

2025
PARTNERSHIP
OPPORTUNITIES



PORTLAND
INDIANA

JUNE 28 - JULY 5, 2025

THE GREAT JAY COUNTY FAIR

PORTLAND
INDIANA
JUNE 28 - JULY 5, 2025

LETTER FROM THE PRESIDENT

DEAR FRIENDS AND SUPPORTERS OF THE JAY COUNTY FAIR,

I JUST WANT TO KICK THINGS OFF BY SAYING A HUGE THANK-YOU FOR YOUR ONGOING SUPPORT OF THE JAY COUNTY FAIR ASSOCIATION. WE COULDN'T PUT OFF THIS AMAZING EVENT EVERY YEAR WITHOUT AWESOME COMMUNITY MEMBERS AND BUSINESSES LIKE YOURS! WHILE THE 2024 FAIR WAS A BLAST, WE'RE ALREADY LOOKING AHEAD TO 2025 AND ARE DETERMINED TO MAKE IT EVEN BETTER!

WE'RE SUPER EXCITED TO SHAKE THINGS UP WITH OUR GRANDSTAND LINEUP AND BRING IN A BUNCH OF FUN ENTERTAINMENT OPTIONS. GET READY FOR AN EVENING PACKED WITH TRUCK AND TRACTOR PULLS, FOLLOWED BY FIGURE 8 / BARREL RACING. PLUS, WE'LL BE WELCOMING BACK 3 BAR JUDO, AUTOCROSS, TWO NIGHTS OF DEMOLITION DERBY, A COUNTRY CONCERT, AND EVEN A CIRCUS!

WE CAN'T WAIT TO ADD A NEW GRANDSTAND EVENT, THE QUEEN CITY STUNT CIRCUS, ALONG WITH A BIGGER AND BETTER CARNIVAL! KISSEL ENTERTAINMENT, A TOP-NOTCH FAMILY-FRIENDLY AMUSEMENT COMPANY, WILL BE BRINGING IN 20 TO 25 THRILLING NEW RIDES, SO THERE WILL DEFINITELY BE SOMETHING FOR EVERYONE TO ENJOY!

AND DON'T WORRY, WE'LL STILL KEEP THE FREE ENTERTAINMENT GOING IN THE FARMER'S BUILDING AND HAVE FUN OPTIONS ALL AROUND THE MIDWAY.

PLANNING FOR THE FAIR IS ALREADY IN FULL SWING, SO WE HOPE YOU'LL CONSIDER BEING A SPONSOR FOR THE 2025 JAY COUNTY FAIR!

AARON LOY

JAY COUNTY FAIRBOARD PRESIDENT



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THE GREAT JAY COUNTY FAIR

PORTLAND
INDIANA
JUNE 28 - JULY 5, 2025

THE FAIR

ESTABLISHED IN 1872

THE JAY COUNTY FAIR ASSOCIATION IS A NON-PROFIT ORGANIZATION THAT OPERATES AND MAINTAINS ITS FACILITIES WITHOUT GOVERNMENT ASSISTANCE. OUR 100-ACRE FACILITIES HOST YEARLY WORLD-CLASS EVENTS SUCH AS TRI-STATE GAS ENGINE & TRACTOR SHOW, VINTAGE MOTOR BIKE SHOW, MILITARY VEHICLE SHOW & SWAP MEET, AND SEVERAL DEMOLITION DERBIES. WE PRIDE OURSELVES ON BEING ONE OF THE NICEST COUNTY FAIRGROUNDS IN THE MIDWEST.

THE GREAT JAY COUNTY FAIR HAS BEEN ENTERTAINING PEOPLE FROM EAST CENTRAL INDIANA SINCE 1872. THE JAY COUNTY FAIR ASSOCIATION IS A NON-PROFIT ORGANIZATION THAT OPERATES AND MAINTAINS ITS FACILITIES WITHOUT GOVERNMENT ASSISTANCE. EACH YEAR THE FAIR HOSTS A VARIETY OF GRANDSTAND EVENTS, INCLUDING CONCERTS, HARNESS RACES, DEMO DERBIES, AND MANY MORE. VISITORS CAN ALSO FIND A VARIETY OF FOOD AND DRINK VENDORS THROUGHOUT THE GROUNDS AS WELL AS A CARNIVAL!

STATISTICS

DIGITAL MEDIA

OVER 40,000 WEBSITE HITS FOR THE 2024 FAIR ON WWW.JAYCOUNTYFAIR.COM.

