

Southeast Alaska State Fair, Inc.

P.O. Box 385

Haines, Alaska 99827

Phone: 907-766-2476 Fax: 907-766-2478

E-mail: seakfair@aptalaska.net Website: www.seakfair.org

2011 Southeast Alaska State Fair Sponsorship Opportunities!

The Southeast Alaska State Fair invites sponsors for the 2011 Fair! Becoming a Fair Sponsor is an excellent way to participate in the Southeast Alaska State Fair and to make a meaningful contribution to quality of life for Southeast Alaskans. The Fair brings top-notch musicians and entertainers to rural audiences. It provides a venue for Alaskans young and old to share their creative achievements, to learn from one another about animal husbandry, subsistence, agriculture, and the arts — and to have fun. The Fair is a place where community happens!

Contributions by sponsors make the Fair possible and successful. As a private non-profit organization, we do not receive annual operating money from the State of Alaska. Though the Haines Borough generously contributes between \$9,000 and \$13,000 to ensure the Fair's success each year, and has made significant contributions towards infrastructure improvements to facilities on our 44-acre grounds, we continue to rely on sponsorship by businesses and individuals for the funds to make our Fair event a reality.

Sponsors contribute to promoting the Fair, securing excellent entertainment and offsetting travel costs, supporting contests and providing prize money, donating exhibit premiums and shipping costs, and much more. The generosity of our sponsors allows us to put on an event that residents from around the region know is worth attending! Becoming a sponsor means investing in the success of this year's fair -- and the success of future fairs.

Other Sponsorship Benefits

There are tangible benefits to sponsoring the Fair besides contributing to an event that enhances quality of life for Southeast Alaskans. Sponsor banners are posted at entertainment and events. We include sponsor names on our website and in all Fair promotional literature. The Fair saw more than 11,000 through the gates over four days in 2010, making it excellent "events marketing" exposure for your business.

Sponsoring is a chance to market to the region, and it also shows residents that your company is committed to supporting Southeast communities. Seeing your company's name at the Fair helps Southeast Alaskans recognize the business as an active member of their community and makes them feel good about shopping at your business.

Sponsorship opportunities include:

- Main Stage Concert Sponsor
- Klondike Saloon entertainment sponsor
- Entertainer travel or housing sponsor
- Green Room sponsor
- Event/Contest Sponsor
- Sponsor for rides
- McPherson Barn animal exhibit sponsor

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- Sponsor at large

Please contact us about these and other Fair sponsorship opportunities. We look forward to working with you to match your business or personal interests with a Fair concert, contest, or attraction.