



# The Bolton Fair, Inc.

June 20, 2011

Dear Prospective Bolton Fair Advertiser:

The 129<sup>th</sup> Bolton Fair will take place this year on August 11<sup>th</sup> through 14<sup>th</sup>. The Fair this year is better than ever not only for our patrons but for our advertisers as well. We have stepped up our pre fair activities to get the word out better and for the first time will be pre-selling discount tickets through Walgreens Corner Box Office. We have increased our advertising reach and have created a "Press Day" Thursday morning before the fair opens to enable the media to get to participate in two new attractions at the fair this year: The High Fall Stunt Show and the Live Shark Encounter. As an advertiser, these businesses have the opportunity to be seen by the press and media as well.

We would like to invite you to be one of those businesses and advertise with the 2011 Bolton Fair. Your advertising with the fair this year is expected to reach a wider audience and is a very cost effective way to get your business seen.

We anticipate our attendance to continue to grow this year and attract over 30,000 attendees from all over New England during the four days.

For **\$125**, a display ad can be placed in the **129<sup>th</sup> Bolton Fair's brochure**. This very important handout is provided to everyone who enters the fairgrounds and is the only place where all of the information on the exhibits, shows, and schedule of events that take place during the fair is provided. There is limited space available on the brochure and is offered at a first come basis. The size of your advertisement should be a two-inch by two-inch ad, or one that can be resized, ready for use. Ad copy must be camera-ready and you can email it to us at [info@boltonfair.org](mailto:info@boltonfair.org).

For **\$300**, is the opportunity to advertise your business with a **company banner**. (Provided by you and will be available for pick up after the fair) Your banner will be prominently placed on the fencing around the pond where everyone at the Fair can see. The Pond is central to the fairgrounds, hosts the lumberjack show, and is the backdrop to the Pavilion stage where our headliner acts perform. (Note: The Bolton Fair is not responsible for loss of banner due to theft, wear and tear or acts of God.) Your banner should be no larger than three feet high by six feet wide.

We are also offering **sponsorship opportunities** (attached) and for other opportunities during the Bolton Fair such as the tractor pulls or the horse and oxen pull. Please give us a call at (978) 365-7206 and we can discuss these opportunities with you personally and create a sponsorship package that **meets your needs and budget**.

We understand that in this tight economy, advertising funds are scarce. What is important is that you spend those limited funds wisely to reach the greatest audience possible. We believe the Bolton Fair offers you this opportunity at an unbelievably low cost. Don't delay and make that decision soon! For assistance or questions please contact us at (978) 365-7206

Please check one of the following:     \$125.00 Advertisement     \$300.00 Banner

**Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Contact Person** \_\_\_\_\_ **Phone Number** \_\_\_\_\_

**Web Site** \_\_\_\_\_

Please make checks payable to **The Bolton Fair**, and return this page with your payment by **July 8, 2011**.



# The Bolton Fair, Inc.

## SPONSORSHIP OPPORTUNITIES



### \$1000 "Best of Show"

- 10'x10' outside exhibit space
- Banner on the fencing around the pond
- Website link and acknowledgement on Bolton Fair's website
- Bolton Fair Commemorative Poster
- (6) one-day passes to The Bolton Fair



### \$750 "Blue Ribbon"

- Banner on the fencing around the pond
- Website link and acknowledgement on Bolton Fair's website
- Bolton Fair Poster
- (4) one-day passes to The Bolton Fair



### \$500 "Red Ribbon"

- Banner on the fencing around the pond
- Website link and acknowledgement on Bolton Fair's website
- (2) one-day passes to The Bolton Fair



### \$250 "White Ribbon"

- Website link and acknowledgement on Bolton Fair's website for contribution sponsorship

Please check one of the following:

- We will donate **\$1000.00** "Best of Show"
- We will donate **\$ 750.00** "Blue Ribbon"
- We will donate **\$ 500.00** "Red Ribbon"
- We will donate **\$ 250.00** "White Ribbon"

**Contact Name** \_\_\_\_\_

**Business Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone #** \_\_\_\_\_

**Website** \_\_\_\_\_

- All banners will be provided by the Sponsor and will be available for pick up after the fair. The Bolton Fair is not responsible for loss of banner due to theft, wear and tear or acts of God. Your banner should be no larger than three feet high by six feet wide.
- Please mail your donation and this form to **The Bolton Fair \* PO Box 154 \* Bolton, MA 01740** and we thank you for your consideration.
- The Bolton Fair, Inc., is a 501(c)3 tax exempt organization operating under the rules and regulations of the Massachusetts Office of the Attorney General, Division of Public Charities. Your contribution is tax-deductible to the extent provided by law, less the value of any goods or services received.