



The Great Anderson County Fair Sponsor Deck

May 1-11, 2025



For more information about sponsorship opportunities, please contact:
JRM Management Services, Inc.
Bill Watson, billwatson@jrmmanagement.com, 770-423-1330
www.thegreatandersoncountyfair.com



3027 Martin Luther King Jr. Boulevard, Anderson, SC 29625



The host of The Great Anderson County Fair is the 300-acre Anderson Sports & Entertainment Center. This Fair is the largest fair in the upstate region of South Carolina. It attracts over 75,000 people annually. The size of the Center’s complex allows for the fair to feature a variety of free attractions, including world class ground acts, a petting zoo with both barnyard and exotic animals, a wide array of delicious fair foods ranging from traditional to outrageous and unexpected culinary delights. The family owned and operated Great James H. Drew Exposition Midway is one of the largest and safest carnival midways in the United States. It features a wide assortment of carnival games, entertainment, and exciting rides for thrill seekers of all ages. This is the perfect way for your company to gain exposure within the community while marketing to all ages, demographics, and backgrounds.



FAIR FACTS

Dates: May 1-11, 2025

Cost: 11 years and up \$10.00
 10 and under FREE
 Parking FREE

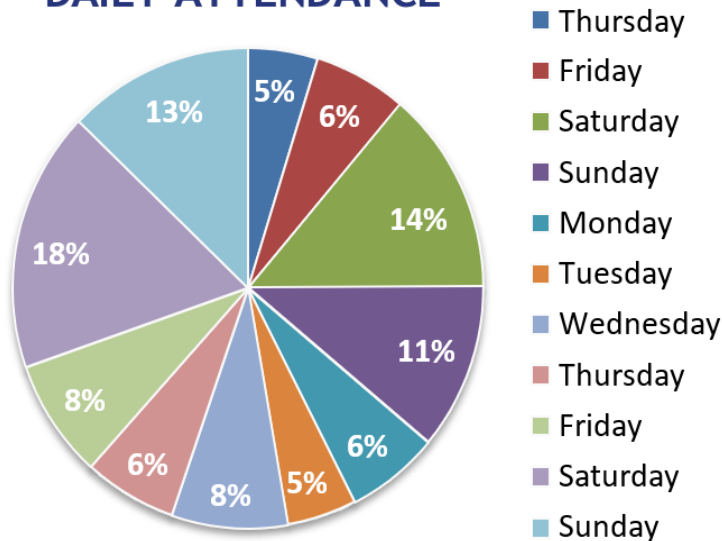
Attendance: 75,000 people

Benefits:

- * A regional Fairgoer demo/reach
- * James H. Drew Exposition voted "Safest in the Nation"
- * Opportunity to brand a wide variety of fair assets
- * One Month of Radio, Print, and Media coverage
- * Access to over 75,000
- * Opportunity to increase brand awareness
- * Opportunity to gather consumer leads



DAILY ATTENDANCE



FAIRGOERS DEMOGRAPHICS

48% <<MALE FEMALE>> 52%
65% <<of Fairgoers are between the ages of 12 and 54>> 70%
 More than 70% of Fairgoers return each year
 Average annual household income ranges
\$65K -- \$75K
45% Caucasian, 40% African American
15% other race ethnicity



OWN A PIECE OF THE FAIR

FIRST AID

With more than 75,000 in attendance over 11 days, someone is bound to fall and scratch a knee. The First Aid station, located near the main entrance, is there to take care of those cuts and scrapes. Teams of EMTs are on hand during fair hours in case of emergencies.

INFORMATION BOOTH

The Information Booth is centrally located at the event center. Visitors can get information regarding fair events and hours, show and contest times or just directions to specific attractions.

LOST PARENTS

Lost Parents is located inside the main gate entrances. A tent is staffed with Fair representatives equipped with radio communications to the Fair office at all times. Lost children and parents can come to the tent and wait for their party to find them.

FAMILY FUN AREA

The grassy area of the fairgrounds is our Family Fun Area complete with Eudora Farms Petting Zoo, delicious fair food, free ground acts and rides. A great spot for families to gather.

FOOD COURT

The Food Court is centrally located on the fairgrounds with a large tent for sheltered seating.

SENIOR CITIZENS DAY

Friday, May 2nd will be our Senior Citizens Day. Free admission all day for seniors 55 and older.



NAME ONE OF OUR FREE ACTS

THE FIRE GUY SHOW

The "Fire Guy" holds the Guinness world record for swallowing the most torches at 101. Brant Matthews rides a One wheel while juggling and tossing flaming torches. And if that's not impressive enough, he even eats them.



