

LYCOMING COUNTY FAIR ASSOCIATION

P.O. Box 116 · 1 East Park Street

Hughesville, PA 17737-0116

Phone (570) 584-2196

Fax (570) 584-4955

2018 FAIR DATES: July 11 – 21, 2018

TO ALL PROSPECTIVE CONCESSIONAIRES AND VENDORS:

Enclosed please find your 2018 Lycoming County Fair Concession Reservation Request form and our Rules and Regulations. We are excited to present the 148th edition of the Lycoming County Fair and hope you will join us for the fun. We have made some substantial changes to the Fair entry fee, carnival, and hours of operation this year.

- We are no longer a "pay one price fair". Gate admission will be separate from carnival rides cost and our new carnival will be provided by **"Sunshine Shows, LLC"**.
- We have lowered the daily entrance fee from \$6.00 per person to \$4.00 per person and all children age 12 and under will be free. We expect this will greatly improve attendance.
- We will be billing **Wednesday, July 11** as **"Dinner and Harness Racing"**. Fair gates will open at 4:00 p.m. with free admission for all. Concessions are welcome to be open, but not required to be open.
- **Thursday, July 12** we will begin charging admission at 4:00 p.m. and will have **fireworks** that evening.
- For the rest of the fair we have shortened the mandatory fair day for vendors and exhibitors to be open starting at noon until 10:00 p.m. Fair gates will still begin charging admission at 10:00 a.m.
- We will have our Second Annual **"Country Music Festival"** on **Friday, July 13** featuring **"Runaway June"** and **"Jordan Davis"**.
- We will again have **Demolition Derbies** on **Saturday July 14, Sunday, July 15, Monday, July 16, and Thursday, July 19** with some of the same and new classes of vehicles.
- **Tuesday, July 17** will be **"Lycoming County's Best School Talent Challenge"** with free admission to the grandstand.
- **Wednesday July 18** the **"Midlife Cowboys"** will be presented by Sunset Ice Cream with free admission to the grandstand.
- **Friday, July 20** will be the **Tractor Pulls**.
- **Saturday, July 21** will be the **Truck Pulls**.

For our food vendors, we would like to offer coupons to our patrons with discounts to be provided at your stand. Coupons may be daily or weekly

depending upon your preference. We will have the coupons printed and distributed. If you are interested in participating in this offer, please let me know what you want your coupon to provide with your reservation request.

Also enclosed is a vendor sponsorship form. We recognize what an important role our vendors play in the success of our fair. Fair sponsors also play a critical role in the Fair's ability to keep prices reasonable for our patrons and vendors alike. We offer fair sponsorships at half price to vendors with all the same publicity as non-vendor sponsors. We greatly appreciate our past vendor sponsors and hope if you have not participated in the past, you will consider a sponsorship this year.

Please return your reservation request form with your minimum deposit of \$100.00 as soon as possible, but no later than April 16, 2018, as we want begin laying out the vendor location map. Thank-You for your interest in the Lycoming County Fair!

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Hess', with a long horizontal flourish extending to the right.

Thomas D. Hess
Concession Agent
Lycoming County Fair Association
(570) 419-3030

Enclosures (3)

Premium Book Ads

_____ \$45 ½ Page _____ \$75 Full Page

(Premium Book Ads are not included in any sponsorship packages.)

2018 Lycoming County Fair

Vendor Sponsorship

We will celebrate our 148th year, July 11-21, 2018, and would be honored if you would consider sponsoring a part of the fair. We continue to offer our vendors a chance to join our sponsor lists at half price. Please sign and return this form, with your generous sponsorship, by April 16, 2018 to ensure all items in the sponsorship level can be met in time for our advertising deadlines.

Currently we distribute 40-50,000 fair brochures. We also print 800 premium books and have an average attendance of 48,000. We are striving to increase the daytime attendance of the fair, and appreciate you being open at 12 noon. Please feel free to contact us if you have specific day(s) or acts you would like to sponsor.

Platinum - \$1,000.00

Gold - \$500.00

Silver - \$250.00

Bronze - \$125.00

Any and all sponsorships would be greatly appreciated.

Vendor Name: (Please Print) _____

Signature: _____

THANK YOU, THE LYCOMING COUNTY FAIR BOARD

Karen Yaw, Secretary

Lycoming County Fair Sponsorships – 2018

Show Sponsorships

_____ \$500 Sponsor 1 day of a free show: Name placed in brochure & website as sponsor of a particular show, sign placed near stage and sponsor mentioned during performances. (some acts are multiple days)

_____ \$2,500 Sponsor a grandstand show: Name placed in brochure & website as sponsor of a particular show, sign placed near grandstand and sponsor mentioned during the performances.

Tiered Sponsorships

_____ \$250 Bronze: Name in our brochure & website.

_____ \$500 Silver: Bronze package plus name on 2 sponsor list signs placed in high traffic areas on the fairgrounds.

_____ \$1,000 Gold: Bronze and Silver packages plus radio mentions, 25 gate tickets. Banner with company name and logo hung above the main stage.

_____ \$2,000 & UP: Platinum: Bronze, Silver and Gold packages plus negotiable depending on the amount.

Please make a selection, sign and return by March 30, 2018 to assure your inclusion in our brochures and premium book.

Authorized Signature: _____ Date: _____

By signing I agree to make payment by May 11, 2018

Company or Business Name _____

Company Contact Person _____ Phone _____

Send to: Lycoming County Fair Association P.O. Box 116 – 1 East Park Street Hughesville, PA 17737