OVER 10,000 SOCIAL MEDIA FOLLOWERS.

SOCIAL MEDIA REACHED OVER 500,000 PEOPLE FOR THE 2024 FAIR.

THE FAIR EMAIL LIST IS OVER 5,000.



ATTENDANCE

DAILY ATTENDANCE ESTIMATED AT 4,000.

GRANDSTAND TICKETS IN 2024 WERE PURCHASED FROM PEOPLE IN 13 DIFFERENT STATES.

THE FAIR SPANS OVER 8 DAYS.

REPRESENTATIVE OF ALL AGES.

HAS GROWN IN ATTENDANCE YEAR AFTER YEAR.



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JUNE 28 - JULY 5, 2025

2025 EVENTS

2 NIGHTS OF DEMOS!



3 BAR J RODEO!

A WEEK LONG CARNIVAL!



AN EPIC CONCERT!



PLUS!



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JUNE 28 - JULY 5, 2025

2025 CONCERT LINEUP!

1 LARGE NIGHT OF GRANSTAND MUSIC!

**ALL ARTISTS AND DATES ARE SUBJECT TO CHANGE*



NATE SMITH

ACCUMULATED OVER 1.6 BILLION STREAMS

2 - #1 RECORDS

"WHISKEY ON YOU" AND "WORLD ON FIRE"

MULTIPLE GOLD AND PLATINUM RECORDS

NOMINATIONS FOR BEST NEW ARTIST:

ACM AWARDS
CMT AWARDS
IHFART RADIO AWARDS

RECEIVED AWARDS:

ACM BEST NEW MALE ARTIST
BILLBOARD'S ROOKIE OF THE YEAR
AMAZON'S BRILASK THROUGH ARTIST 2021



JOSH ROSS

NAMED ARTIST TO WATCH BY

SPOTIFY
AMAZON MUSIC
PANDORA
MUSICROW
GRAND OLE OPRY

**CCMA BREAKTHROUGH ARTIST
OF THE YEAR**



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JUNE 28 - JULY 5, 2025

FAIR WEEK SPONSORS

	GRAND CHAMPION	BLUE RIBBON
GRANDSTAND TICKETS (EACH NIGHT)	10	4
TRACK TICKETS (WHEN AVAILABLE)	10	4
VIP AREA ACCESS (ON CONCERT NIGHT)	10	10
BANNER ON GRANDSTAND	YES	YES
:15 SEC AD ON JUMBO CONCERT SCREENS	NO	NO
:30 SEC AD ON JUMBO CONCERT SCREENS	YES	YES
DAILY FAIR PA ANNOUNCEMENTS	6	4
LOGO LISTED ON WEBSITE	YES	YES
FACEBOOK/INSTA POSTS	10	8
AD ON EBLAST FROM FAIR	2	1
PRINT-AT-HOME TICKETS AD	YES	YES
LOGO ON CONCERT POSTER	YES	YES
FRAMED CONCERT POSTER	YES	YES
FAIR ENTRY PASSES	25	20
LOGO ON ALL DIGITAL/PRINT	YES	YES
BUSINESS NAME IN ALL RADIO ADS	YES	NO
	\$7,500	\$1,500



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JUNE 28 - JULY 5, 2025

**GRANDSTAND
EVENT SPONSOR**
PICK YOUR NIGHT!

	DIAMOND	GOLD	SILVER	BRONZE
GRANDSTAND TICKETS (EACH NIGHT)	20	4	4	2
TRACK TICKETS (WHEN AVAILABLE)	20	4	4	0
VIP AREA ACCESS (ON CONCERT NIGHT)	20	2	2	0
*:30 SEC DIGITAL AD ON CONCERT SCREENS	YES	YES	NO	NO
DAILY FAIR PA ANNOUNCEMENTS	6	2	2	1
LOGO LISTED ON WEBSITE	YES	YES	YES	YES
FACEBOOK/INSTA POSTS	10	4	3	0
PRINT-AT-HOME TICKETS AD	YES	NO	NO	NO
LOGO ON FAIR POSTER	YES	YES	YES	NO
FRAMED POSTER POSTER	YES	YES	YES	NO
FAIR ENTRY PASSES	25	15	15	5
LOGO ON ALL DIGITAL/PRINT	YES	NO	NO	NO
BUSINESS NAME IN ALL RADIO ADS	YES	NO	NO	NO
NAME ON TICKETS FOR SELECTED NIGHT	YES	NO	NO	NO

**JUMBO SCREENS ONLY ONSITE THE NIGHT OF CONCERT BUT WILL DISPLAY ADS FROM OTHER NIGHTS*

\$15,000

ONLY ONE PER EVENT!

