



# The Friends of the Wapping Fair

September 5,6,7,8, 2024

## 2024 Partnership Opportunities

### Top three reasons to be a partner:

1. **Target a Local Audience:** The Wapping Fair is a local event, attracting over 15,000 residents of South Windsor and surrounding towns. Being a Wapping Fair Partner allows you to directly reach a concentrated group of potential customers in our community.
2. **Positive Brand Association:** The Wapping Fair is known for fun, family, and community spirit. Take advantage of aligning your company with these positive vibes. Create a favorable impression of your brand among fairgoers.
3. **Marketing and Networking Opportunities:** Partnership comes with various marketing benefits like logo placement on fairgrounds signage, volunteer t-shirts, mentions in event programs, and booth space. This allows you to showcase your products or services directly to fair attendees. Additionally, partnering is a great way to network with other local businesses and organizations participating in the fair.

### Customize your partnership experience!

#### Themed Event Sponsorship:

Sponsor a specific event within the Wapping Fair, and align your company brand with a theme. For example, a local bank could sponsor the "Kids' Money Fun Zone" with educational financial activities, or a landscaping company could sponsor the "Backyard Oasis Competition" for the best yard display.

#### Interactive Activity Partner:

Partner with the fair to create an interactive activity booth. This is a fun and engaging way to showcase your products or services. For instance, a fitness center could offer mini exercise sessions or a sporting goods store could host a skills competition.

#### Community Champion:

Position your company as a "Community Champion" by sponsoring essential fairground elements like restrooms, seating areas, or even the stage. Demonstrate your company's commitment to the South Windsor community and provide valuable infrastructure for the fair.

#### Green Fair Partner:

As an environmentally conscious company, partner with the fair to promote sustainability initiatives, this might involve sponsoring recycling bins, offering reusable water bottles, or even showcasing eco-friendly products or services.

**Volunteer Recruitment Partner:** Promote volunteer opportunities and recognition. This could involve offering incentives for volunteers, creating a dedicated volunteer station at your sponsored area, and providing Wapping Fair Volunteer t-shirts.

For more information contact [vendor.exhibit@wappingfair.org](mailto:vendor.exhibit@wappingfair.org)



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## Partnership Opportunities

### Platinum \$5000

- ★ Premier Banner Placement (Gate, Hospitality Tent, Stage)
- ★ Premier Gate Tent (20 foot)
- ★ Promotional Recognition
- ★ Logo on volunteer t-shirt
- ★ Admission and Credential Package (20)

### Gold \$3000

- ★ Premier Banner Placement (Gate, Hospitality Tent)
- ★ Gate Tent (10 foot)
- ★ On-site activation
- ★ Promotional Recognition
- ★ Bold print-listing on volunteer t-shirt
- ★ Admission and Credential Package (10)

### Silver \$1500

- ★ Banner (Gate)
- ★ Outside Tent (10 foot)
- ★ Promotional Recognition
- ★ Listing on volunteer t-shirt
- ★ Admission (2)

### Bronze \$750

- ★ Banner at Hospitality Tent

### Star \$250

- ★ Lawn sign

***Yes! I would like to be a partner. Please see my information below.***

Business name:	
Address:	
Contact:	CT Sales Tax No:
Phone:	Email:

### Payments:

Deposit (50% due with application by June 1; final payment by July 1)

Check made payable to Wapping Fair and mailed to C/O Mitchell Fuel, P.O. Box 1163, South Windsor, CT 06074

A W-9 will be provided.

Questions? Email [vendor.exhibit@wappingfair.org](mailto:vendor.exhibit@wappingfair.org)