ROSAIRE'S ROYAL RACERS

This racing pigs show is for the entire family. Kids and adults will "squeal" with delights as these speedy swine fly around the track

READY-GO-DOG SHOW

Back again this year featuring world champion Frisbee dogs, thrill seeking diving dogs, and the highest box jump dog in the world. Followed by a world class "meet n' greet" for fans to get up close and personal with the 4-legged stars of the show



EUDORA FARMS EXOTIC PETTING ZOO

Experience an interactive, hands-on exotic animal petting zoo. This year we will have twenty to twenty-five rare and exotic animals from around the world. See a wallaby, zebra, lemur and even a once in a lifetime chance to ride a camel. This is an experience the whole family won't soon forget.

ROCK-N-CIRCUS

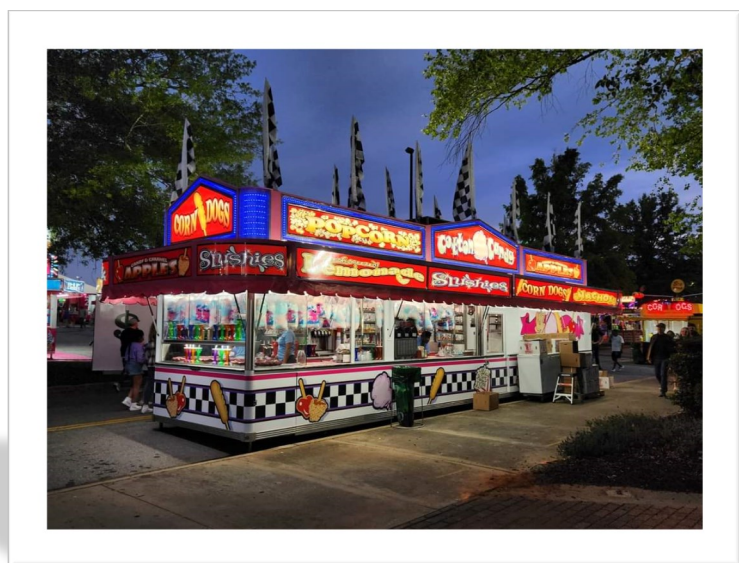
Welcome to the world of Shane Hansen and the Rock-N-Circus spectacle, where one man's talent leaves you breathless. This show is an unforgettable and one-of-a-kind experience where Shane's extraordinary journey in the world of entertainment shines.



PRESENTING SPONSOR

- Every time The Great Anderson County Fair is mentioned, your company or brand is mentioned too! (The Great Anderson County Fair presented by “your company”)
- Co-branded festival logo incorporating festival creative and your company logo
- Category exclusivity and first right of refusal by January 1, 2026 for 2026 Fair
- Prime placement of customizable on-site activation space (up to 40’ x 40’) or multiple spaces
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Inclusion in all contracted print promotion
- Inclusion in all contracted television promotion
- Inclusion on all press releases as Presenting Sponsor
- Mentions in all contract radio promotion
- Customizable inclusion on social media (up to ten (10) mentions prior to Fair and during Fair)
- Logo placement on Fair posters promotions (1,000 printed, distributed throughout Anderson County)
- Logo placement on Fair banners as Presenting Sponsor
- Logo and hyperlink on Fair website www.northgeorgiastatefair.com
- Logo placement on Fair brochures (must have high-res logo by March 1, 2025)
- One hundred (100) VIP passes (unlimited Fair gate entry)
- Two-hundred and fifty (250) General Admission tickets to the Fair
- Twenty (20) staff parking passes

