

Franklin County
FAIR
& Horse Show

January 5, 2014

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Dear Friend and Fair Board Supporter:

It is hard to imagine that it is already time for us to be contacting you in asking for your support again in 2014. The generous support of businesses and the community as a whole is imperative in continuing this event. The 2014 Fair will be held July 14-19. Without your continued support we would be unable to offer the Fair to the community. The Fair is solely supported by contributions, catalog advertising, and the various event and class sponsorships.

We, the Fair Board, realize it is early for your commitments, but it is necessary so that we may get the fair catalog into the hands of the public in a timely manner. The deadline for the catalog is April 15, 2014. You may mail the completed enclosed form to the address listed on the bottom left side of this correspondence.

The attached forms detail the following traditional means of support:

- 1) Fair Catalog Advertising** – This is an excellent choice for businesses wishing to get their message out to the Franklin County public. The fair catalog is a professionally produced publication that is normally inserted into a Sunday edition of the State Journal and placed in area businesses to ensure wide distribution. Advertising rates and sizes are detailed on the enclosed advertising contract. Special requests will be addressed where possible. This is a convenient way to show your support for the fair.
- 2) Event and Class Sponsorships** – This is a traditional means of support associated primarily with the Horse Shows, MotorSports, Exhibit Hall and other major events. Donations are applied directly to a specific class or event with appropriate recognition given in the fair catalog and at the time of the activity. Enclosed Event Sponsorship forms detail these opportunities.
- 3) Undesignated** – A contribution in support of the fair to be applied wherever the need is greatest.

All contributions are important and do make a difference. If you have any questions about sponsorship or advertising, please contact David Campbell, our finance committee chair at 502-223-1278 (home) or 502-330-4108 (cell).

Thanking you again for your continued support of this community event: The Franklin County Fair and Horse Show.

Regards,

Richard Mitchell,
President

P. O. Box 4565
Frankfort, Ky. 40604
www.franklincountyfair.info

**Advertising Contract
Franklin County Fair & Horse Show Catalog**

Please Print or Type

Advertiser _____

Contact Person _____

Address _____

City/State/Zip _____

Telephone Number _____ E-Mail _____

Please check size of advertisement desired below

Full Page - \$300; \$360 (with one spot color); \$400 (full color)

1/2 Page - \$200; \$240 (with one spot color); \$300 (full color)

1/4 Page - \$125; \$150 (with one spot color); \$225 (full color)

1/8 Page - \$75; \$90 (with one spot color); \$175 (full color)

Extra Charges:

\$100 surcharge for 4-color advertisement

10% surcharge for specified position (*ie., next to MotorSports, a specific page number*)

I am interested in the back cover, inside front or inside back cover. Please contact me to discuss costs and specs.

For the best print quality, Advertising Copy should be presented flat, without staples through any of the copy, logo, etc., and should be printed in black on white – no pastel inks. You may also submit your copy as a jpg or pdf.

Special Instructions _____

Bill Me I understand I need to be paid in full before publication date.

Payment attached

Advertising Copy is attached; to be picked up _____

To be mailed to David Campbell, P.O. Box 4565, Frankfort, KY 40604

I'd like fair catalogs placed in my business!

Questions? Phone 502-223-1278 (home) or 502-330-4108 (cell)

Date _____ Advertiser _____

Date _____ Fair Board Representative _____

Finished Size of Mini-Tabloid — 8 x 10⁵/₈

Full Page Advertisement — 7 x 9³/₄

\$300 (black and white); **\$360** (with one spot color); **\$400** (full color)

\$400 (inside front or inside back covers)

\$500 (back cover)

Half Page Advertisement — 7 x 4³/₄

or 3.4 x 9¹/₄

\$200 (black and white); **\$240** (with one spot color); **\$300** (full color)

1/8 Page Advertisement — 3.4 x 2¹/₄

\$75 (black and white)

\$90 (with one spot color)

\$175 (full color)

1/4 Page Advertisement — 3.4 x 4³/₄

or 7x 2¹/₄

\$125 (black and white);

\$150 (with one spot color);

\$225 (full color)

NOTE: All color is subject to availability

www.franklincountyfair.info

2014 FRANKLIN COUNTY FAIR AND HORSE SHOW

JULY 14-19, 2014 — Lakeview Park

www.franklincountyfair.info

RETURN BY APRIL 15, 2014

Horse Show Sponsorship Opportunities

- Grand Premier Sponsor*** (Includes half page ad in catalog, banner display and 4 passes with box seating for one night of horse show) \$500.00
- Premier Sponsor*** (Includes quarter page ad in catalog and 4 passes with box seating for one night of horse show) \$400.00
- Full Class Sponsor*** (Includes 2 passes one night of horse show and ribbon presentation) \$250.00
- Co-Sponsor of Class*** (includes 2 passes one night of horse show) \$125.00
- General Horse Show Sponsor** \$100.00

Class Preference: _____

_____ Or _____

Note: All Classes are Subject to Revision.

