



[www.kenaipeninsulafair.com](http://www.kenaipeninsulafair.com)

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## Contributions Request from the Kenai Peninsula Fair Association *"The biggest little fair in Alaska!"*

**The Kenai Peninsula Fair is a 501(c)(3) Nonprofit. Tax identification number: 27-0502341**

### **Description and brief history of the organization:**

For over 60 years, the town of Ninilchik, Alaska has played host to the annual Kenai Peninsula Fair. Every August, approximately 7,000 people come from all points of the state for a chance to reunite with family and friends, to showcase their accomplishments from the past year and to take part in some Alaskan entertainment. Some of the events they come to participate in or to watch include: live music, pig races, western-style rodeo with bull riding, the annual parade and much more. Every year people from across the peninsula, ranging in ages from 2 to 90, enter over 800 exhibits to compete for blue ribbons and bragging rights for the coming year. The Kenai Peninsula Fair continues to be one of the biggest celebrations on the Kenai Peninsula. It is an important festival that drives healthy tourism, provides for commerce development, builds community ties and supports youth and non-profit organizations from the Kenai Peninsula.

### **Current Board of Directors**

Jim Stearns, President  
Tox Baxter, Vice President  
Ciara Cordes-Walker, Secretary  
Martie Krohn, Treasurer  
Lara McGinnis, member at large

Christie Bond-Hill, member at large  
Rebecca Uta, member at large  
Katie Matthews, member at large  
Susan Marchetti, member at larger

**Percentage of board members that financially support the organization:** All of our board members pay membership dues and contribute financially as well as donate over 100 hours each per year.

**Organization's target audience:** The entire Kenai Peninsula and the state of Alaska.



# Sponsorship Opportunities 2021 Fair Year

**Benefit to the community:** The Kenai Peninsula Fair is about families, neighbors and communities reconnecting. It's a place to gather and remember the good times and encourage those that need it. It's a place for our youth to showcase their many talents and for our seniors to share what they have learned with the next generation. It's about creating unity and helping mold our youth into better leaders of tomorrow. Our youth are given many opportunities during the fair to shine. Not only by participating in competitions like "Alaska's Got Talent", entering projects for judging, competing in the youth rodeo, or applying for one of the many volunteer opportunities and jobs that we hire youth for during the fair, all are geared to help our youth feel more connected with our community.

Many of your sponsorship options are enclosed in this letter. Call the fair office today, to customize your support of the Kenai Peninsula Fair. You can find our budget and additional financial information about us at [www.kenaipeninsulafair.com](http://www.kenaipeninsulafair.com). I hope that we can work together to continue bringing the Kenai Peninsula together by means of the Kenai Peninsula Fair.

Sincerely,

*Lara McGinnis*

Lara McGinnis  
Sponsorship Chair  
(907) 398-4468 cell  
(907) 567-3670 fair office  
[sponsorship@kenaipeninsulafair.com](mailto:sponsorship@kenaipeninsulafair.com)



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Your sponsorship would guarantee these great events happen at this year's fair!  
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### Sponsorship Agreement

I wish to sponsor at the following event: \_\_\_\_\_,  
in the amount of \$\_\_\_\_\_.

Paid now  Please bill

I will provide a banner to be displayed at the Fair.  Yes  No

Business name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address : \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Date \_\_\_\_\_ E-mail address: \_\_\_\_\_

**Chinook Sponsorship**  
**\$3,500 - \$5,000+**

**Coho Sponsorship**  
**\$1,500**

**Sockeye Sponsorship**  
**\$500**



# Sponsorship Opportunities 2021 Fair Year

## Package includes:

- Logo on our LED Sign with a minimum of 2 imprints per hour for up to 12 months.
- A ½ page Ad in the fair program, over 4,000 in circulation (3" X 4")
- Sponsors web-link on our website
- Inclusion in advertising leading up to the fair
- Two banners will be displayed on the grounds
- One booth at the fair (if requested)
- 25 fair admission passes
- Goodwill within the community
- All reasonable requests will be considered



## Package Includes:

- Logo on our LED Sign with a minimum of 2 imprints per hour for up to 12 months.
- A ¼ page Ad in the fair program, over 4,000 in circulation (1.5" X 4")
- Sponsors web-link on our website
- Inclusion in advertising leading up to the fair
- A banner will be displayed on the grounds
- One booth at the fair (if requested)
- 10 fair admission passes
- Goodwill within the community
- All reasonable requests will be considered



## Package Includes:

- Logo on our LED sign
- Sponsors web-link on our website
- Inclusion in advertising leading up to the fair
- Goodwill within the community
- Naming rights if you sponsor a Kenai Peninsula Racing Pig





# Sponsorship Opportunities 2021 Fair Year

Sponsorship	Amount	Advertising	Banners	LED Sign	Tickets	Booth
<b>Chinook ~ King</b>						
<b>Main Stage</b>	<b>\$5,000 +</b>	<b>½ page ad 3"x4" &amp; web-link</b>	<b>2</b>	<b>Yes</b>	<b>25 fair passes</b>	<b>Yes</b>
<b>Rodeo</b>	<b>\$5,000</b>	<b>½ page ad 3"x4" &amp; web-link</b>	<b>2</b>	<b>Yes</b>	<b>25 fair passes</b>	<b>Yes</b>
<b>Red Shirt Friday</b>	<b>\$3,500</b>	<b>½ page ad 3"x4" &amp; web-link</b>	<b>1</b>	<b>Yes</b>	<b>25 fair passes</b>	<b>Yes</b>
<b>Matti's Farm</b>	<b>\$3,500</b>	<b>½ page ad 3"x4" &amp; web-link</b>	<b>1</b>	<b>Yes</b>	<b>25 fair passes</b>	<b>Yes</b>
<b>Senior Day</b>	<b>\$3,500</b>	<b>½ page ad 3"x4" &amp; web-link</b>	<b>1</b>	<b>Yes</b>	<b>25 fair passes</b>	<b>Yes</b>
<b>Coho ~ Silver</b>						
<b>½ of Senior Day</b>	<b>\$1,500</b>	<b>¼ page ad 1.5" X 4" &amp; web-link</b>	<b>1</b>	<b>Yes</b>	<b>15 fair passes</b>	<b>No</b>
<b>Youth Rodeo</b>	<b>\$1,500</b>	<b>¼ page ad 1.5" X 4" &amp; web-link</b>	<b>1</b>	<b>Yes</b>	<b>15 fair passes</b>	<b>No</b>
<b>Parade</b>	<b>\$1,500</b>	<b>web-link</b>	<b>1</b>	<b>Yes</b>	<b>15 fair passes</b>	<b>No</b>
<b>Sockeye ~ Red</b>						
<b>Bucking Chute (Rodeo)</b>	<b>\$750</b>	<b>web-link</b>	<b>1</b>	<b>Yes</b>	<b>15 fair passes</b>	<b>No</b>
<b>Racing Pig</b>	<b>\$500</b>	<b>web-link</b>	<b>1</b>	<b>No</b>	<b>10 fair passes</b>	<b>No</b>
<b>Rodeo Events</b>	<b>\$250</b>	<b>web-link</b>	<b>No</b>	<b>No</b>	<b>None</b>	<b>No</b>
<b>Exhibit Dept.</b>	<b>\$250</b>	<b>web-link</b>	<b>No</b>	<b>No</b>	<b>None</b>	<b>No</b>