

# New London County 4-H Fair & Expo Ad Campaign

Support your fair and earn great prizes!



Clubs with 100% participation get  
10% cash back!

Top 5 Sellers at the end of the  
Campaign get a 6-10%  
Commission!

Campaign runs March 4 - May 6.

(Ads turned in after May 6 will not be considered for commissions)

## SPONSORSHIPS!

BRONZE (under \$25)

SILVER (\$25)

GOLD (\$50)

PLATINUM (\$100)

DIAMOND (\$250)

## AD Sizes:

Front/Back Cover (\$150)

FULL (\$120)

HALF (\$60)

BUSINESS CARD (\$25)

Fair book is 8.5x11 Color!

Anything over \$120 will be featured on the back of  
this year's T-shirt!

It is the responsibility of the 4-Her to ensure that any physical or digital ads get turned into the NLC 4-H office. **Please ask any businesses that are submitting digital ads to send you or a parent/guardian a copy of the email or form submission confirmation.** Any ads that are not submitted by the ad campaign deadline will not be counted towards your individual or club contributions.

*UConn complies with all applicable federal and state laws regarding non-discrimination, equal opportunity, affirmative action, and providing reasonable accommodations for persons with disabilities..*

## Remember:

Be Safe!



Be Courteous!



Explain why 4-H and the Fair is  
important to you!



Record all info accurately!



Approach family, friends and  
acquaintances of your family,  
teachers, and others to be a  
sponsor or donate.



4-H'ers have dibs in March to  
approach 'their' advertisers  
from last year.



Attach "Ad Copy" and  
money/check to the contract  
with a paper clip.



Encourage advertisers to send  
ads electronically to  
[nlc4hfair@gmail.com](mailto:nlc4hfair@gmail.com)



Checks payable to:  
NLC 4-H Fair Association



Electronic payment option  
available through Square. See  
contract for Q.R. code.

Forms on-line:

[s.uconn.edu/newlondon](http://s.uconn.edu/newlondon)

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