

WESTMORELAND FAIR

"A TIMELESS TRADITION"

Dear Community Business Member:

When you are a sponsor of the Westmoreland Agricultural Fair, not only is your company showing support of Pennsylvania's 2nd largest industry – Agriculture; but you are also supporting one of the few remaining family oriented events in Westmoreland County.

The Westmoreland Fair Board and staff take **GREAT** pride in creating a fun educational event, as well as, being a part of an event that has been a family tradition for numerous families or quickly becomes a family tradition for families after their first visit.



Mission:

The Westmoreland Agricultural Fair Association is a **Non-Profit 501C3 Organization** that for the last **63** years the board of directors have been creating an annual event to showcase not only agriculture but the hard work of the youth and local farmers as well.

The Westmoreland Agricultural Fair combines fun, shows, and rides while disguising the educational undercurrent of information in science and biology that attendees are exposed to while visiting and talking to the exhibitors. The Westmoreland Agricultural Fair is a place to start traditions, share creativity, experience local culture; while highlighting the innovation and diversity of local businesses.

MARKETING:

The Westmoreland Agricultural Fair will implement a series of Pre-Fair promotional events at various public locations to promote the event with our media sponsors.

Westmoreland Agricultural Fair Association
PO Box 501 Pleasant Unity, PA 15676

Phone: 724-423-5005
Fax: 724-423-5015
Email: Westmorelandfair@wpa.net

We are implementing a full marketing strategy that will include print, radio, TV, billboard, web, social media and email blasts. Pre-sale tickets will be available on our web site. For the last 7 years the Westmoreland Agricultural Fair has partnered with CML Media consulting in organizing all aspects of marketing the fair. We are confident that due in part to this partnership the fair has seen an increase in attendance each year.

2016 Marketing: (Similar strategy planned for 2017)

- Email blasts: 8,200 people
- Banner placed in high traffic hallway at Westmoreland & Monroeville Mall for July and August
- July/August Billboards: located in high traffic areas in Westmoreland County
- Allegheny Port Authority – advertised on buses that ran from Westmoreland County to Allegheny County
- Westmoreland Port Authority – advertised on bus tails
- Web Site: 24,942 Unique Visitors, 168,342 page views
- Westmoreland Agricultural Fair Face book: 12,000+ organic likes
- Distribution of 32,000 premium tabloids
- Distribution of 8,000 Non Premium tabloids
- Distribution of 20,000 brochures
- \$50,000 in Radio, Print and TV advertising
- Sponsor Media Partnerships with BOB FM Radio, Q-92 Radio, WISH Radio, Froggy Radio Network, Y108 Radio, WCNS Radio, FOX TV, KDKA TV, WTAE TV, Armstrong Cable and Comcast Spotlight

The Numbers:

Pennsylvania fairs are long standing tourism enterprises, there are 108 fairs spread across the Commonwealth and while each is unique to the area they are located, they are all generators of a large amount of intrastate and interstate tourism. Over **64,000** people visit the Westmoreland Agricultural Fair over the 9 days and these numbers have grown each year.

Origin of Fair Consumers

65%	Home County	8%	Elsewhere in Pennsylvania
23%	Adjoining Counties	5%	Other States

2015 Demographics:

63%	Female	37%	Male
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Age Range:

15% are 18 – 33	23% are 34- 44	25% are 45 – 54	37% are 55 – 65
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Parents with Children:

18% - 1 Child	28% - 2 Children	18% - 3 or more Children
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Attendee Income:

18% - \$86,000+ 17% - \$66,000-\$85,000 14% - \$46,000 - \$65,000

Marital Status:

70% - Married 18% - Single 12% - Divorced

Attendee Expectations:

Westmoreland Agricultural Fair guests expect to interact with their surroundings. The average length of stay is between 3 and 5 hours per visit.

Community Partnerships:

The Westmoreland Agricultural Fair has engaged with various community organizations. Our partners include Westmoreland County 4-H, Westmoreland County FFA, Laurel Highlands Tourism Bureau, Westmoreland County Chamber of Commerce, and the Laurel Highlands Chamber of Commerce

Westmoreland Agricultural Fair Goals:

1. Provide a fun, participatory event for residents and families
2. Promote classic fair traditions with a layer of innovation
3. Celebrate and promote traditional methods in areas of clothing, preserving and farming
4. Celebrate residents getting back into traditions and forming new traditions of their own
5. Educate city dwellers in all aspects of agriculture and where their food comes from
6. Entertain visitors with a truly interactive experience filled with music, performances & visuals
7. Create a culturally diverse and traditional event that reflects Westmoreland County and the spirit of its founders and current residents

Scale:

Attendance projections for 2017 and the 63rd year of the Westmoreland Agricultural Fair are 64,000 +.

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Sponsorship Requirement Time Line

Sponsorship Requirement

Deadline Date

Confirmation of Sponsorship

Friday, March 31, 2017

- Confirmation can be done by phone or email to westmorelandfair@wpa.net

Jpeg file of Sponsor logo

Friday, March 31, 2017

- Emailed to the fair office at westmorelandfair@wpa.net

Full Payment of Sponsorship

Friday, July 28, 2017

Sponsor Banners

Friday, July 28, 2017

- There are no size requirements on the banners, but they must be made to withstand outdoor elements especially wind. Banners can be picked up at the fair office after Sept. 8, 2017.

Promotional Announcements

Friday, July 28, 2017