



CLOVERDALE CITRUS FAIR

“Under the Big Top”

Build your community by sponsoring a part of our long tradition of Fun, Entertainment, and Education

A Wide Variety of Opportunities and Benefits

A Flexible, High-Results Marketing Tool: As you probably know, event sponsorship is one of the most effective marketing avenues available to businesses today. Because the Cloverdale Citrus Fair is our community’s largest annual event and traditionally one of its best loved, sponsorship participation results in wide exposure to a large regional audience. The Fair offers a truly unique promotional program, and sponsors can be involved at the dollar level that works best for them. The array of events, programs, buildings and contests available for sponsorship also allow our supporters to choose the opportunity that blends most appropriately with their business or service.

We are pleased to offer a diverse array of benefits to our sponsors. The number and value of benefits correlates to the investment, but even our most affordable programs provide great exposure. Some of the benefits that are associated with sponsorship programs are having your business name associated with a positive community tradition, banner space, placement on our year ‘round banner, name and logo recognition in 2,300 local newspaper tabloids focusing on the event, name and logo recognition in 5,000 Schedules of Events, name and mobile recognition on our mobile app, and free admission tickets for your customers and/or employees. All levels also offer name and logo exposure on our website, www.cloverdalecitrusfair.org.

Below is a sampling of ways to partner up with the Cloverdale Citrus Fair as a sponsor, including the associated dollar investment:

DAY SPONSORSHIPS

Each year our Fair has a theme and 2022 is “Under the Big Top”. Our Fair runs four days, February 18-21, 2022, and each day is available for sponsorship. Day sponsorships run \$800 and co-sponsorships are also possible. Day sponsorships offer a wide array of marketing benefits and exposure opportunities.

BUILDING & EXHIBIT SPONSORSHIPS

Our grounds include a number of rooms, buildings and other exhibit features that attract crowds throughout the Fair. These include our Main Auditorium (\$2,000), in which the Fair’s Special Contests and major entertainers perform. This is a great opportunity for sponsors to support local entertainers as we hire home talent as much as we can. The Exhibit Hall (\$2,000) houses the feature exhibits that truly make our Fair unique; Warner Hall (\$2,000) is filled with wonderful youth and adult art and craft entries.

YOUTH-RELATED SPONSORSHIPS

The Cloverdale Citrus Fair proudly hosts small animal shows which facilitate competition and camaraderie. Our Youth Building and Pole Barn are transformed at fair time to accommodate poultry, pygmy goats, cavies, rabbits, a Dog Care and Training Show and Small Animal Round Robin competition. Youth-related sponsorship opportunities range from \$250 to \$500. By supporting these venues and events, you are helping to keep our youth 4-H and FFA principles alive.

SPECIAL CONTESTS

The Cloverdale Citrus Fair boasts some unique contests: the new Cloverdale Citrus Fair Ambassador program, the winner of which receives the Cloverdale Citrus Fair Ambassador Scholarship in the amount of \$5,000. A \$1,000 sponsorship covers the cost of the production of the event (the scholarship is solely given and funded by the Citrus Fair Association) gives your business excellent advertising potential during this event. Other contests include the Lily Lemon/Oran Orange contest (\$500), Baby Derby (\$200), the exciting competition of our Talent Contest (\$500), the Orange Surprise and Lemon Delight dessert competitions, which are held Saturday and Sunday of Fair, and orange juicing championship, just to name a few. Contests are a great way to expose your organization to a large group of enthusiastic patrons.

PARADE

At 11am on Saturday the Cloverdale Citrus Fair hosts a parade which travels down Cloverdale Boulevard and showcases musical and artistic talent and floats, honors community service organizations, and includes many other entries from our diverse community. A \$1,500.00 sponsorship ensures this exciting community tradition continues and showcases your business during this community celebration.

ADDITIONAL PROGRAMS

With all the possibilities listed above, there are still quite a few other opportunities for sponsorship involvement. These include: the Fair’s Schedule of Events (\$1,000),

Staff/Volunteer T-shirts (\$800), and the Gourmet Food Show/Wine Tasting (\$1,000) to name a few.

HAVE YOUR OWN IDEAS?

We are always open to hearing your ideas for a sponsorship program not listed above or a creative variation on one of our opportunities. Again, the larger sponsorship investments can be turned into co-sponsorship opportunities to be shared with another business (or two or three). Please don't hesitate to ask questions and share your creative thoughts!

A FEW REASONS TO CONSIDER SPONSORSHIP

Cloverdale Citrus Fair attendees represent a good cross-section of the community and are very family-based. Our Fair offers a wonderful opportunity to inform all attendees about what your company or organization has to offer.

The Cloverdale Citrus Fair is our community's largest annual event. Thousands of people look forward to this once-a-year chance to showcase their talents, enjoy tradition, entertainment, agriculture and a dependably satisfying experience with their family and friends. For these reasons, our patrons tend to "make a day of it". Over half of attendees spend at least four to six hours at the Fair. This means repeated exposure of your company to a large crowd (Attendance in 2019: 15,328; in 2020: 18,909).

We hope this information proves useful as you consider a marketing partnership with the 2022 Cloverdale Citrus Fair through the sponsorship opportunity most appropriate for your company or group.

We sincerely thank all of our 2020 and 2021 sponsors. We appreciate your support and look forward to working with you again in 2022!

If your company would be interested in additional information on participating, please call 707-894-3992 or email us at akeaney@cloverdalecitrusfair.org. Also, take the time to view our website www.cloverdalecitrusfair.org



CLOVERDALE CITRUS FAIR
“Under the Big Top”

Sponsorship Form

COMPANY: _____ ADDRESS: _____
 CITY: _____ ZIP: _____ CONTACT NAME: _____
 PHONE: _____ EMAIL: _____

We would like to sponsor the area checked below in the amount of: \$ _____

Sponsorship is enclosed: _____ Please send an invoice: _____

Named Day (indicate first and second choice):

_____ Senior Day _____ Parade Day _____ Family Day _____ Kids Day

Building, Areas, & Exhibits (\$2000) indicate first and second choice):

_____ Warner Hall _____ Exhibit Hall _____ Livestock Area

Special Contests

_____ Lily Lemon/Oran Orange _____ Diaper Derby _____ “Cloverdale’s Got Talent”

_____ Ambassador Program _____ Citrus Dessert Contests

Youth Ag & Animal Competitions

_____ Goats _____ Poultry _____ Dog Care & Training _____ Rabbits & Cavies

General Sponsorships

_____ Schedule of Events _____ Mobile App _____ Supporter at Large