



70th Annual Fairfax County 4-H Fair

SPONSOR PROSPECTUS



August 2 - August 5, 2018
Frying Pan Farm Park
2709 West Ox Road
Herndon, VA 20171



Table of Contents

What is the 4-H Fair.....	2
What is 4-H.....	3
Frying Pan Farm Park & 4-H.....	4
What it Takes to Run the Fair.....	5
Scope of Property Utilized.....	6-7
Marketing Plan & Media Coverage.....	8
Sponsor Visibility.....	9
Why We Need Your Support.....	10
Sponsorship Levels.....	11
Sponsorship Areas.....	12-13
Sponsor Benefits: Monetary and In-Kind Sponsors.....	14
Donation Form.....	15



What is the 4-H Fair?



- Traditional county fair
 - Multi-generational family fun
 - 25,000+ visitors last year
 - Free admission
- Community based exhibits, competitions, shows, and live performances
 - Carnival rides
 - Animal demos
 - Farm animal competitions
 - Baked goods and produce competitions
 - Pie eating and watermelon seed spitting contest
- Partnership between 4-H & FPFP
 - Largest fundraiser for Fairfax County 4-H
 - Largest fundraiser for Frying Pan Farm Park



An Event by the Community, for the Community



What is 4-H?



4-H is a **community** of **young people** **across America** who are learning **leadership, citizenship** and **life skills**.

Youth Development Program

- Teaches life skills to youth aged 5-19
- Reaches over 12,000 youth in Fairfax County
- Delivers educational programming through:
 - Clubs - 17 clubs meet year round throughout the county
 - Camps - Week-long residential and special interest camps
 - School Enrichment - embryology, horticulture programs, and agricultural education
 - Special Interest Workshops - veterinary science, nutrition, etc.
- Teaches youth life skills through projects in the areas of:
 - Environmental Education; Plant & Soil Science
 - Communication and Expressive Arts
 - Animal Science
 - Food, Nutrition & Health; Family and Consumer Sciences
 - Citizenship, Careers & Economics
 - Leadership & Personal Development
 - Technology & Engineering
 - Citizenship

Head, Heart, Hands, and Health



Frying Pan Farm Park & 4-H



- Park was created in 1961 to protect 4-H fair grounds
- Grassroots community initiative to preserve agriculture and open space for 4-H Fair
- FCPA purchased Kidwell Farm in 1964 to preserve open agricultural space
- 4-H volunteers helped run FPFP for first decade
- Partnership continues to grow and develop
- Frying Pan Farm Park hosts the only Livestock 4-H Club left in Fairfax County
- Three 4-H clubs meet regularly at the park:
 - Hoofers and Heifers Livestock 4-H Club
 - Krazy for K9's Dog Training 4-H Club
 - Virginia Trotters Horse 4-H Club

