

2024
PARTNERSHIP
OPPORTUNITIES



PORTLAND
INDIANA

JULY 6 - JULY 13, 2024

THE GREAT JAY COUNTY FAIR

PORTLAND
INDIANA
JULY 6 - 13, 2024

LETTER FROM THE PRESIDENT

DEAR FRIENDS AND SUPPORTERS OF THE JAY COUNTY FAIR,

I FIRST WANT TO SAY THANK YOU FOR YOUR CONTINUED SUPPORT OF THE GREAT JAY COUNTY FAIR ASSOCIATION. WITHOUT COMMUNITY MEMBERS AND BUSINESSES LIKE YOURSELF, WE WOULD NOT BE ABLE TO PUT ON A WORLD-CLASS EVENT EVERY YEAR! WHILE THE 2023 FAIR WAS AMAZING, WE ARE HOPING THAT 2024 WILL BLOW IT OUT OF THE WATER!

LOOKING INTO 2024, WE ARE EXCITED TO ONCE AGAIN MAKE SOME CHANGES TO OUR GRANDSTAND LINEUP TO BRING A VARIETY OF ENTERTAINMENT FOR PEOPLE. WE WILL HAVE AN EVENING OF TRUCK AND TRACTOR PULLS WITH MICHINDOH AND FIGURE 8 RACING RESPECTIVELY, WHILE ALSO BRINGING BACK 3 BARJ RODEO, AUTOCROSS, 2 NIGHTS OF DEMOLITION DERBY, A CHRISTIAN CONCERT, AND OUR BIG SHOW! THIS NEXT YEAR FOR OUR BIG CONCERT, WE HAVE SWITCHED GENRES TO TRY SOMETHING NEW AND AVOID DIRECTLY COMPETING WITH COUNTRY CONCERT IN FORT LORAMIE, OH. PUBLICLY, WE WILL ANNOUNCE THE ACTS IN THE COMING WEEKS BUT YOU CAN GET A SNEAK PEEK WITHIN THE NEXT FEW PAGES!

ALONG WITH OUR GRANDSTAND ENTERTAINMENT, WE WILL CONTINUE TO HAVE A FULL SCHEDULE OF FREE ENTERTAINMENT IN THE FARMER'S BUILDING, WHILE ALSO HAVING SEVERAL GROUND ENTERTAINMENT OPTIONS AROUND THE MIDWAY. WE KNOW THE IMPORTANCE OF OFFERING A QUALITY CARNIVAL COMPANY ON THE MIDWAY AND ARE EXCITED TO WELCOME BACK PRIMETIME AMUSEMENTS.

THE PLANNING IS JUST GETTING STARTED, BUT WE HOPE THAT YOU WILL START PLANNING NOW TOO AND JOIN US AS A SPONSOR FOR THE 2024 JAY COUNTY FAIR!

AARON LOY

JAY COUNTY FAIRBOARD PRESIDENT



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THE GREAT JAY COUNTY FAIR

PORTLAND
INDIANA
JULY 6 - 13, 2024

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 2023 FAIR ON WWW.JAYCOUNTYFAIR.COM.

OVER 10,000 SOCIAL MEDIA FOLLOWERS.

SOCIAL MEDIA REACHED OVER 460,000 PEOPLE FOR THE 2023 FAIR.

THE FAIR EMAIL LIST IS OVER 5,000.



ATTENDANCE

DAILY ATTENDANCE ESTIMATED AT 4,000.

GRANDSTAND TICKETS IN 2023 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.



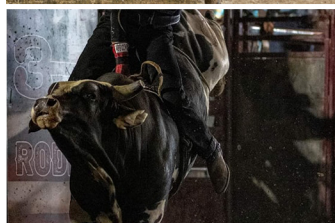
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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JULY 6 - 13, 2024

2023 GRANSTAND EVENTS

2 NIGHTS OF DEMOS!



3 BAR J RODEO!

MONSTER TRUCKS!



2 NIGHTS OF CONCERTS!



PLUS!



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JULY 6 - 13, 2024

2024 CONCERT LINEUPS!

2 NIGHTS OF GRANDSTAND CONCERTS!

***ALL ARTISTS AND DATES ARE SUBJECT TO CHANGE.*

FRIDAY
JULY
12TH



FLO RIDA

**SOLD OVER 80 MILLION
RECORDS WORLDWIDE!**

ONE OF THE BEST-SELLING MUSIC ARTISTS
OF ALL TIME. FLO RIDA IS IN THE SAME
SALES CATEGORY AS JUSTIN TIMBERLAKE,
TOM PETTY, POST MALONE AND MORE!

'LOW' WAS #1 FOR 10 WEEKS

BROKE THE RECORD FOR DIGITAL
DOWNLOAD SALES AT THE TIME OF
THE SONGS RELEASE.

BILLBOARD TOP 100 INCLUDES

THREE #1'S
("LOW," "WHISTLE," "RIGHT ROUND")
ALONG WITH
ELEVEN TOP 10 HITS
AND 20 SONGS!