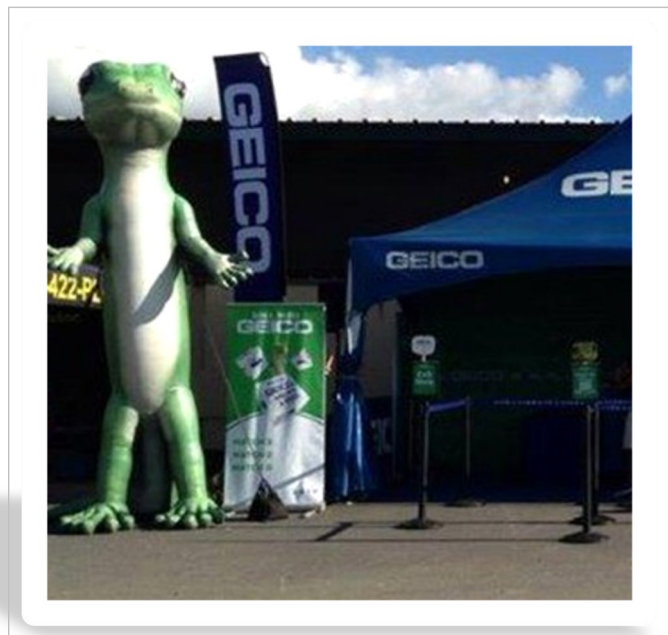
INVESTMENT: \$20,000



PREMIER SPONSOR

- Category exclusivity and first right of refusal by January 1, 2026 for 2026 Fair
- Naming rights and branding opportunity of one (1) event asset
- Prime placement of customizable on-site activation space (up to 30' x 20') or multiple spaces
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Inclusion in all contracted print promotion
- Inclusion in all contracted television promotion
- Inclusion on all press releases as Premier Sponsor
- Mentions in all contract radio promotion
- Customizable inclusion on social media (up to eight (8) mentions prior to Fair and during Fair)
- Logo placement on Fair posters promotions (1,000 printed, distributed throughout Anderson County)
- Logo placement on Fair banners as Premier Sponsor
- Logo and hyperlink on Fair website www.northgeorgiastatefair.com
- Logo placement on Fair brochures (must have high-res logo by March 1, 2025)
- One hundred (75) VIP passes (unlimited Fair gate entry)
- Two-hundred and fifty (200) General Admission tickets to the Fair
- Twenty (15) staff parking passes

INVESTMENT: \$10,000



07

ELITE SPONSOR

- Naming rights and branding opportunity of one (1) event asset
- Prime placement of customizable on-site activation space (up to 20' x 10')
- Customizable inclusion on social media (up to five (5) mentions prior to Fair and during Fair)
- Logo placement on Fair posters promotions (1,000 printed, distributed throughout Anderson County)
- Logo and hyperlink on Fair website www.northgeorgiastatefair.com
- Logo placement on Fair brochures (must have high-res logo by March 1, 2025)
- Fifty (50) General Admission tickets to the Fair
- Ten (10) staff parking passes

INVESTMENT: \$5,000



SUSTAINING SPONSOR

- Prime placement of customizable on-site activation space (up to 10' x 10')
- Logo placement on Fair posters promotions (1,000 printed, distributed throughout Anderson)
- Logo and hyperlink on Fair website www.northgeorgiastatefair.com
- Logo placement on Fair brochures (must have high-res logo by March 1, 2025)
- Twenty-five (25) General Admission tickets to the Fair
- Five (5) staff parking passes

INVESTMENT: \$3,500



08



The Great Anderson County Fair

Sponsor Application

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presenting Sponsor \$20,000	Premier Sponsor \$10,000	Elite Sponsor \$5,000	Sustaining Sponsor \$3,500

If you are interested in participating in the 2025 Great Anderson County Fair, please fill-out this form **completely** and mail it to us with your payment. **Any sponsor level above (\$10,000) may require a separate detailed signed agreement.**

Company Name: _____

Company Address: _____

City _____ State _____ Zip _____

Contact Person: _____

Office: _____ Cell: _____

E-mail: _____

List Product / Promotion (anything not listed may not be permitted) _____

If you are interested in paying via credit card, fill-out the Credit Card Authorization (CCA) information below.

Circle one:	VISA	MASTERCARD	AMEX
Credit Card Number:	_____		Billing Zip: _____
Exp Date:	_____	3-digit security code on back (4 - digit front for AMEX): _____	Amt: _____
I _____ (print name of card holder) hereby represent that I have the authority to execute the credit card authorization and agree that this authorization will be effective for the amount (above) and on the date signed (below). I understand and consent to the use of my credit card without my signature on the charge slip, that a photocopy or fax of this agreement will serve as an original, and this Credit Card Authorization (CCA) cannot be revoked.			
Cardholder's Signature:	_____		Date: _____

Signing this contract will authorize JRM Management to charge the amount specified in the CCA, if your application is accepted. If you are **not** accepted, you will **not** be charged and your application will be returned. **No refunds will be given for cancellation of the event due to inclement weather or circumstances beyond our control.** I have read and fully understand all the details as set forth and agree to abide by all exhibit rules and regulations, which are part of this contract. I hereby agree to indemnify and hold harmless the Great Anderson County Fair, Drew Expositions, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2025 Great Anderson County Fair, from any loss, claim, penalty or lawsuit in any way arising from my operation or involvement in the festival.

APPLICATION MUST BE SIGNED.

SIGNATURE: _____ **DATE** _____

ATTN: BILL WATSON | billwatson@jrmmanagement.com
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