

Delaware State Fair

July 21 - 30, 2011

Why Sponsor...

- Increase brand loyalty
- Create/Heighten awareness and visibility
- Shape consumer attitudes
- Showcase community responsibility
- Drive sales
- Sample/Display brand attributes
- Entertain clients
- Recruit/Retain employees
- Employee recognition & corporate team building



Using Sponsorship as a Marketing Tool

- Increasing need for two-way communication
- Decreasing efficiency of measured media
- Changing social priorities
- High consumer acceptance

Selecting the Right Sponsorship for your Company

- Image compatibility
- Audience composition
- Ability to leverage
- Media
- Exclusivity
- Ability to impact consumer sales
- Efficiency and ease of administration
- Measurability
- Continuity/Ability to extend



How to Participate

- **Building sponsors** (Wilmington Trust Grandstand)
- **"Day at the Fair"** sponsors (Delaware Electric Cooperative's Preview Night)
- **"Exhibit space only"** sponsors (Nintendo & Ocean Spray)
- **Media** sponsors (WDSB Welcomes Brad Paisley)
- **"Official" Providers** (Coca-Cola)
- **Service Provider** sponsors (Shuttle Sponsor: Discover Bank)
- **Show/Event** sponsor (Delaware Army National Guard presents Jason Aldean)
- **"Signage only"** sponsors (Mike's Famous)
- **Stage Sponsor** (Delaware Electric Cooperative's Free Entertainment Stage)
- **Website Banner** Sponsor (Mike's Famous)

