

Unique Sponsorship Opportunity

VENTURA COUNTY FAIR 2020 Junior Livestock Virtual Auction



Corporate & Community Partnership:

With the cancellation of the 2020 Ventura County Fair, up to 500 of our local youth who were raising animals for this year's livestock auction were suddenly faced with no means to sell their market animals. Until now. Through a creative partnership between the Fair, the Auction, the Fair Foundation, and the newly formed 805 AG Kids fundraising organization, our local youth will be served by the staging of a virtual livestock auction—with financial support from corporate partners, animal buyers and individual donors.

To keep it simple, we've created a one-size-fits all sponsorship package that allows corporate partners like you an opportunity to demonstrate your community support, positively impact the lives of the next generation of business and civic leaders, and enjoy some valuable branding in the process.

We hope you can join us!

\$5,000 Corporate Sponsorship Package:

Logo and Visual/Audio Branding Benefits

- TV Spot Logo—Spectrum Ventura County
- Radio Spot Mention—Cumulus Media, Gold Coast Broadcasting, and Lazer Broadcasting
- Print Ad Logo—Ventura County Star
- Banner Ad Logo—Ventura County Fair website
- Logo—Fair Website Livestock Page
- Logo—Fair E-Newsletter Banner Ad (2 issues)
- Logo—JLA Virtual Auction Platform (during live bidding)

Custom Identity Benefits

- Ad cube on Virtual Auction platform —rotates with other sponsors
- Banner ad on 805AGKids site—rotates with other sponsors
- Custom posts to the Fair's Facebook and Twitter audiences (1 each)
- Custom posts to the 805AGKids Facebook, Instagram and Twitter audiences (1 each)
- Auctioneer live "shout out" during virtual bidding
- Logo on special signage at 2021 Fair commemorating 2020 Virtual Auction



June 26 Participation Deadline