

New Kent County Fair Association

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Dear Community Partner:

We are excited to announce that the 2021 New Kent County Fair will take place at New Kent Middle School on October 9th. This event is an excellent opportunity for our citizens and families to ignite traditions as we celebrate our community with food, fun and games, music, crafts, education, and a parade. In recent years, the fair has offered, among other things, agriculture and craft competitions, multiple concerts, midway rides, and a New Kent County Fair Pageant.

In preparation for our largest annual event, we plan and host various fundraisers throughout the year. Planning an event of this magnitude requires tremendous financial resources. A substantial portion of our budget expenditures includes a hefty insurance premium, an operational necessity. No matter how big or small, our local business partners vastly contribute to making the fair a success year after year.

This year we celebrate our 50th Anniversary. In the past few years, our county has experienced growth and this year we are anticipating record attendance, as the COVID restrictions have been lifted. We are hoping to continue to cultivate community relationships. We are asking our community partners to collaborate and make this year a record-breaking success! We have several sponsorship opportunities available to include banner display, vendor space, advertisement on the county fair website & admission passes. Additional information about these opportunities is available on the attached sponsorship form. A copy of this form is also available on our website at:

<http://www.newkentcountyfair.com/sponsors-and-donors.html>

As a business in our community, your relationship is valued. We appreciate your time and contribution to our efforts.

Sincerely,

Martha A. Martin

Chairperson NKCF