\$1,500

\$1,000

\$250



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JUNE 28 - JULY 5, 2025

ADDITIONAL SPONSORSHIP OPPORTUNITIES

DAILY PLATINUM SPONSORSHIPS

ONLY ONE SPONSORSHIP AVAILABLE FOR EACH NIGHT OF THE FAIR. "YOUR COMPANY PRESENTS"
ON SELECTED NIGHT!

PACKAGE INCLUDES 4 GRANDSTAND AND TRACK TICKETS TO EACH NIGHT
2 TICKETS TO THE VIP AREA ON CONCERT NIGHT
:30 SEC AD ON THE STAGE SCREENS ON CONCERT NIGHT
3 DAILY PA ANNOUNCEMENTS
LOGO LISTED ON THE WEBSITE, PRINT-AT-HOME TICKETS, AND FAIR POSTER
6 FACEBOOK POSTS FROM THE FAIR
YOUR COMPANY NAME ON THE BOX OFFICE TICKETS FOR SELECTED NIGHT
PLUS 15 FAIR ENTRY PASSES

\$3,000 - ONLY ONE PER DAY

CUSTOM FAIR SPONSORSHIPS

BUILD YOUR OWN SPONSORSHIP PACKAGE!

NOT SEEING A PACKAGE THAT FITS YOUR INTERESTS?

WE CAN CREATE A PACKAGE THAT
FITS YOUR INTERESTS AND NEEDS. YOU DREAM IT, WE WILL BUILD IT!

OPPORTUNITIES INCLUDE BUT ARE NOT LIMITED TO:

BUILDING NAME SPONSORS
GROUNDS ACT SPONSORS
FRONT GATE SPONSORS
TICKET OFFICE SPONSORS

AND MANY MORE!

PRICING VARIES



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

GRANDSTAND SPONSORSHIP

\$800

YOUR LOGO DISPLAYED ON A BANNER ON THE NORTHSIDE OF THE GRANDSTAND AS WELL AS A :15 SEC AD ON STAGE SCREENS CONCERT NIGHT!

PACKAGE INCLUDES A 2 PAIRS OF GRANDSTAND TO ALL NIGHTS ALONG WITH 10 FAIR ENTRY PASSES!



OFFICE TV / CONCERT SCREEN SPONSORSHIP

\$150

GET AN AD ON STAGE SCREENS ON CONCERT NIGHT! PLUS YOUR BUSINESS AD OR LOGO INCLUDED IN SLIDE SHOW OF PREVIOUS FAIR PICTURES THAT IS DISPLAYED ON TV MONITORS LOCATED THROUGHOUT THE FAIRGROUNDS, FOR THE ENTIRE WEEK OF THE FAIR!

FARMER'S BUILDING SPONSORSHIP

\$400

YOUR COMPANY SIGN DISPLAYED INSIDE THE BUILDING AS WELL AS ON THE FAIR WEBSITE!

PACKAGE INCLUDES A PAIR OF GRANDSTAND TICKETS TO ALL NIGHTS ALONG WITH 5 FAIR ENTRY PASSES!



CARNIVAL RIDE SPONSORSHIP

\$150

YOUR LOGO DISPLAYED ON AN A-FRAME SIGN ON AN INDIVIDUAL CARNIVAL RIDE THE ENTIRE WEEK OF THE FAIR!



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THE GREAT JAY COUNTY FAIR

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INTERESTED IN BECOMING A SPONSOR?

*FOR MORE INFORMATION ON
BECOMING A SPONSOR
PLEASE CONTACT:*



*READY TO COMMIT? PLEASE FILL OUT
THE SPONSORSHIP FORM ON OUR
WEBSITE. YOU CAN FIND THAT HERE:*

WWW.JAYCOUNTYFAIR.COM/FAIRPARTNER



WWW.JAYCOUNTYFAIR.COM

THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JUNE 28 - JULY 5, 2025

*FOR MORE INFORMATION
ON THE FAIR VISIT*

WWW.JAYCOUNTYFAIR.COM

OR SCAN HERE!



WWW.JAYCOUNTYFAIR.COM