



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



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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

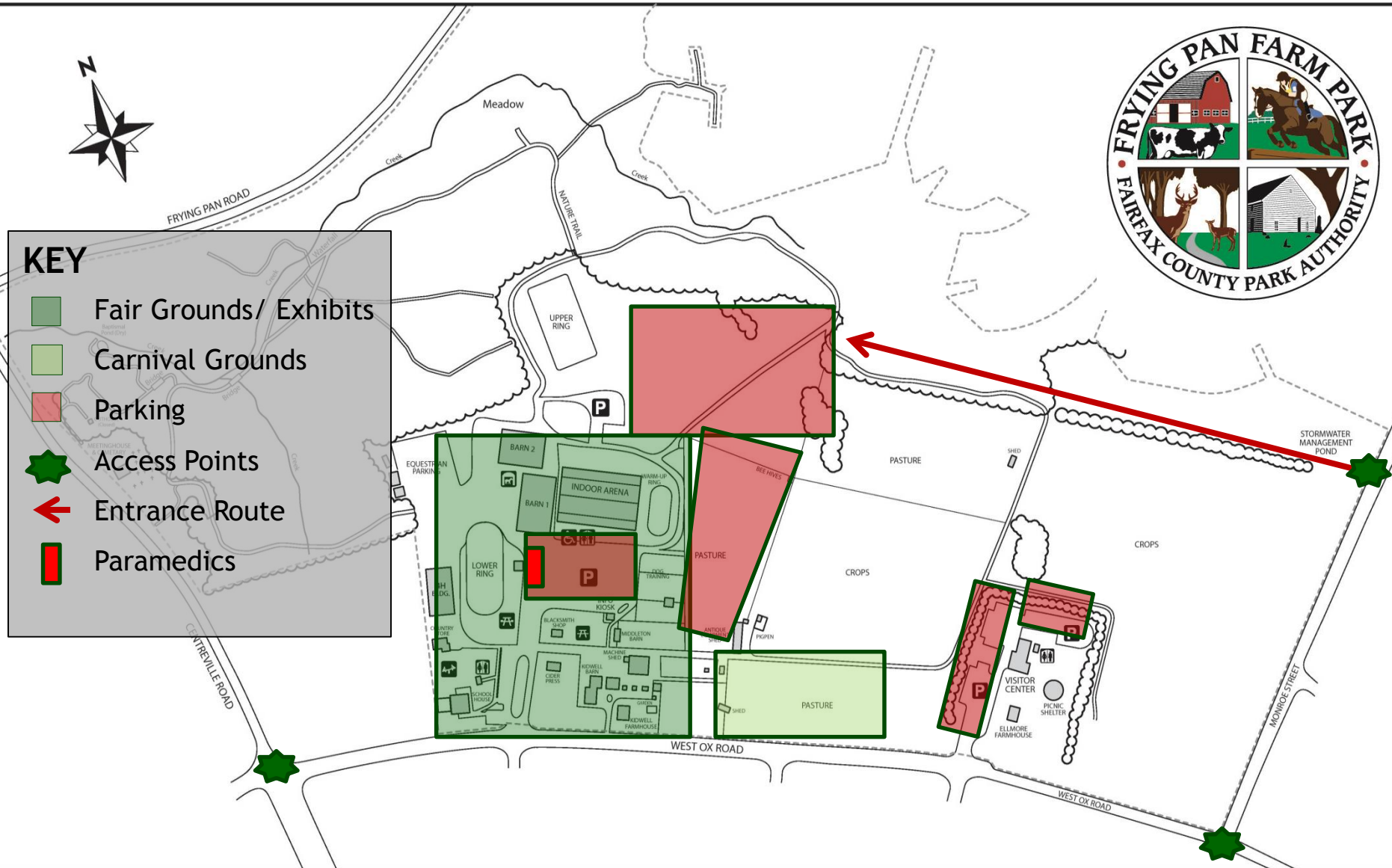
What It Takes To Run The Fair



- 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 FPDF camps, Rec-PAC, and other summer programs
	Articles and Ads in FPDF 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 FPDF 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	• Thank you signage	25,000+ 4-H Fair Attendees
	• 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*	
Publication	• Inclusion in press release announcing sponsors	500+ media outlets
	• Listing in Thank You Ad in <i>Parktakes</i> Magazine	195,000 copies distributed
Online	• Sponsor listing on FCPA, 4-H, and FPDF websites	300,000+ monthly visits
	• Listing on Fairfax County Park Foundation's website	6,000 monthly visits
	• 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



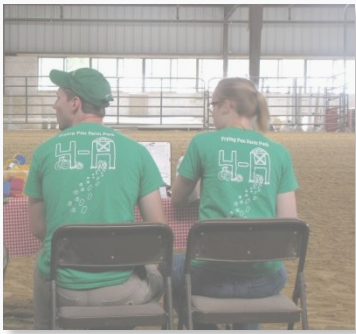
Exhibits & Events Sponsor

\$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)

- 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)

- **ALL OF THE ABOVE**
- Thank you signage on site at the event in the department area (A-V) sponsored

Red Ribbon Sponsor (\$750)

- **ALL OF THE ABOVE**
- Inclusion in press release announcing sponsors - text *due July 6*

Blue Ribbon Sponsor (\$1,000)

- **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 - *logo due July 13*

Reserve Champion Sponsor (\$2,500)

- **ALL OF THE ABOVE**
- Advertisement or recognition space of 1/2 page in the Official 4-H Fair Brochure distributed at the Fair - *logo due July 13*
- 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)

- **ALL OF THE ABOVE**
- Advertising or recognition space of one full page in the Official 4-H Fair Brochure distributed at the Fair - *logo due July 13*
- 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:

Yvonne Johnson, Manager
Frying Pan Farm Park
2709 West Ox Road Herndon, VA 20171
Phone: (703)437-9101 Fax: (703)437-9101 Cell: (703)286-9834
Email: yvonne.johnson@fairfaxcounty.gov

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