Partners for Over Half a Century

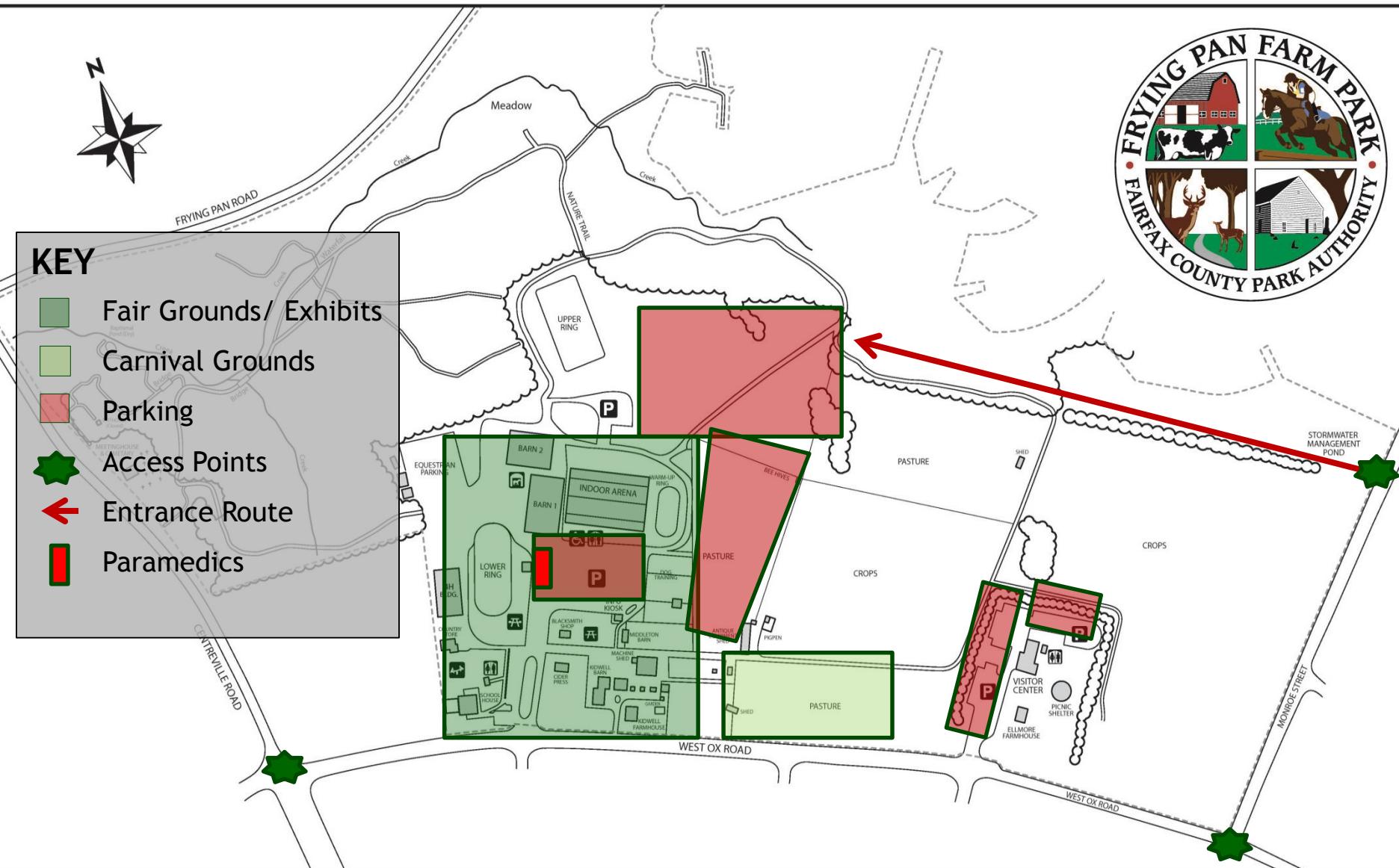
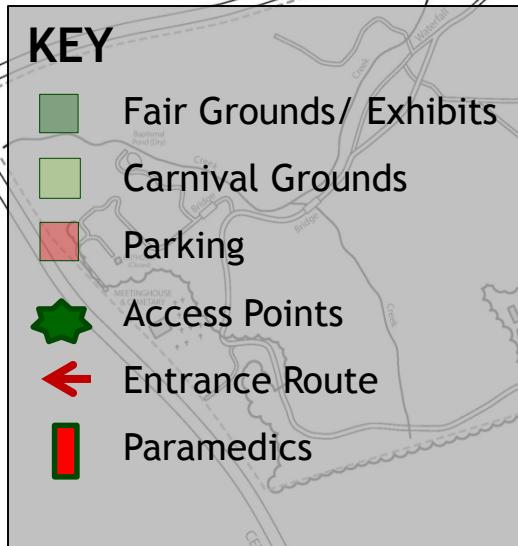
What It Takes To Run The Fair