THURS
JULY
11TH



COCHREN & Co.

DOVE AWARD NOMINEE

2023 NEW ARTIST OF THE YEAR

4 - TOP 10 HITS SINCE 2021

"RUNNING HOME" (HIT #1 IN 2023)

"CHURCH (TAKE ME BACK)"

"ONE DAY"

"WHO CAN"



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JULY 6 - 13, 2024

FAIR WEEK SPONSORS

GRAND CHAMPION

BLUE RIBBON

GRANDSTAND
TICKETS (EACH NIGHT)

10

4

TRACK TICKETS
(THURS + FRI)

10

4

VIP AREA ACCESS
(THURS + FRI)

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

LOGO ON STAGE
SCRIMS (THURS + FRI)

YES

YES

SIGN IN
FARMERS BUILDING

NO

NO

\$7,500

\$1,500



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JULY 6 - 13, 2024

CONCERT SPONSORS JULY 13TH

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
GRANDSTAND TICKETS (EACH NIGHT)	20	4	4	4	2
TRACK TICKETS (THURS + FRI)	20	4	4	4	0
VIP AREA ACCESS (THURS + FRI)	20	2	2	2	0
BANNER ON GRANDSTAND	YES	NO	NO	NO	NO
:15 SEC AD ON JUMBO CONCERT SCREENS	NO	NO	NO	YES	NO
:30 SEC AD ON JUMBO CONCERT SCREENS	YES	YES	YES	NO	NO
DAILY FAIR PA ANNOUNCEMENTS	6	3	2	2	1
LOGO LISTED ON WEBSITE	YES	YES	YES	YES	YES
FACEBOOK/INSTA POSTS	10	6	4	3	0
AD ON EBLAST FROM FAIR	2	0	0	0	0
PRINT-AT-HOME TICKETS AD	YES	YES	NO	NO	NO
LOGO ON CONCERT POSTER	YES	YES	YES	YES	NO
FRAMED CONCERT POSTER	YES	YES	YES	YES	NO
FAIR ENTRY PASSES	25	15	15	15	5
LOGO ON ALL DIGITAL/PRINT	YES	NO	NO	NO	NO
BUSINESS NAME IN ALL RADIO ADS	YES	NO	NO	NO	NO
LOGO ON STAGE SCRIMS (THURS + FRI)	YES	NO	NO	NO	NO
SIGN IN FARMERS BUILDING	NO	NO	NO	NO	NO
	\$15,000 ONLY ONE AVAILABLE!	\$2,000	\$1,500	\$1,000	\$250



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THE GREAT JAY COUNTY FAIR

PORTLAND INDIANA JULY 6 - 13, 2024

FAITH NIGHT
SPONSORS
JULY 12TH

	TRIUMPH	FAITH	HOPE	BLESSING
GRANDSTAND TICKETS (EACH NIGHT)	16	15 THURS / 2 FRI	8 THURS / 2 FRI	4 THURS / 2 FRI
TRACK TICKETS (THURS + FRI)	16	10 THURS / 2 FRI	4 THURS	2 THURS
VIP AREA ACCESS (THURS + FRI)	16	0	0	0
BANNER ON GRANDSTAND	YES	NO	NO	NO
:15 SEC AD ON JUMBO CONCERT SCREENS	NO	YES - THURS	YES - THURS	YES - THURS
:30 SEC AD ON JUMBO CONCERT SCREENS	YES	NO	NO	NO
DAILY FAIR PA ANNOUNCEMENTS	6	2	1	1
LOGO LISTED ON WEBSITE	YES	YES	YES	YES
FACEBOOK/INSTA POSTS	10	3	0	0
AD ON EBLAST FROM FAIR	2	0	0	0
PRINT-AT-HOME TICKETS AD	YES	YES	NO	NO
LOGO ON CONCERT POSTER	YES	YES	YES	NO
FRAMED CONCERT POSTER	YES	YES	NO	NO
FAIR ENTRY PASSES	25	15	5	5
LOGO ON ALL DIGITAL/PRINT	YES	NO	NO	NO
BUSINESS NAME IN ALL RADIO ADS	YES	NO	NO	NO
LOGO ON STAGE SCRIMS (THURS + FRI)	YES	NO	NO	NO
SIGN IN FARMERS BUILDING	NO	NO	NO	NO
	\$7,500 ONLY ONE AVAILABLE!	\$1,000	\$500	\$350



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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 BOTH THURS & FRIDAY NIGHT!

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



JUMBO SCREEN SPONSORSHIP

\$750

GET A :15 SEC AD ON STAGE SCREENS
BOTH THURS & FRIDAY NIGHT!

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

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!



WOMEN'S BUILDING SPONSORSHIP

\$300

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!



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PORTLAND INDIANA JULY 6 - 13, 2024

INTERESTED IN BECOMING A SPONSOR?

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



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