



Tate County Fair Association, Inc.  
P.O. Box 1026 Senatobia, MS 38668  
[www.tatecountyfair.org](http://www.tatecountyfair.org)

February 17, 2017

Dear prospective sponsor,

The Tate County Fair Association is pleased to announce the 2017 Tate County Fair dates of May 31 – June 3 and our return to the Senatobia, MS location on Quality Lane. The purpose of this letter is to solicit sponsors for this project. The Mid-South's premier carnival group, PBJ Happee Day Shows, will return with rides and carnival games for the 2017 Fair. Each year we look for more activities and events that lend themselves to Senatobia and Tate County.

Not only will your sponsorship provide advertisement for your company, but it will also help us host the event. Tate County Fair Association is a 501c3 non-profit organization, (EIN 26-0295261), dedicated to providing an extremely high profile community event with a wholesome and positive image. Your donation will help with securing nightly musicians, providing prizes for the Tate County Fair Smokeout BBQ contest, baking contests, hosting an antique tractor pull, and much, much more.

We greatly appreciate your charitable act, and in order to represent you to the fullest extent, we have several levels of sponsorship to choose from as indicated on the reverse side of this letter. The exposure and visibility provided to our sponsors include: priority tent/arena/stage naming, banner display, exhibit space, VIP passes, fair passes for your patrons, logo/link on fair website ([tatecountyfair.org](http://tatecountyfair.org)), and more. In addition, the name of your company will appear in a large display ad in the Tate Record. It is our sponsors that make this event a success, and we want the community to know how much we appreciate those businesses that support historical events like the Tate County Fair.

Sincerely,

Richard T. (Bo) Humphrey  
Chairman  
Tate County Fair Association  
Cell: (318) 294-7933  
Email: [bohumphrey@bellsouth.net](mailto:bohumphrey@bellsouth.net)



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Please select one of the options that best suits you or your organization. Listed under each option are the amenities you will receive for that donation amount. All banners are provided by sponsor.

**Diamond Sponsor** **a donation of \$3000 or more**  
Priority naming rights for a building/tent/arena, stage, entertainment act, or Livestock show; your 2 banners displayed – one on Quality Lane and one at main fair entrance; 20' x 20' exhibit space (\$200 value); 20 VIP passes for sponsor guests (\$320 value over 4 days); 100 fair passes (\$400 value); 4 VIP parking spaces; featured sponsor on the Tate County Fair home page; company name displayed on sponsor page linked to your website; and name announced during grandstand events.

**Platinum Sponsor** **a donation of \$2000 - \$2999**  
Priority naming rights for the stage, an entertainment act, or Livestock show; your 2 banners displayed – one on Quality Lane and one at main fair entrance; 10' x 20' exhibit space (\$100 value); 15 VIP passes for sponsor guests (\$240 value over 4 days); 75 fair passes (\$300 value); 3 VIP parking spaces; featured sponsor on the Tate County Fair home page; company name displayed on sponsor page linked to your website; and name announced during grandstand events.

**Gold Sponsor** **a donation of \$1000 - \$1999**  
Your 2 banners displayed – one on Quality Lane and one at main fair entrance; 10' x 10' exhibit space (\$50 value); 10 VIP passes for sponsor guests (\$160 value over 4 days); 50 fair passes (\$200 value); 2 VIP parking spaces; featured sponsor on the Tate County Fair home page; company name displayed on sponsor page linked to your website; and name announced during grandstand events.

**Silver Sponsor** **a donation of \$500 - \$999**  
Your banner displayed at main entrance, 10' x 10' exhibit space (\$50 value), 4 VIP passes for sponsor guests (\$64 value), 20 fair passes (\$80 value), 1 VIP parking space, company name displayed on sponsor page linked to your website, and name announced during grandstand events.

**Bronze Sponsor** **a donation of \$250 - \$499**  
Your banner displayed at main entrance, 10' x 10' exhibit space (\$50 value), 20 fair passes (\$80 value), company name displayed on sponsor page linked to your website, and name announced during grandstand events.

**Copper Sponsor** **a donation of \$100 - \$249**  
Your banner displayed at main entrance, 10 fair passes (\$40 value), company name displayed on sponsor page linked to your website, and name announced during grandstand events.

Donation Amount Enclosed \$ \_\_\_\_\_

Contact: \_\_\_\_\_ Company Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Return Completed Form and Donation To: Tate County Fair Association, P.O. Box 1026 Senatobia, MS 38668**