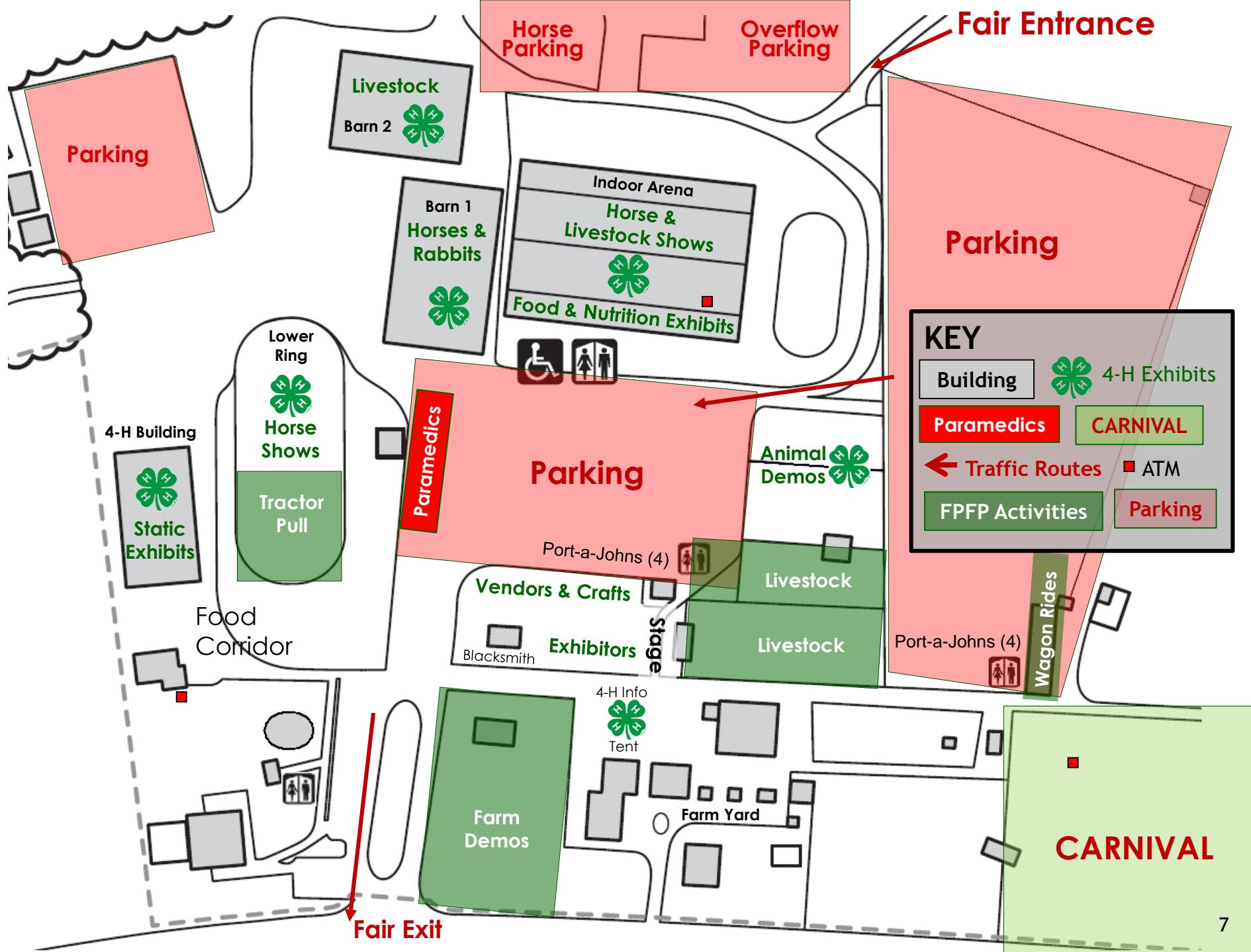


- 70th anniversary on the same grounds
- Year long inter-agency planning
- 125 volunteers working 2,200+ hours total
- 52 staff working 2,000+ hours total
- 18 tents totaling 5,400 sq. ft.
- Space and staff to park over 5,000 cars
- Barns and competition space for 105+ farm animals, horses, dogs, rabbits, cavies, and poultry
- Exhibit space for over 900 entrees in 14 departments including Science and Technology; Interior Design; Floriculture; Apiary Products; Short Film; BW or Color Photography; Arts; Writing; Sewing; Vegetables; and many more
- Food, restrooms and emergency services

