



Sparkleberry Country Fair
Clemson's Research and Education Center

Two Notch at Clemson Road ≈ Northeast Columbia
Post Office Box 24372 ≈ Columbia, South Carolina 29224

December 23, 2016

The 22nd annual Sparkleberry Country Fair will be held on April 29, 2017 and we would like you to be part of it.

We invite you to join us as a business sponsor and help us in our mission of promoting rural history in Northeast Richland County, strengthening the sense of community and supporting public education. In return, your business will receive recognition throughout the fair including billboards, newspaper ads, Fair program and Richland Two media. The platinum and gold sponsorships also include exhibit space at the fair.

Since the Sparkleberry Fair began 22 years ago, more than \$800,000 has been raised to benefit Richland School District Two. This would never have been possible without the patronage of our local businesses, private individuals and other organizations in our community. Thanks to their support of the 2016 fair, the committee was able to donate \$50,000 to the students and teachers of the school district through scholarships and grants. Twenty-five students each received \$1000 scholarships and 37 teachers received grants that added up to \$25,000.

The fair is totally run by volunteers. No one is paid a salary. The dedicated board members work very hard to create an event for residents that will foster a sense of local community and pride. The fair, which is held every year on the last Saturday in April, is a country-oriented, alcohol-free, family affair for all ages. An average of 24,000 people attend the one-day fair each year.

A sponsorship package is enclosed for your review. We hope you will consider participating this year. Please contact me, John Monroe at 803.920.1621 or jmonroe@earthlink.net, or Bob Tunell at 803.788.7940.

Our theme for the 2017 fair is Putting Unity in CommUNITY. Together we can make a difference.

Sincerely,


John Monroe

Chairman, Sparkleberry Country Fair


Bob Tunell

Major Sponsor Chairman

Building The Future From The Past

About The Sparkleberry Country Fair

The Sparkleberry Country Fair is a non-profit organization which is committed to improving quality of life in North East Columbia. The Fair's objectives are to promote the area's rural history, strengthen the sense of community and support public education.

Fair Activities

- Large rides area
- Aircraft exhibits
- Animal displays and interaction
- Hay/carriage rides
- Antique tractor and engine farm displays/competition
- Native American exhibits, displays and demonstrations
- Classic car show
- Historic reenactments
- Agricultural displays/competition
- Educational exhibits
- Plant sale

Community

- Non-profit community service organizations - free
- Local arts and crafts
- Local food vendors
- 3 stages with local entertainers and demonstrators (all 3 stages active all day)
- Local school district displays
- Clemson research center displays
- Over two hundred volunteers support the Fair
- Approximately 24,000 visitors to the 2016 Fair

Public Education

- Individual scholarship (25 given in 2017).
- \$23,000 available in teacher classroom grant program
- \$800,000 in support of grants and scholarships over past 20 years.
- The Sparkleberry Country Fair is presented at the Clemson Research and Education Center on Clemson Road. The one-day event this year will be held April 29, 2017 from 9:00 AM-5:00 PM.

Sponsorship Benefits

Platinum Sponsor - \$2000

- Sponsor name on a scholarship
- Key sponsor signs on Fair day
- Company name or logo on billboards
- Company name on promotional newspaper (12,000 copies)
- One half page ad in Fair program (12,000 copies distributed)
- Exhibit space under a 20" x 20" individual tent
- Recognition on Richland District Two TV channel
- Recognition on TV spots
- 8 passes

Gold Sponsor - \$1000

- Company name on Fair day signs
- Company name in Fair promotional ad to run in local newspapers
- Company name on promotional flyer (12,000 copies distributed)
- One quarter page ad in Fair program (12,000 copies)
- Exhibit space under a 20"x20" individual tent
- 5 passes

Silver Sponsor - \$500

- Company name listed in Fair ad to run in local newspapers
- Company name on promotional flyer (12,000 copies distributed)
- One eighth page ad in Fair program (12,000 copies distributed)
- 2 passes

Patron - \$250 - Listed in Fair Program & Newspapers