General Donation Opportunities

- \$ _____ Undesignated (to support Fair in general)
- \$ _____ Exhibit Hall _____
- \$ _____ Livestock Show _____
- \$ _____ Event/Activity _____

Sponsor Name (as it should be listed in Fair Catalog) _____

Contact Person: _____

Mail Address: _____

Phone: _____ **E-Mail:** _____

- Bill Me Send me a Receipt for my sponsorship contribution
- I'd like Fair Catalogs placed in my business!!

Please make checks payable to Franklin County Fair & Horse Show

Return this sponsorship form to: David Campbell
P.O. Box 4565
Frankfort KY 40604
phone 502-223-1278 (home) or 502-330-4108 (cell)

THANK YOU FOR YOUR GENEROUS CONTRIBUTION!!!!!!!!!!!!!!

2014 Franklin County Fair Horse Show Classes

Miniature Horse Show Classes – Wednesday, July 16

- MH1. Costume Class
- MH2. Miniature Youth Halter – handler 18 years and under
- MH3. Miniature Solid Color
- MH4. Mature Mares (3 Years and Under) – 34" and under
- MH5. Mature Mares (3 Years and Under) – over 34" to 38"
- MH6. Miniature Mature Stallions and Geldings (3 Years and Under) – 34" and under
- MH7. Miniature Mature Stallions and Geldings (3 Years and Under) – over 34" to 38"
- MH8. Miniature Multi-Color
- MH9. Miniature Weanlings (*any sex*)
- MH10. Miniature Yearlings (*any sex*)
- MH11. Miniature Two-Year-Olds (*any sex*)
- MH12. Miniature Pleasure Driving – 34" and under
- MH13. Miniature Pleasure Driving – over 34" to 38"
- MH14. Miniature Youth Driving – 18 years and under
- MH15. Miniature Roadster – 34" and under
- MH16. Miniature Roadster – over 34" to 38"

Pleasure Horse Show Classes – Thursday, July 17

- PH1. Costume Class – Open
- PH2. Stick Horse Race (*No Entry Fee*)
- PH3. Lead Line (*No Entry Fee*)
- PH4. Intermediate Rider Class
- PH5. Halter Horse (*Over 14.2 Hands*)
- PH6. Halter Pony (*14.2 Hands & Under*)
- PH7. Morgan Western Pleasure
- PH8. Egg & Racquet (*No Age Limit*)
- PH9. Pleasure Pony Youth 10 & Under (*14.2 & Under*)
- PH10. Country Pleasure Walking Horse
- PH11. Pleasure Youth 18 & Under
- PH12. Country Pleasure (*Western Horses*)
- PH13. Franklin County Adult Pleasure Class 19 & Over
- PH14. Morgan English Pleasure
- PH15. Franklin County Youth Pleasure Class 18 & Under
- PH16. English Pleasure (*Hunt/Saddle Seat*)
- PH17. Water Glass
- PH18. Western Pleasure
- PH19. Men's Pleasure 19 & Over
- PH20. Country Pleasure (*Eastern Horses*)
- PH21. Ladies Pleasure 19 & Over
- PH22. Lite Shod Walking Horse
- PH23. Morgan Pleasure Driving

