



We are looking forward to our 119th annual fair. Miller Spectacular Shows will return to provide our carnival entertainment. Miller is a Greenbrier AR based amusement company that serves large fairs including state events. We received a lot of positive feedback about the midway and expect to keep it fresh with new kiddie, major and spectacular rides.

We are grateful and proud many of our sponsors return to support the fair year-after-year, including Walmart, McKee Foods Corporation, Simmons, McLarty Daniel, Farm Bureau Benton County and others. We are also adding new sponsors as well who appreciate all aspects of the fair event. Please know, whether you have been part of the fair family for years or are considering joining us for the first time, we'd like to hear from you and help your organization meet its community relations and marketing goals.

Fair planning is a year-round commitment, and we are grateful for the dedication of all our fair board members, and volunteers who make the event possible.

Sincerely,  
Mr. Ashley Hays  
President, Benton County Fair Board



## ABOUT THE BENTON COUNTY FAIR

BCFA Inc., is a charitable tax exempt 501c3 nonprofit dedicated to promoting youth development and education. The mission of the Benton County Fair is to provide a gathering place for all communities to showcase their products and skills. We strive to create educational, social, cultural, and economic opportunities to celebrate the community as well as promote and preserve agricultural traditions. Operations of the fairgrounds are to serve the community by providing a multipurpose venue for public and private events in a responsible manner that generate economic development, and quality of life in our community.

**f** [www.bentoncountyfairar.org](http://www.bentoncountyfairar.org)  
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479-795-8900

**PHYSICAL ADDRESS:**  
7640 SW Regional Airport Rd  
Bentonville AR 72712

**MAILING ADDRESS:**  
P.O. Box 251  
Bentonville, AR 72712



- 28,000 to 33,000 attendees on average
- Over 1000 exhibitors and more than 4,000 exhibits
- Average more than \$130,000 raised for more than 100 youth in the Premium Junior Livestock Sale annually
- More than \$25,000 in-kind donations to area non-profits and civic organizations for facility use annually
- Growing and Engaged Facebook users and followers

## GRAND CHAMPION SPONSOR \$25,000

One day use of fairgrounds for company picnic/gathering in 2022 or during fair  
Year-long logo recognition on website  
Social media, earned media and advertising recognition during fair and through year  
Recognition banner at multiple gates during fair  
Special VIP invitation to awards banquet and up to 24 carnival passes for 1 day of fair  
Exhibit booth during the fair  
Logo recognition in fair book

## ENTERTAINMENT \$15,000 (LIMITED TO ONE)

Half-day use of fairgrounds for company picnic/gathering in 2022  
Logo on full color entertainment posters (distributed throughout NWA approx 9/13)  
Logo on television/radio mention on entertainment spots (approx 1/2 of schedule)  
Social media cross promotion  
Recognition banner on stage during fair  
Ability to announce entertainment and speak from the stage each night  
Booth for duration of BCF  
12 Carnival passes for 1 day use for the duration of the fair with possible meet & greet with artist  
(based on artist agree-ability)

## RESERVE CHAMPION SPONSOR \$15,000

Half-day use of fairgrounds for company picnic/gathering in 2022 or during fair  
Year-long logo recognition on website  
Social media, earned media and advertising recognition during fair and through year  
Recognition banner at multiple gates during fair  
Special VIP invitation to awards banquet and up to 12 carnival passes for 1 day Tues-Thursday  
Exhibit booth during the fair  
Logo recognition in fair book

## BEST OF SHOW SPONSOR \$10,000

Half-day use of fairgrounds for company picnic/gathering in 2022 or during fair  
Year-long logo recognition on website  
Social media, earned media and advertising recognition during fair and through year  
Recognition banner at multiple gates during fair  
Special VIP invitation to awards banquet and up to 6 carnival passes for 1 day Tuesday or Wednesday  
Exhibit booth during the fair  
Logo recognition in fair book

## STAGE SPONSOR \$5000 (NIGHTLY)

Banner on stage designated sponsored night  
Logo on full color entertainment posters (distributed throughout NWA approx 9/13)  
Booth near stage on designated sponsored night  
Social media promotions associated with nightly entertainment  
4 Carnival passes for 1 day use on your designated sponsored night with possible meet and greet with artist (based on artist agree-ability)

## BLUE RIBBON SPONSOR \$5,000

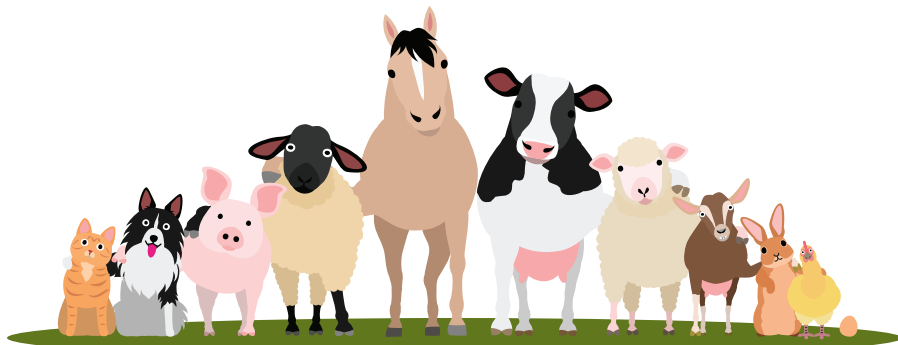
Recognition banner during fair  
Logo recognition in fair book  
Logo recognition on website/social media  
Exhibit space during the fair

## RED RIBBON SPONSOR \$2,500

Recognition banner during fair  
Logo recognition in fair book  
Logo recognition on website/social media

## FRIENDS OF THE FAIR SPONSOR \$1,000

Recognition banner during fair  
Logo recognition on website/social media



\*THE BENTON COUNTY FAIR RECEIVES NO COUNTY TAX FUNDS. THE BENTON COUNTY FAIR IS 501(c)(3) NONPROFIT.  
PLEASE SEEK ADVICE FROM YOUR TAX PREPARER ABOUT YOUR CHARITABLE TAX DEDUCTION TO THE BENTON COUNTY FAIR.