



2017 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 (yes, CASH) 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, and a dog and horse show. 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 \$20,000.** In order to raise the money needed, the Tolland County 4-H Fair Book Committee is holding its annual Ad/Sponsorship Campaign starting on **Feb. 18th.** **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. Every individual or business that sponsors the 4-H Fair receives recognition in the Fair Premium Book. If every 4-H member in Tolland County sells at least three ads/sponsorships, our goal will be met!

Prizes will be awarded, and commissions on sales will be paid. All ads/sponsorships must be turned in by **March 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 businessescash or check only.

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—or call the 4-H Extension Center at #875-3331.

Now that I've sold these sponsorships, what do I do with them? The official "Turn In" event is Saturday, March 25th, from 10 AM—2 PM. If that's not convenient for you, drop them off anytime in the week prior to "Turn In" or by mail to the Tolland County Extension Center.

Have questions? Please call us. We are here to help! Contact Jenn #559-2707 or the UConn Cooperative Extension 4-H office #875-3331.

We are counting on your support! Without the help of EVERY 4-H member, the Fair Association may not be able to continue to provide 4-H youth the opportunity to display their projects and reap rewards.



TOLLAND COUNTY 4-H FAIR
 RULES AND REGULATIONS
 2017 FUNDRAISING CAMPAIGN



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
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 donation made of \$150 or more will have their name displayed at the 4-H Fair.

* Class sponsor names will be listed in Premium Book along with the class they are sponsoring. Names will also be displayed at the fair and announced during the sponsored show.

Payment must be made by CASH OR CHECK ONLY.

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

RULES

1. No ad or sponsorship can be sold before the Kick-Off Meeting, Saturday, February 18, 2017.
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 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 MUST SELL ADS/SPONSORSHIPS IN PERSON. If friends or family are difficult to reach in person, call to see when it is convenient. NO SELLING BY PHONE TO BUSINESSES.
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 must have a business card or camera ready artwork attached to the form (with paperclip, not stapled) or emailed to: jennndavis@cox.net -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 March 25, 2017.
10. As of March 25, 2017, the three individual 4-Hers selling the highest amount each receive a gift card, 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, 2017) selling over \$100 in ads/sponsorships will receive a 4-H t-shirt.
13. New this year: Senior 4-H members (ages 13-19 on January 1, 2017) selling over \$250 in ads/sponsorships will receive a 4-H t-shirt.

If you cannot bring your sales forms to the turn in, get them to Jenn Davis, or the UConn Dept. of Extension 4-H Office BEFORE March 25, 2017. There will be only one turn-in on March 25, 2017 10 AM-2 PM in the Office Building, at the Tolland Agricultural Center, 24 Hyde Avenue (Route 30), Vernon, CT 06066. Of course 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 ads/sponsorships will be May 1, 2017.

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!!!