Saddlebred Horse Show Classes – Friday, July 18

- SH1. Lead Line – Rider 6 & Under (*Walk*)
- SH2. Open ASB Pleasure Driving
- SH3. UPHA 17 & Under Challenge Cup
- SH4. ASB Three Gaited Country Pleasure – Juvenile Rider
- SH5. Hackney Pony Pleasure Driving** – Amateur/Juvenile
- SH6. ASB Pleasure Riders 10 & Under (*Walk/Trot*)
- SH7. Open Eastern Pleasure (*Saddle Seat & Hunt Seat*)
- SH8. ASB Five Gaited Pleasure – Amateur/Juvenile
- SH9. Road Horse Under Saddle
- SH10. ASB Three Gaited Show Pleasure – Juvenile Rider
- SH11. Roadster Pony to Bike – Amateur/Juvenile
- SH12. Kentucky Horse Council Natural Pleasure
- SH13. ASB Three Gaited Show Pleasure – Adult Rider
- SH14. Open Road Pony Under Saddle
- SH15. Open ASB Western Pleasure
- SH16. Harness Show Pony
- SH17. Open ASB Three Gaited Park Pleasure
- SH18. Roadster Horse to Bike – Amateur
- SH19. ASB Three Gaited Amateur Championship
- SH20. Open Roadster Pony to Bike
- SH21. ASB Five Gaited Amateur/Juvenile Championship
- SH22. ASB Three Gaited Championship
- SH23. ASB Three Gaited Country Pleasure – Adult Rider
- SH24. Roadster Horse to Bike Open
- SH25. ASB Five Gaited Championship

Walking Horse Show Classes – Saturday, July 19

- WH1. Lead Line
- WH2. Walking Weanling Halter
- WH3. Trail Pleasure
- WH4. 2-Year-Old (*Open*)
- WH5. 4-Year-Old & Under Plantation Pleasure
- WH6. Juvenile 17 & Under Specialty (*No Stallions*)
- WH7. Novice Amateur Walking Specialty
- WH8. Walking Yearling Halter
- WH9. Walking Pony Specialty
- WH10. 4-Year-Old & Under Park Performance
- WH11. Amateur Plantation Pleasure Specialty
- WH12. Amateur 3-Year-Old
- WH13. Spotted Saddle Horse Open Trail Pleasure
- WH14. Amateur 2-Year-Old
- WH15. Juvenile Country Pleasure
- WH16. 4-Year-Old Open Specialty
- WH17. KMSHA Trail Pleasure
- WH18. Amateur Park Performance
- WH19. Open Amateur Specialty
- WH20. Lite Shod Plantation Pleasure Specialty (*Open*)
- WH21. KWHA Ladies Auxiliary Specialty
- WH22. Juvenile Trail Pleasure
- WH23. Open Specialty
- WH24. KMSHA Classic Pleasure
- WH25. Amateur Country Pleasure Specialty
- WH26. Amateur Owned/Trained Walking Horse Specialty
- WH27. Amateur Show Pleasure Specialty
- WH28. 3-Year-Old (*Open*)
- WH29. Plantation Pleasure Open Specialty
- WH30. 4-Year-Old Amateur Specialty
- WH31. KMSHA Park Pleasure
- WH32. Park Performance
- WH33. Walking Horse Open Championship








* Note: All Classes are Subject to Revision.

www.franklincountyfair.info

2014 FRANKLIN COUNTY FAIR AND HORSE SHOW

JULY 14-19, 2014 — Lakeview Park

Motorsports Sponsorship Opportunities

-  KOI Drag Racing  KTPA Truck Pull  Farm Tractor Pull  Mud Sling
-  Lawnmower Derby  Mini Demolition Derby  Demolition Derby

Sponsor – up to \$100 Premiere Sponsor – \$101-\$250
Grand Premiere Sponsor – \$251-\$500 Elite Sponsor – \$501 and above

I want to help sponsor (Event): _____ at \$ _____
 I want to help sponsor (Event): _____ at \$ _____
 I want to help sponsor (Event): _____ at \$ _____

Motorsports Banner Sponsorship Order Form

I, _____, agree to sponsor a banner to be displayed at the pull track during the 2014 Franklin County Fair. The banner will be approximately 2' x 6' in size and may contain my one-color logo and/or lettering (*subject to fair board approval*) advertising my business, event or activity. Logos and lettering must be in the same solid color — screening is not available. I understand that colors I may select are subject to availability. Logos must be provided as one color and in a vector format, *i.e.* .ai, .eps, or .cdr. If that is not possible, additional charges will apply.

- New Banner Price: \$125 (*white background*); \$160 (*color background _____*)
- Renewal Banner Price: \$100 (*if you purchased a banner prior to this year, and NO changes need to be made*)

Sponsor's Name: _____

Sponsor's Address: _____

Sponsor's Phone: _____

Sponsor's Signature: _____

Ink Color Choice (*subject to availability*): _____

Lettering for Banner Design: (*all lettering in one color only*)

Please Return To: Franklin County Fair Banner Sponsorship
David Campbell
P.O. Box 4565
Frankfort, KY 40604