral

SPONSOR LEVELS:

- ⇒Grand Champion Sponsor
- ⇒Grand Reserve Champion
- ⇒Blue Ribbon Sponsor
- ⇒Red Ribbon Sponsor
- ⇒White Ribbon Sponsor

HOURS & LOCATION:

Weekdays: Mon-Th: 6pm-10pm Fri: 6pm-11pm
Weekend: Sat:12pm-11pm Sun: 12pm-10pm
Location: Wickham Park Pavilion
3845 N Wickham Rd, Melbourne 32935

EVENT OVERVIEW:

The Brevard County Fair is the only fully-sanctioned, chartered fair in Brevard County. This event is a family-oriented, community fair where visitors enjoy award-winning attractions, interactive exhibits for all ages, live entertainment, a collection of craft retailers, a midway full of games and rides for all ages, and an unbelievable assortment of food!

HISTORY:

Now entering its 4th year, the Fair committee continues to ensure that the fair's founding mission of "creating a celebratory event that pays tribute to Brevard County's agriculture community" is upheld. With continued community support, we look forward to increasing expansion and attendance in 2012.

COMMUNITY IMPACT:

As a non-profit 501(c)3 organization, supported by Brevard County and the University of Florida Brevard County Agriculture Extension, the Brevard County Fair will always focus its efforts on benefiting the local community. In 2011, the Fair gave over \$3,000.00 in cash awards to local youth who participated in our competitive exhibition. We invite regional non-profits to staff a food stand, where proceeds can help in funding programs.

ATTENDANCE:

The Brevard County Fair had more than 20,000 attendees in 2011, and we have much more room for growth! In the 2010-2011 Fair season, over 4.8 million people enjoyed one of the 52 Fairs and Festivals governed by the Florida Department of Agriculture, and the numbers continue to grow!

ADMISSION & PARKING:

***Tickets include UNLIMITED Fair Rides!
General: Weekdays: \$10 Weekends: \$12
Children under 36": FREE!
Special Daily Rates Apply with Government IDs, Student IDs, Senior IDs, and more! Advance Brevard County Fair tickets will be available at www.brevardcountyfair.com.
ALL PARKING IS FREE!

STRONG MARKETING SUPPORT

Consumers in and around Brevard County learn about the Brevard County Fair via a comprehensive marketing campaign across print, broadcast, and online platforms...plus numerous consumer promotions! Media partners such as Bighthouse Television, ClearChannel Radio and regional radio stations go to great lengths to encourage people to join this annual, family-oriented, community event.



To learn more about the Brevard County Fair sponsorship opportunities, please contact Brittany Bethel at 321-633-1702 Ext 238 or email