



2023 Sponsor Opportunities

Help us celebrate over 130 years of family fun at the Altamont Fair. We join together agricultural traditions from the roots of decades past with the entertainment activities of today.

We already have some great entertainment booked this year, such as Geezer, Aquanette, American Motor Drome, a demolition derby, our famous pig races, magicians, sharks, camel and pony rides, Royal Hanneford Circus, a terrific midway and more!

We have all sorts of entertainment included in the price of admission. We also honor our military services and service providers as well as our seniors on a special day.

Why not show your community support by becoming involved with The Altamont Fair?

(The Albany, Schenectady, Greene County Agricultural & Historical Societies, Inc. dba The Altamont Fair is a registered 501(c)(3) organization.)



2023 Sponsor Opportunities

The Altamont Fair is always looking for ways to create a fun, family environment at an affordable price. As an agricultural and historical society, we put a large focus on educating the public. We spend a great deal of time finding fun, engaging ways to do this. Attendance continues to rise and vendors, entertainers, and exhibitors are always ready to return the following year. We hope you will consider showing support of your community by being a sponsor of the fair!

We try to cover a wide variety of mediums to promote the Altamont Fair. These are some of ways we have advertised in the past:

- Radio-FLY 92.3, B95.5, 100.9 The Cat, PYX 106, WGY
- Television- FOX 23, WTEN, WRGB, WNYT, Time Warner Spectrum
- Print Media- Times Union, The Daily Gazette, Albany Visitor's Guide, The Enterprise
- The Altamont Fair's website-www.altamontfair.com
- Social Media-Facebook, Instagram
- Billboards
- Public Address system during fair

Benefits of Sponsorship:

Besides being listed and advertised as a sponsor, there are other advantages to being involved with the Altamont Fair, such as:

- Being actively involved within your community and showing your support for local events.
- Showing your support of our local business, local vendors, crafters, and local performers that showcase their talents during fair.
- Showing your support of the importance of education in agriculture, animal care, American history, horticulture, and in preserving our local history.
- Sharing in the enthusiasm created by fair.





2023 Sponsor Opportunities

Corporate Day at the Fair Sponsorship

Tuesday, August 15, 2023– Sunday, August 20, 2023
\$7,500 per day

“Corporate Day” organizations who sponsor a day will receive:

- 60 General Admission Day passes (rides not included)
- The day will be named for the Sponsor and advertised accordingly (ie: “Company ABC Day”).
- Your sign/banner will be displayed at the main entrance of the fair (provided by your company)
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- A 10 x 10 spot will be provided for you to set up a display on your sponsored day that can also be used as a gathering place for your employees.
- Arrangements can be made with one of our food vendors to have a specialty meal for your employees (there will be an additional cost, to the food vendor, for this service).
- Priority Seating at some of the featured entertainment.
- Other options to fit your organization better can be negotiated.





2023 Sponsor Opportunities

Gold Ribbon Sponsorship

Options: Infield Entertainment or Grandstand Entertainment - \$5,000 each

Gold Ribbon Event Sponsorships will receive:

- Recognition as the Event Sponsor.
- Your sign/banner will be displayed at the main entrance of the fair (provided by you)
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- Recognition as a major sponsor on our website.
- Recognition in our program
- A 10x10 spot will be provided for you to set up a display on your sponsored day.

Blue Ribbon Sponsorship

Options include but are not limited to at \$3,000 each:

Racing Pigs, Historical Museum Program or Reid Northrup Stage

Blue Ribbon Sponsorships will receive:

- Recognition as the Event Sponsor in advertising regarding that event.
- Your sign/banner will be displayed at chosen program (provided by you)
- You will be recognized over the intercom at chosen event.
- Recognition as a major sponsor on our website.



2023 Sponsor Opportunities

Red Ribbon Sponsorship

Options include but are not limited to at \$1,200 each: Beer Saloon, Agricultural Awareness Trail, Agriculture Tent, Adirondack Wildlife Museum, Blue Ribbon Cooking Center

Red Ribbon Sponsorships will receive:

- You will be recognized as a sponsor in our brochure
- Your sign or banner will be hung in chosen area (provided by you).
- Recognition as a sponsor on our website.

White Ribbon Sponsorship

Options include but are not limited to at \$395 each:

1890's Museum

Circus Museum

Horse Show

Pony Barn

Antique Farm Machinery

Communication Bldg.

Kiddie Area

Poultry Building

Blacksmith Shop

Farmhouse Museum

Lumberjack Show

Sheep & Goat Barn

Chapel

Horse Barn

Make/Take It Crafts

and more!

White Ribbon Sponsorships will receive:

- A small sign (2x2) provided by you to put on the sponsored building of your choosing or a 3 x 5 sign on our infield fence.
- Recognition as a sponsor on our website.



2023 Sponsor Opportunities

Special Motorsport Sponsorship

Options include but are not limited to:

Demolition Derby - \$5,000

American Motor Drome - \$10,000

BMX/Motorcross Event - \$12,500

Special Motorsport Event Sponsorships will receive:

- 50 General Admission Day passes (rides not included)
- Recognition as the Event Sponsor.
- Your sign/banner will be displayed at the main entrance of the fair (provided by you)
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- Recognition as a major sponsor on our website.
- Recognition in our program
- A 10x10 spot will be provided for you to set up a display on your sponsored day.

Custom Sponsorships

We will be happy to work with you and your organization to find a sponsorship that is custom fit to honor your organization while suited with activities being offered at the fair. Please reach out with any thoughts...



2023 Sponsor Opportunities

Sponsor Commitment Form

- Corporate Day at Fair (\$7,500)
- Gold Ribbon Sponsorship (\$5,000)
- Blue Ribbon Sponsorship (\$3,000)
- Red Ribbon Sponsorship (\$1,200)
- White Ribbon Sponsorship (\$395)
- Special Motorsport Sponsorship

Special Options:

- 4-H Award Sponsor (\$50-100)
- Historic Preservation (\$100)
- Friend of the Fair (\$100)
- Custom Package \$ _____
- In-Kind Donation \$ _____

Contact Information:

Business/Organization: _____

Website: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment: Please make checks payable to *The Altamont Fair*

Return form and payment to:

The Altamont Fair

P.O. Box 506

Altamont, NY 12009

Questions? Please contact Amy Baker, Sponsorship Coordinator at amy.baker@altamontfair.com or call 518-330-8512.