

**73<sup>rd</sup> Waterford Fair**  
*Traditional American Crafts & Historic Homes Tour*  
 October 6-8, 2017



**FAIR BOOKLET AD**

Reservation Deadline –  
 May 31st

Art Deadline – July 7th

*Send all ad materials and/or inquiries to:*

Tracy Kirkman  
 Waterford Fair Director  
 tkirkman@waterfordfoundation.org  
 Waterford Foundation, Inc.  
 PO Box 142  
 Waterford, VA 20197  
 540-882-3018 x 4

*DID YOU KNOW...*

- Approximately 20,000 visitors attend the Waterford Fair annually, many returning year after year.
- A 2014 survey conducted by *Visit Loudoun* indicated that 65 percent of visitors to the Waterford Fair come from Virginia. Of those, 75.9 percent are women; 41.8 percent have college degrees; and 68 percent are day-trippers. Each spends an average of \$337.11 on food, wine, events, shopping, and fuel. Those who spend the night spend an average of \$1,042.22.
- Fair goers represent a huge pool of potential customers for your company—thousands of young families and high-end buying public interested in the Fair’s quality traditional crafts, historic homes (privately owned, only open once a year), local food & libations, and interactive history lessons about life in an early American rural village.
- The Waterford Fair provides an estimated \$4.5 million annually in economic benefits to Loudoun businesses alone.
- A four-time winner of Loudoun County’s Event of the Year by *Visit Loudoun*, the Waterford Fair provides “lasting benefits to the community...and the generation of overnight stays and effective promotion to out-of-county visitors.”

Advertising options listed on back of form.

**Reserve Your Place in History!**

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Check     V, MC, AMEX     **Remit via waterfordfoundation.org**

CC# \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_

*Please complete, sign reverse and mail back or visit our website to apply online.*



The Waterford Foundation reserves the right to determine the placement and location of logos and advertisements\*, except for reserved premium space; and the right to review, edit and/or reject corporate ads for the Fair booklet. Ads or themes deemed inappropriate in keeping with the high quality of the Waterford Foundation’s established reputation and brand will not be accepted. We recommend wording such as ‘We proudly sponsor or support the Waterford Foundation’ be included in artwork.

**Ask us about a Premier-Level Corporate Sponsorship. Benefits include:**

- Your organization’s banner and employee volunteers featured at the Fair’s Local Libations Tent
- Tent space at the Foundation’s Spring 5K Race and Kids’ Fun Run
- Joint press release announcing your sponsorship, distributed to local media, major search engines, etc.
- Special VIP tour of historic Waterford for your customers and employees

\_\_\_\_\_ (Company name) hereby agrees to abide by the rules and regulations as set forth in this agreement and to all conditions of the Waterford Foundation.

Authorized signature \_\_\_\_\_

Name (print) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Check Box to Select Level

**Fair Advertising - \$200 - \$1,000**

- Advertiser’s b/w ad in the Waterford Fair program, distributed to all Fair attendees; ad sizes available from full to 1/8 page:
  - \$1,000 full page 4.5”x 7.17”     \$500 ¼ page 4.5”x 1.625”
  - \$ 750 ½ page 4.5”x 3.625”     \$200 1/8 page 2.125”x 1.625”
- Organization listed on Waterford Foundation’s Fair page and social media
- Invitation to the Waterford Fair’s Preview Party

**Bronze Level Advertiser - \$1,500 (2 available)**

- Organization’s full page b/w ad on the next to the last page or the center of the Waterford Fair program, distributed to all Fair attendees
- Sponsor’s logo listed on WaterfordFoundation.org’s Fair page with link to sponsor website and social media
- 4 complimentary 1-day tickets to the Waterford Fair
- Invitation to the Waterford Fair’s Preview Party

**Silver Level Advertiser - \$2,000 (only 1 available)**

- Organization’s full page color ad on the inside back cover of the Waterford Fair program, distributed to all Fair attendees
- Sponsor’s logo listed on Waterford Foundation’s Fair page with link to sponsor website
- Logo featured in all Foundation printed promotional pieces (i.e., Fair poster, “You are Here” maps, etc.), and social media
- 10 complimentary 1-day tickets to the Waterford Fair
- Invitation to the Waterford Fair’s Preview Party

**Gold Level Advertiser - \$5,000 (2 available)**

- Organization’s full page color ad on inside front flap or back cover of the Waterford Fair program, distributed to all Fair attendees
- Sponsor’s logo listed on Waterford Foundation’s Fair page with link to sponsor website
- Logo featured in all Foundation printed promotional pieces (i.e., Fair poster, “You are Here” maps, etc.), and social media
- 20 complimentary 1-day tickets to the Waterford Fair
- Invitation to the Waterford Fair’s Preview Party

**Questions? Please call or email.**

*\*Art requirements supplied with confirmation.*