

Are you interested in getting your message out to the fastest growing county in the metro area?

If you would like to target a market of Cass County residents and surrounding areas for your products or services, try this unique approach. We will advertise your business on **KFKF Country 94.1**, **KBEQ "Q104"** and in the Cass County Fair Tab Insert which is circulated to over 30,000 homes in the area. You can support the Fair and get your message out to a large customer base at the same time.



The Cass County Fair is going into its *seventeenth year* with lots of family entertainment. This year's lineup includes one night of demolition derby with two nights of action packed MRCA adult rodeo and arena concert Wednesday night. Motocross races will be back again this year by popular demand. Other events include a Bluegrass Festival, a county-wide firefighters competition, parade, youth livestock shows and more. **KFKF 94.1 and Q104** gets your message out to thousands of people every day and by including advertising on both stations, captures a broad spectrum of the market. The fair will be promoted for two weeks prior to the July event. In addition to the radio promotion, printed advertising is available in the Cass County Fair Tab inserted into most of the newspapers in Cass and southern Jackson Counties (circulation approximately 30,000) about two weeks prior to the fair.

Sponsorship Plans

Platinum Sponsor: Includes one 4X10 banner, a radio advertising package on **Q104 and KFKF 94.1 FM** which includes (12) thirty second spots promoting your business, 20 online streaming commercials (by themselves) per week for 3 weeks leading up to the fair on both stations and a logo/link online for the month of July; a full page ad in the Fair Tab, Sixteen fair passes good for any paid event (**except Wednesday Concert**) during the fair, and 4 Wednesday concert tickets.

Cost: \$2100

Gold Sponsor: Includes a 3 X 8 display banner, radio advertising package on **Q104 and KFKF 94.1 FM** including (6) thirty second spots promoting your business, 10 online streaming commercials (by themselves) per week for 3 weeks leading up to the fair on both stations and a logo/link online for the month of July; 1/2 page ad in the Fair Tab. Eight fair passes good for any paid event (**except Wednesday Concert**) during the fair and 2 Wednesday concert tickets.

Cost: \$950

Silver Sponsor: Includes a 3 X 6 arena banner, a radio advertising package on **Q104 and KFKF 94.1 FM** including (8) fifteen second spots promoting the fair and your business, 10 online streaming commercials (by themselves) per week for 2 weeks leading up to the fair, a 1/4 page ad in the Fair Tab, and six fair passes good for any paid event (**except Wednesday Concert**) during the fair.

Cost: \$650

Bronze Sponsor: Includes a 2 X 6 fair banner, a radio advertising package on **Q104 and KFKF 94.1 FM** including (6) fifteen second spots promoting the fair and your business, 5 online streaming commercials (by themselves) per week for 2 weeks leading up to the fair, a 1/8 page ad in the Fair Tab, and two fair passes good for any paid event (**except Wednesday Concert**)

Cost: \$450

All sponsors will be recognized on the Cass County Fair Web Site!

Other sponsorship programs are available and can be custom tailored to fit your advertising needs. For further details contact Randy Miller or Cheri Hocker at:

(816)540-3135

Join us in Pleasant Hill on July 13th thru the 18th for some "old fashioned country fun!"

Event Highlights

Motocross Races Tuesday night

Arena concert Wednesday Night

Demolition Derby Thursday night

MRCA/URA Adult Rodeo Friday and Saturday nights complete with half-time entertainment

Bluegrass Festival Saturday Downtown

Youth Livestock Shows at the Fairgrounds

Fireworks Display at the Fairgrounds Friday and Saturday nights

Heart of Country Living Show , including home economics, foods, horticulture, quilts, and fine arts (includes Cass County 4H exhibits)

Annual Cass County Firefighters Competition

Parade Saturday Morning

Super Farmer Competition

Car Show Saturday Morning

Craft & Commercial Booths

Kid's Tractor Pull on Sunday Afternoon

Pet Show

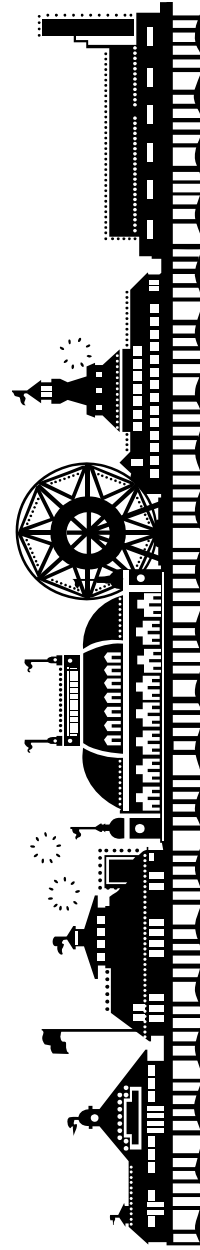
Tractor Pull Sunday Evening

Bike Rodeo

And much, much more.....

Website: www.pleasanthill.com/ccfair

**COME ONE! COME ALL!
BE A PART OF A DOWN HOME COUNTY FAIR!**



Cass County Fair - July 13-18, 2010

Marketing Solutions



July 13-18, 2010

Help us celebrate our seventeen year of providing fun for the entire family.

Promote your products or services and support your Cass County Fair at the same time!

Reach the people of Cass County with your message by advertising in the Fair Tab and on Radio Stations Q104 and KFKF 94.1