



Franklin County Fair and Horse Show

P.O. Box 4565

Frankfort, KY 40604

franklincofairky@gmail.com

February 27, 2026

Dear Friend and Supporter,

As we prepare for an exciting 2026 fair season during the week of July 14th-18th at Lakeview Park, we ask for your support through time, talent, and financial contributions. Your early commitment will help us continue our beloved county fair tradition, made possible by the dedication of volunteers and partners like you.

Supporting the fair is a great way to invest in Franklin County and reach thousands of local residents. In 2025, over 9,200 patrons attended, making it an excellent opportunity for local businesses to promote their name. Our fair offers you a unique opportunity to reach thousands of Franklin County households by advertising in our professionally produced fair catalog, distributed through the *State Journal*, local businesses, our newly developed website and all of our social media platforms.

WHY SUPPORT THE FAIR?

- We provide showcasing opportunities of art, crafts, gardening, handicrafts, antiques, and hobby collections for all ages.
- We continue to promote rural and farming traditions with educational livestock shows and urban family connections to farm life.
- We are committed to highlighting Kentucky's horse industry with entertaining horse shows. We strive to bring the community together with great food, games, motorsports, pageants, and carnival rides.

HOW YOU CAN HELP

We offer three sponsorship packages and various promotional opportunities. Enclosed are individual pages and details on sponsorship options.

SPONSORSHIP, ADVERTISEMENT, & DONATION DEADLINE: March 30, 2026

This must include paperwork, print-ready artwork, and payment. We reserve the right to not promote advertisements if all components are not returned to the Franklin County Fair Board by the date listed above.

Return Forms To: franklincofairky@gmail.com or mail to P.O. Box 4565, Frankfort, KY 40604 no later than March 30, 2026.

Every contribution counts! Help us keep this beloved tradition alive for the Summer of 2026.

For questions, reach out to franklincofairky@gmail.com and a fairboard member will happily contact you.

Thank you for your support!

– Franklin County Fair Board

GENERAL SPONSORSHIP OPPORTUNITIES

SIGNATURE SPONSOR – \$5,000

Join us as an official Signature Sponsor for one night of the Franklin County Fair & Horse Show. Only five opportunities are available!

As a Signature Sponsor, your company will shine! Your benefits include:

- Recognition as the night's sponsor for new events or entertainment for your night.
- Your business will be announced at every event for your night.
- Assist in handing out awards.
- Individual logo/advertisement promotion on our social media platforms and website.
- Full-page color advertisement in the 2026 Fair Catalog.
- A non-food booth for the week to promote your business.
- 2' x 6' banner at both fair entrances and our three primary event venues on the grounds: Livestock Pavilion, Hancock Pavilion, MotorSports
- 20 passes (including rides) for your night of the fair and 4 gate admission passes for the remaining nights of the fair
- All for just \$5,000! This unbeatable package offers unmatched publicity, recognition, and fun. Don't miss out!

GRAND PREMIER SPONSOR – \$2,000

- Full Page/Full Color Advertisement in Fair Catalog
- One Non-Food Booth Space for the week
- One 2'x6' Banner (background color of choice)
- Recognition as a Grand Premier Sponsor at MotorSports Events
- Recognition as a Grand Premier Sponsor on Fair Facebook and Instagram w/Your Logo and Link to Your Business
- Your Logo and Link to Your Business on Fair Website
- 4 gate passes (includes rides)

PREMIUM SPONSOR – \$1,000

- Full Page/Full Color Advertisement in Fair Catalog
- One Non-Food Booth Space for the week
- One 2'x6' Banner (white background/one color)
- Recognition as a Premium Sponsor at MotorSports Events
- Recognition as a Premium Sponsor on Fair Facebook and Instagram w/Your Logo and Link to Your Business
- 2 gate passes (includes rides)

FAIR CATALOG ADVERTISEMENT OPPORTUNITIES

Promote your business to Franklin County through the professionally produced fair catalog! Our catalog is typically inserted into a weekend edition of the State Journal and placed in local businesses. Advertising rates and sizes are listed below and on the enclosed contract.

Please note: all sponsorship packages already include 1 print advertisement.

- 1/8 page - Black & White - Business Card fits (2.9167"W x 2.25"H) - \$75.00
- 1/8 page - Color - Business Card fits (2.9167"W x 2.25"H) - \$175.00

- 1/4 page - Black & White - (6"W x 2.25"H OR 2.9167"W x 4.6"H) - \$125.00
- 1/4 page - Color - (6"W x 2.25"H OR 2.9167"W x 4.6"H) - \$225.00

- 1/2 page - Black & White - (6" W x 4.6"H OR 2.9167"W x 9.31"H) - \$200.00
- 1/2 page - Color - (6" W x 4.6"H OR 2.9167"W x 9.31"H) - \$300.00

- Full page - Black & White - (6"W x 9.5"H) - \$300.00
- Full page - Color - (6"W x 9.5"H) - \$400.00

ADDITIONAL SPECIFICATIONS

- 10% surcharge for specified position (ie. next to MotorSports, specific page number) List preferred location: _____

- I am interested in the back cover, inside front or inside back cover. Please contact us to discuss costs and specs.

For the best print quality, advertising copy should be submitted digitally as a pdf. Emailed advertising copy should go to: patticross@bellsouth.net

GENERAL DONATION & EVENT SPONSORSHIPS OPTIONS

This support is recognized in the fair catalog, website, and during the activity. Contributions are often financial, but they can also be gift items for winners or prize recipients.

\$_____ **Undesignated** (a general contribution to the Fair, applied wherever it's needed)

\$_____ **Exhibit Hall**

\$_____ **Pleasure Horse Show**

\$_____ **Livestock Shows Preferred Show (optional):**_____

\$_____ **MotorSports Event**

\$_____ **Pageants Preferred pageant (optional):**_____

\$_____ **Other Event/Activity Preferred event (optional):**_____

BANNER SPONSORSHIP

A 2' x 6' banner promoting your business or event to be displayed during the 2026 Franklin County Fair & Horse Show. We will be in touch with you to discuss your banner design.

New Banner - \$250

Renewal Banner - \$125 (if you've had a banner prior to 2026, and NO changes need to be made)



SPONSORSHIP AGREEMENT FORM

Business/Supporter _____

How you wish to be listed (if different than above) _____

Contact Person _____

Address _____

City/State/Zip _____

Phone Number _____ **Email** _____

I've included the additional sheet(s) with my areas of support completed for:

- Sponsorship Package
- Fair Catalog Advertisement (list if ad is horizontal or vertical)_____

Advertising Copy is attached; will be emailed no later than March 30

- General Donation or Event Sponsorship
- MotorSports Banner Sponsorship

- Bill me – I understand my payment must be made in full no later than March 30, 2026
- Payment attached/mailed I'd like a receipt for my sponsorship contribution
- I'd like fair catalogs placed in my business!

Make checks payable to **FRANKLIN COUNTY FAIR & HORSE SHOW**

Please sign below and return by March 30, 2026:

Franklin County Fair and Horse Show
P.O. Box 4565
Frankfort, KY 40604
franklincofairky@gmail.com

Date _____ **Supporter Signature** _____

Date _____ **Fair Board Representative Signature** _____

*NOTE: The Franklin County Fair Board reserves the right to withhold advertisement promotions if the required paperwork, logos/artwork, and payment are not received by **March 30, 2026**. Please contact patticross@bellsouth.net with any questions or concerns in this regard.*

THANK YOU FOR YOUR GENEROUS CONTRIBUTION!