

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 **65** 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 of the community as well.

The Westmoreland Agricultural Fair is an annual event where the county 4-H and FFA youth can gain experience in the area of healthy competitive fun while exhibiting their agriculture projects and give their insight to attendees regarding their hard work, time and the patience they gained while working on their yearlong projects. Local farmers can also join in the competitive fun and also exchange ideas on different trends in the area of agriculture from the past, present and future.

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

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

Phone: 724-423-5005
Fax: 724-423-5015
Email: Westmorelandfair@gmail.com

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.

We are implementing a full marketing strategy that will include radio, TV, billboard, web, and social media. Pre-sale tickets will be available on our web site. For the last 8 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.

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.

Origin of Fair Consumers

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

In 2018, over **50,981** people visit the Westmoreland Agricultural Fair over the 9 days even with 3 days to pouring rain and high humidity.

2017 Demographics:

63%	Female	37%	Male				
Age Range:							
15%	18 – 33	23%	34- 44	25%	45 – 54	37%	55 – 65
Parents with Children:							
18%	- 1 Child	28%	- 2 Children	18%	- 3 or more Children		
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 a visit.

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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 2019 and the 65th year of the Westmoreland Agricultural Fair are 51,000 +.

The Westmoreland Agricultural Fair is on the cutting edge of fairs in the state and we are looking for businesses that are making a commitment to the Westmoreland County and surrounding area communities. These exclusive sponsorship opportunities are for the best of the best. We work with each of our major sponsors to leverage their dollars to showcase them in a powerful and lasting way both prior to the event and on-site.

As always sponsorship levels can be customized to best fit your company's needs, so if there is something different you would like change from your level please let me know. If you require additional information, please contact Michelle Long at 724-423-5005 extension 100 or by email westmorelandfair@gmail.com. Please visit our website at www.westmorelandfair.com.

It is our sincere hope that you will continue to view the Westmoreland Agricultural fair as an opportunity to promote your business along with being a generous investment in the Westmoreland Fair and your community for 2019 and many years to come.

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Sponsorship Requirement Time Line

Sponsorship Requirement

Deadline Date

Confirmation of Sponsorship and Level **March 29, 2019**

Jpeg file of Sponsor logo **March 29, 2019**

- Emailed to the fair office at westmorelandfair@gmail.com

Full Payment of Sponsorship **Friday, July 26, 2019**

Sponsor Banners **Friday, July 26, 2019**

- 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. 13, 2019.