

# *California* Antique Equipment Show™

April 21-23, 2023 • Tulare, CA



## Sponsorship Guide



4500 S. LASPINA ST. | TULARE, CA 93274 | 559.688.1030 | [SPONSORSHIP@FARMSHOW.ORG](mailto:SPONSORSHIP@FARMSHOW.ORG)

# SPONSORSHIP & ADVERTISING

SHOW GUIDE ADVERTISING		
QUARTER PAGE	\$125	FULL COLOR
HALF PAGE	\$250	FULL COLOR
FULL PAGE	\$500	FULL COLOR
DESIGN FEE*	\$100	*ONLY APPLIES IF PRINT-READY ARTWORK IS NOT PROVIDED BY ADVERTISER

SPONSORSHIP OPPORTUNITY	PRICE	ADMISSION TICKETS	LOGO/LINK ON SPONSOR PAGE	ADVERTISING ON FREEWAY SIGN	LOGO ON SPONSOR SIGNS	BANNER ON SHOW GROUNDS	LOGO ON POST-SHOW E-BLAST	ADDITIONAL BENEFITS
GENERAL SPONSORSHIPS								
50 HORSEPOWER	\$250		X		X	1		
150 HORSEPOWER	\$500	15	X		X	2		
250 HORSEPOWER	\$1,000	25	X	1 WEEK	X	2		
350 HORSEPOWER	\$1,500	35	X	2 WEEKS	X	3		
SPECIALTY SPONSORSHIPS								
TRAM STOP SPONSOR	\$500	15	X		X	1		RECOGNITION AT ONE TRAM STOP
SPECIAL EVENT SPONSOR	\$2,000	35	X	1 MONTH	X	3	X	
HAT SPONSOR	\$3,500	50	X	1 MONTH	X	3	X	LOGO ON 2022 CAES HAT

**CUSTOM PACKAGES AVAILABLE! Call Brittany Brazell: 559.688.1030**



# SPECS & DEADLINES

## ARTWORK AND MATERIAL SUBMISSION: [BRITTANY@FARMSHOW.ORG](mailto:BRITTANY@FARMSHOW.ORG)

### LOGO AND LINK

- ☐ High resolution logo due upon signing (AI or EPS preferred; JPEG acceptable)
- ☐ Link to your website (if applicable)
- ☐ Logo/name and link to remain on specified pages until **FEBRUARY 28, 2024**

### SHOW GUIDE AD

- ☐ 3,000 Show Guides produced and printed by International Agri-Center®
- ☐ Signed contract and artwork must be received by **MARCH 24** to guarantee placement
  - ☐ Quarter Page
  - ☐ Half Page
  - ☐ Full Page

**SPECS TO BE SENT SEPARATELY**

### CAES SPONSOR SIGNS

- ☐ Produced by International Agri-Center®
- ☐ Signed contract and logo must be received by **MARCH 24**

### CAES HAT SPONSORSHIP

- ☐ 400 hats produced by International Agri-Center®
- ☐ Signed contract and logo must be received by **MARCH 24**

### CAES BANNERS

- ☐ Provided by sponsor to International Agri-Center® by **APRIL 7**
- ☐ Maximum size: 8' width x 4' height

### FREEWAY SIGN AD

- ☐ 432 pixels wide x 144 pixels high
- ☐ 72 DPI
- ☐ RGB Color
- ☐ JPEG format





# APPLICATION

Authorized Representative: \_\_\_\_\_

Company: \_\_\_\_\_

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

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

Sponsorship/Advertising Package(s): \_\_\_\_\_

Total: \$ \_\_\_\_\_ (Please make checks payable to International Agri-Center®)

## SPONSOR/ADVERTISER AGREES TO:

- ☐ Provide artwork and materials prior to deadlines or forfeit the benefit and hold harmless International Agri-Center®
- ☐ Authorize royalty-free use of approved ID marks, slogans and logos to International Agri-Center®
- ☐ Provide payment in full, by **APRIL 17, 2023**

I \_\_\_\_\_, the authorized signer, have read and understand this application in its entirety. All terms have been accepted by the sponsor/advertiser; therefore this document serves as a binding agreement, upon approval from International Agri-Center®.

Signature, Title

Date

Application will not be accepted and benefits will not be exchanged until approved by the International Agri-Center® Sponsorship Department.

## FOR OFFICE USE ONLY:

Submitted By

Date

Approved By

Date