25,000+ Event Attendees

Scope of Property Utilized





Marketing Plan & Media Coverage

Literature	Flyers	10,000 distributed to FPFP camps, Rec-PAC, and other summer programs
	Articles and Ads in FPFP Newsletter, <i>The Sizzle</i>	8,200+ Recipients
	FCPA Parktakes	
Social/ Online	Friends of Frying Pan Farm Park and Fairfax 4-H Facebook and Twitter*	12,300+ Fans
	FCPA Social Media*	Facebook (162,00+ likes), Twitter (9,700+ followers), and Instagram (1500+ followers)
	Local Social Media Partners (i.e., Dulles Moms, Our-Kids, Visit Fairfax, Herndon Historical Society, etc...)	78,000+ Facebook Fans
	FCPA, FCPF, Friends of Frying Pan Farm Park, Fairfax4H Websites	644,000+ monthly impressions from Facebook and Twitter (FCPA)
Outreach Events	Staffed booths at local parks/fairs	Range of attendance; events within a 20 mile radius reaching hundreds of county residents
Signage	Banners on FPFP property	25,000 average visitors a month
	4x4 Road signs	40 placed in FFX and Loudoun County
Additional Media	Reach TV Ad in Fairfax County RECenters	
	Fairfax County's Channel 16 Cable*	
	Washington Post Going Out Guide	
	Washington Post <i>El Tiempo</i> Spanish Language Newspaper	
	Online Community Calendars	

*Outlets that will include event-day postings

Sponsor Visibility*

On Site	<ul style="list-style-type: none">• Thank you signage• Recognition in the official 4-H Fair Program• Display table• Opening Ceremony Remarks by Fairfax County Officials• VIP Area stage seating• Logo displayed on Event Volunteer Tee Shirts*	25,000+ 4-H Fair Attendees
Publication	<ul style="list-style-type: none">• Inclusion in press release announcing sponsors	500+ media outlets
	<ul style="list-style-type: none">• Listing in Thank You Ad in <i>Parktakes</i> Magazine	195,000 copies distributed
Online	<ul style="list-style-type: none">• Sponsor listing on FCPA, 4-H, and FPFP websites	300,000+ monthly visits
	<ul style="list-style-type: none">• Listing on Fairfax County Park Foundation's website	6,000 monthly visits
	<ul style="list-style-type: none">• Inclusion in Fairfax County Park Foundation's eNewsletter	10,000+ recipients

**Sponsor visibility will vary based on sponsorship level, submitted by cut off dates*



We need **YOUR** Support

Budget reductions affect our ability to...

1. Attract entries and community participation from the diversity that is Fairfax County
2. Support year-round educational activities
3. Elevate visibility and public profile of today's modernized 4-H



Sponsorship Levels



Grand Champion Sponsor \$5,000



Reserve Champion Sponsor \$2,500



Blue Ribbon Sponsor \$1,000



Red Ribbon Sponsor \$750



Exhibits & Events Sponsor \$500



4-H & Farm Friend \$250



Sponsorship Areas

If you would like to designate your gift to a particular area, these are the immediate needs of the event:

- Media Coverage
- Event Program Printing
- Entertainment Stage Costs
- Trophies & Ribbons
- Table Rentals
- Catering
 - *Official Judges Dinner - Friday evening*
 - *Volunteers/Staff Lunch - Saturday*
 - *Tractor Pullers/Volunteers/Staff Dinner - Saturday*
 - *Volunteers/Staff Lunch - Sunday*
- Exhibits & Events Sponsor*
- General Event Support

