2020 Bolton Fair
Sponsorship Proposal

The Bolton Fair, Inc.
www.boltonfair.org
OUR MISSION

The Mission of the Bolton Fair, Inc. is to promote agriculture, its attendant by-products and lifestyle and an appreciation of the same, to educate children and adults about agricultural pursuits and importance by display, competition and entertainment.

WHAT MAKES US UNIQUE...

The Bolton Fair is a quintessential New England, agricultural fair that has been around for over 130 years. From the first fair in 1874 to the present day, the animal shows and agricultural exhibits have been the focal point of the Fair.

The Bolton Fair features food and entertainment, crafts, commercial exhibits, farmers' market, rides, demonstrations, and activities just for kids. Through its entire history the Bolton Fair has been run entirely by volunteers. The Fair typically draws around 30,000 people over the three-days.

THE ORGANIZATION

The committee that puts on the Bolton Fair includes more than 100 volunteers who help to run animal shows, set up exhibits, prepare the grounds and maintain equipment, plan and organize exhibits and entertainment, publicize events, arrange parking, take tickets, check in vendors, and clean up when it's all over!

A six-member executive board oversees the The Bolton Fair Inc. - a non-profit 501(c)(3) organization which owns and maintains the Fairgrounds at Lancaster, also managing logistics for the many other events which take place on the grounds throughout the year.

THE EVENT

The Bolton Fair is a traditional New England fair with animal exhibits and shows, crafts, artisans, entertainers, a midway, and a farmer's market. The fair was originally held in neighboring Bolton, moved to its new location in Lancaster in 2004 to further expand the exhibits, booths and entertainment. The Bolton Fair draws attendees from all over New England and is one of the few remaining fairs to focus on family, agriculture and animals.

The 138th Bolton Fair will be held on August 14th through 16th, 2020. The Midway will open in the evening on Thursday, August 13th.

In 2020 entertainment will include Demolition Derbies on both Friday and Saturday evenings, Lumberjack Shows, Magic and Hypnosis Shows, and several bands in our Pavilion.

The Bolton Fair is located on 53 acres of woods and fields along the Nashua River on the Lancaster / Bolton line, 4 miles west of exit 27 off of I-495 on Route 117 in Central Massachusetts.
RETURN ON INVESTMENT

Sponsorship of The Bolton Fair can help your business accomplish any number of marketing or communication goals. A sponsorship presence at The Bolton Fair can:

- Increase brand loyalty with a target audience
- Create awareness of your products
- Strengthen customer relationships
- Drive more traffic to your business
- Stimulate sales
- Provide sampling opportunities
- Display products or services

The Bolton Fair refers to sponsorships as a “partnership” for the mutual benefit of being involved. These partnerships are effective strategies for businesses to engage in on-to-one marketing with target audiences, offer attractions, and so much more.

The Bolton Fair takes great pride in going the extra mile to provide Fair Sponsors one-of-a-kind opportunities to personalize and "own" a key element of the Fair.

The Bolton Fair is also offering multi-year sponsorship agreements. These agreements provide sponsors the assurance of knowing that they can rely upon each year's investment with the Bolton Fair as a building block of their overall strategy to build brand awareness and increase profitability.

FAIR OVERVIEW

- Over 53 acres of beautiful grounds and old fashioned country fair fun
- Over $50,000 invested in various entertainments for the event
- Over 800 exhibitors and 6,000 individual exhibits
- Exhibitors and attendees come from all over New England
- One of the oldest and most respected family fairs in the region
- Attracts all ages, families, and singles
- Over 100 vendors from all over the east coast
- A wholesome family friendly venue

In 2008 we were a recipient of a Massachusetts Department of Agriculture grant that enabled us to continue expansion of the infrastructure of the fairgrounds; a constantly ongoing process.
CONTACT INFORMATION

For additional information regarding sponsorship opportunities, please contact:

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Thank you,

The Bolton Fair

www.boltonfair.org

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.