

**KENTUCKY STATE FAIR BOARD
SPONSORSHIP POSTING
FOR
ICE-CREAM SPONSORSHIP OPPORTUNITY
AT THE
KENTUCKY EXPOSITION CENTER
KENTUCKY INTERNATIONAL CONVENTION CENTER**

Date Issued: 10/6/2017

Closing Date: 10/13/2017

The purpose of this sponsorship posting is to solicit proposals pursuant to KRS 45A.097 for sponsorships in the ice-cream category.

Kentucky Venues is an ideal platform to market your company and extend your name to a national and international audience within various industries. Kentucky Venues is the host to over 300+ events which attract over 2 million guests. It possess the sixth largest convention center space in the country and plays a key role as a driving force of innovation in the Commonwealth of Kentucky, bringing hundreds of millions of dollars in economic impact, through its 1.2 million square foot facility while hosting 16 of the area's top trade shows and four of the top 100 trade shows in the country. Kentucky Venues consist of Kentucky Exposition Center (KEC), Broadbent Arena, Freedom Hall, and the Kentucky International Convention Center (KICC).

There is an availability of unlimited sponsorship opportunities to promote your company at the facilities of Kentucky Venues. The duration of the sponsorship shall not exceed 5 years, but may be negotiated for less years.

Sponsorship opportunities include:

- Branding and visibility at KEC and KICC
- Event sponsorships within Kentucky Venues in-house shows, including the National Farm Machinery Show, the July Youth Basketball Tournaments, the Kentucky State Fair, and the North American International Livestock Exposition
- Other opportunities based on potential partners interest
- Partner will work through the Kentucky Venues concessionaire to sell product at Kentucky Venues facilities

Interested parties are encouraged to submit a written proposal that addresses the two factors listed below. Advertising, activation, and sponsorship shall be mutually agreed upon between the responder and the Kentucky State Fair Board.

Potential sponsors and opportunities will be evaluated to determine the "best value" for the Commonwealth of Kentucky as described in KRS 45A.070(3) as follows:

1. Financial value to the Kentucky State Fair Board. Financial value may be monetary, trade or in-kind; and
2. Enhancement of the Kentucky Exposition Center (KEC), Freedom Hall, Broadbent Arena, Kentucky International Convention Center (KICC) experience.

Proposals shall be received by 10/13/2017 and addressed to:

Gary Friedman or Jesse Bucksot

Gary.Friedman@kyvenues.com or Jessica.Bucksot@kyvenues.com

(502) 367-5107 or (502) 367-5212

An entity that has a business or regulatory relationship with the Kentucky State Fair Board, or who may be lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity *only if* there is a clear benefit to the Commonwealth, or the sponsorship promotes economic development or tourism in the Commonwealth.

An award of sponsorship shall not constitute of an official endorsement of a particular company by the Commonwealth of Kentucky.