**Please see following page for list of exhibit and event categories*

Exhibits and Events



A - Horse Exhibit



B - Livestock Exhibit



C - Rabbit & Cavies Exhibit



D - Apiary Products Exhibit



E - Science & Technology Exhibit



F - Crafts & Woodworking Exhibit



G - Floriculture Exhibit



H - Visual Arts Exhibit



I - Vegetables Exhibit



J - Food & Nutrition Exhibit **SOLD**



K - Sewing Exhibit



L - Interior Design Exhibit



M - Scrapbooks & Displays Exhibit



N - Black & White Photography Exhibit



O - Color Photography Exhibit



P - Writing Exhibit



Q - Short Film Exhibit



R - Tractor Pull Competition



S - Big Truck Night Sponsor



T - Old Fashioned Games



U - Equestrian Demonstrations

Sponsor Benefits

Monetary and In-Kind

4-H & Farm Friend Sponsor (\$250)	<ul style="list-style-type: none">• Sponsor listing on 4-H, Fairfax County Park Foundation, and Friends of Frying Pan Farm Park websites• Recognition in the Official 4-H Fair Program• Inclusion in Fairfax County Park Foundation, Friends of Frying Pan Farm Park, and Fairfax County 4-H newsletters
Exhibits & Events Sponsor (\$500)	<ul style="list-style-type: none">• ALL OF THE ABOVE• Thank you signage on site at the event in the department area (A-V) sponsored
Red Ribbon Sponsor (\$750)	<ul style="list-style-type: none">• ALL OF THE ABOVE• Inclusion in press release announcing sponsors - <i>text due July 6</i>
Blue Ribbon Sponsor (\$1,000)	<ul style="list-style-type: none">• ALL OF THE ABOVE• Space to display banner, provided by sponsor• Four one day parking passes• 1/4 page ad in the Official 4-H Fair Brochure - <i>logo due July 13</i>
Reserve Champion Sponsor (\$2,500)	<ul style="list-style-type: none">• ALL OF THE ABOVE• Advertisement or recognition space of 1/2 page in the Official 4-H Fair Brochure distributed at the Fair - <i>logo due July 13</i>• Display table and 10x10 space in merchant Vendor area or Community Exhibitor Area• Recognition at opening Ceremony remarks by Fairfax County Officials
Grand Champion Sponsor (\$5,000 or more)	<ul style="list-style-type: none">• ALL OF THE ABOVE• Advertising or recognition space of one full page in the Official 4-H Fair Brochure distributed at the Fair - <i>logo due July 13</i>• Space to display banner in more than one location• Tented space for display table

Thank you for your dedication to Fairfax County 4-H and Frying Pan Farm Park!

Yes! I Want to Support the 4-H Fair & Carnival

Please Fill Out The Form Below

Name (as you would like to be recognized)

Street

City/State/Zip

Phone

Email

Sponsorship Level (Please check one)

- \$5,000 Grand Champion Sponsor
- \$2,500 Reserve Champion Sponsor
- \$1,000 Blue Ribbon Sponsor
- \$750 Red Ribbon Sponsor
- \$500 Exhibits & Events Sponsor

(Please choose A-U from list on page 13 at \$500 level)

\$250 4-H & Farm Friend

Sponsorship Area

(If any)

Catering Sponsor

Day and Meal

In-Kind Sponsor

Donated item(s)

Please continue to column on the right

Method of Payment (Please check one)

- Check (payable to the Fairfax County Park Foundation)

Mail to: Bobbi Longworth, Executive Director
Fairfax County Park Foundation
12055 Government Center Parkway, Suite 404
Fairfax, VA 22035
Phone: (703) 324-8581
Email: parkfoundation@fairfaxcounty.gov

- Credit Card

Please give online at fairfaxparkfoundation.org

The Fairfax County Park Foundation is a 501(c)(3) charitable organization. Contributions are tax-deductible to the fullest extent of the law. Tax ID#54-2019179

QUESTIONS? Please contact:

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For more information: visit
fairfaxcounty.gov/parks/frying-pan-park/