



Early Sign Up Advantages

17746-D County Road 34 Goshen, Indiana 46528 www.4hfair.org 574-533-fair

Mobile marketers that sign up prior to April 1 will receive the following promotional and advertising benefits.

- Logo and/or listing in 110,000 daily programs.
- Inclusion on 500 fair posters.
- Inclusion on 110,000 fair placemats.
- Pre-recorded PA announcements on the grounds PA system on exhibit days.
- Press releases or media kits may be included with the Elkhart County 4-H Fair press packets on the following dates.
 - Second Wednesday in March - Media Open House and official announcement of the grandstand entertainment (25 media locations)
 - June 1 – Press kits sent to three area newspapers for the Fair tabloids.
 - July 1 – Media kits sent to help plan and give ideas for interviews & stories during fair week.
 - Opening day of Fair – All media attending the ribbon cutting will receive a packet of major entertainment, daily schedules and last minute bookings.

