



**TOLLAND COUNTY 4-H FAIR ASSOCIATION
2026 AD & SPONSORSHIP CAMPAIGN
RULES AND REGULATIONS**



Message Line	\$5
Silver Clover	\$10 or more
Gold Clover	\$15 or more
Business Card ad (2"X 2")	\$35
Class Sponsor	\$40 or more
Show Ring Sponsor (2'X 4' banner)	\$65
1/4 page ad (2"X 5")	\$70
1/2 page ad (4"X 5")	\$120
Full page ad (8.5"X 5")	\$200

* Any donor making a donation in the amount of \$150 or more will have their name displayed at the 4-H Fair.

* Class sponsor names will be listed in our fair book along with the class they are sponsoring and announced during the sponsored show.

* Silver and Gold sponsor's name will be printed in our fair book under the town that they live in.

Payment must be made by CASH OR CHECK ONLY

RULES

1. No ad or sponsorship can be sold before our kick-off event, Saturday, February 21, 2026.
2. ONLY 4-H MEMBERS may sell and turn in ads or sponsorships. To be a member, you must be enrolled for the current program year with the UConn Extension Tolland County 4-H Office before the kick-off date.
3. Records will be kept for each individual 4-H member. You must write your name on each ad/sponsorship form, so it will count on your record.
4. 4-H Members are encouraged to sell ads in-person but other methods such as email or phone calls are acceptable.
5. Each ad/sponsorship must be printed legibly, including the address and must be dated and signed. **No commissions will be paid on incomplete or unreadable forms. Ads/Sponsorships must be on the official forms. All ads or banner sponsors must have a business card or camera ready artwork attached to the form (with paperclip, not stapled) or emailed to: fairbook.tollandcounty4h@gmail.com -preferably in jpg file (ads will be printed as received—no changes).**
6. Payment must be collected when the ad/sponsorship form is complete. Checks should be made payable to: **Tolland County 4-H Fair**. When paid for, remove the receipt from the form, sign it, and give it to the sponsor.
7. List all Ad/Sponsorships on the tally sheet provided. It is suggested that you add them after you complete the receipt. Total columns and check the bottom of the tally sheet to see if you are eligible for prizes listed.
8. 4-Hers selling over \$250.00 in ad/sponsorships will be able to earn 5% of their total sales for themselves or their club. Be sure to tell us on your turn in sheet if the money is for you or your club. If you are a member of more than one club you need to choose which club you want the commission to be awarded to. Clubs are not allowed to total all members' ads/sponsorships for commissions. Only 4-H members selling over \$250 are eligible for commissions.
9. No commissions will be paid on forms received after April 25, 2026.
10. As of April 25, 2026, the three individual 4-Hers selling the highest amount each receive a prize, which is given out at the annual 4-H banquet in October.
11. The three clubs selling the most ads/sponsorships will receive an additional \$20.00 and two \$10.00 awards.
12. Junior 4-H members (ages 7-12 on January 1, 2026) selling over \$100 in ads/sponsorships will receive a 4-H t-shirt.
13. Senior 4-H members (ages 13-19 on January 1, 2026) selling over \$250 in ads/sponsorships will receive a 4-H t-shirt.

There will be only one official turn-in on April 25, 2026 at the Tolland County Agricultural Center, 24 Hyde Avenue (Route 30), Vernon, CT 06066. If you cannot bring your sales forms to the turn in, get them to the UConn Extension Tolland County 4-H Office **BEFORE April 25, 2026.**

Ads/ sponsorships are taken after the turn in date but the 4-H member is not eligible for prizes. The last date to turn in any ads/sponsorships to guarantee they will be in the fair book will be May 1, 2026.

OUR GOAL...\$15,000 or more!!

REMEMBER...4-H SALESPEOPLE ARE SELLING 4-H TO THE PUBLIC.

DRESS NEATLY, BE POLITE AND REMEMBER TO SAY THANK YOU!!!



2026 4-H AD/SPONSORSHIP CAMPAIGN WHAT IS IT? WHY WE NEED YOU!

Fairbook sponsors are Tolland County 4-H's largest fundraiser. Why do we need the money?

Every August, the Tolland County 4-H Fairboard holds a Fair for 4-H youth to exhibit their accomplishments, earning ribbons and premium money for each entry. As a member of 4-H, **YOU ARE ENCOURAGED TO TAKE PART!**

The Gold Building is filled with projects such as woodworking, photography, flowers & vegetables, arts & crafts, foods, clothing, and much more. Animal projects are shown throughout the weekend. There is live entertainment, 4-H Olympics, food, a dog show and a tractor pull. If you think it sounds like fun— you're right! It is!!

As with everything else in 4-H, the Tolland County 4-H Fair Association is made up of youth and adult volunteers. Adult advisors work with teens elected to Fairboard to coordinate, plan and finally **HAVE** the fair each year and **THIS COSTS MONEY**. Lots of money. The money is needed to print and mail the premium books, to pay premiums, buy ribbons and trophies, shavings and other maintenance supplies, to pay judges, insurance and rentals for the fair, to print posters and pay for advertising, as well as to put aside funds for permanent improvements to the fair grounds. Without sponsorships, our fair would never get off the ground. **The budget for the fair this year is over \$25,000**. In order to raise the money needed, the Tolland County 4-H Fairboard is holding its annual Ad/Sponsorship Campaign starting on **Feb. 21st**. **The goal for this year's Fund Raising Campaign is \$15,000**. We are asking 4-Hers throughout Tolland County to sell Fair ads/ sponsorships, cash and checks are accepted. Every individual or business that sponsors the 4-H Fair receives recognition in the Fair Premium Book. Every 4-H member in Tolland County should sell as many ad sponsorships as they can, our goal will be met if we all work together!

Prizes will be awarded, and commissions on sales will be paid. All ads/sponsorships must be turned in by **April 25th** to be eligible for prizes. Ads/sponsorships submitted after this date are welcome until May 1st but are not eligible for prizes.

Don't know who to ask? EVERYBODY! Family, friends, neighbors, local businesses

Don't know how to ask? Start by introducing yourself. Tell them you are a member of 4-H. Explain project groups you are involved with. Explain how 4-H holds a fair each year in August and you get to take your completed projects and show them. Ask them if they would please help support the 4-H fair by purchasing a sponsorship or ad.

Need more forms? Feel free to make copies which are available online—or call the UConn Extension Tolland County 4-H office at 860-875-3331.

Now that I've sold these sponsorships, what do I do with them? The official "Turn In" event is Saturday, April 26th. If that's not convenient for you, drop them off anytime in the week prior to "Turn In" or by mail to the UConn Extension Tolland County 4-H office.

Have questions? Please contact us. We are here to help! Contact Entries & Tallies Fairboard Committee @ fairbook.tollandcounty4h@gmail.com or call the UConn Extension Tolland County 4-H office at 860-875-3331.

We are counting on your support and looking forward to a great fair season!