



P.O. Box 55, Oley, PA 19547  
(610) 987-3469  
[www.oleyfair.org](http://www.oleyfair.org)

February 3, 2025

Dear Oley Fair Advertisers and Sponsors:

We are excited to be celebrating the 78<sup>th</sup> annual Oley Valley Community Fair. For 78 years, the Oley Fair has been a wonderful gathering for businesses and residents of the Oley Valley to show their wares, advertise their business, or just spend time with family and friends. This year the Oley Fair will be held on September 18, 19, and 20 on the Oley Fire Company Fairgrounds. Our 2025 fair theme is:

"Fall is in the Air, See you at the Oley Fair!"

Please consider joining us in making our 78<sup>th</sup> fair a memorable gathering as an Entertainment Sponsor or Advertiser in the Oley Fair Premium Book. These are combined into one financial request. Our sponsorship and advertising rates are listed on the attached page. The Oley Fair Premium Book includes all the department and exhibit information for this year's fair, an event schedule, and advertisements from businesses throughout Berks County. The fair book is distributed in July to over 2,000 Oley Fair members, community leaders, and businesses in the Oley Valley and surrounding communities. Entertainment sponsorship, which we refer to as "Friend of the Fair" Sponsorship, offers a business the opportunity to have its name in all the Oley Fair advertising literature. The Gold level of sponsorship includes acknowledgment in ads placed in the *Reading Eagle* and *Berks Country* and its business name promoted in announcements throughout the days of the Oley Fair. All sponsorship levels will have their company name prominently showcased on the display board located at the center of the fairgrounds.

We would like to thank all sponsors who graciously supported the fair in previous years. Your continued support helps us provide exciting aspects of this event for the community annually. Our partnership with these friends of the fair sponsors, such as the *Reading Eagle* and *Berks Country* enables us to access media coverage for the purpose of recognizing all fair sponsorships in additional articles and advertisement promotions about the Oley Valley Community Fair.

We have included a description of fair sponsorship and fair book advertising opportunities. Simply select a sponsorship level, and please provide us with an advertisement to represent your business in the Oley Fair Premium Book.

**All advertisements are due by March 30, 2025.** Payment is required at the time of your reply, and checks can be made payable to: *Oley Valley Community Fair Association*. Please mail your advertisement and payment, along with the enclosed attachment to:

**Oley Valley Community Fair Association  
C/o Michele Beekman  
732 Franklin Road  
Boyertown, PA 19512**

You may also email your advertisement directly to [ktbeekman@gmail.com](mailto:ktbeekman@gmail.com). **A .pdf file is preferred.** If you have any questions regarding fair sponsorship or fair book advertising opportunities, please do not hesitate to contact me at 610-367-0578. We thank you in advance for your support, and we look forward to your reply.

Sincerely,  
Michele Beekman  
*Oley Valley Community Fair Sponsorship Committee*

*78<sup>th</sup> Annual Oley Valley Community Fair  
Fair Premium Book Advertising &  
Friend of the Fair Sponsorship Opportunities*

FRIEND OF THE FAIR SPONSORSHIP OPPORTUNITIES

**BRONZE TIER FRIEND OF THE FAIR**                      **\$250**

- Half-page ad in the Oley Fair Premium Book.
- Name included in fair print advertising brochures and posters.
- Name prominently showcased on sponsor display board at the center of the fairgrounds.

**SILVER TIER FRIEND OF THE FAIR**                      **\$400**

- Full-page ad in the Oley Fair Premium Book.
- Name included in fair print advertising brochures and posters
- Name prominently showcased on sponsor display board at the center of the fairgrounds.
- Business name promoted in numerous daily announcements throughout the fair.

**GOLD TIER FRIEND OF THE FAIR**                      **\$700**

- Full-page ad in the Oley Fair Premium Book.
- 4' x 6' sign displayed on the split rail fence on Jefferson Street leading to the main Fair entrance.
- Name included in fair print advertising, plus advertising in the *Reading Eagle & Berks Country*.
- Name prominently showcased on sponsor display board at the center of the fairgrounds.
- Business name promoted in numerous daily announcements throughout the fair.

FAIR BOOK ADVERTISING OPPORTUNITIES

<input type="checkbox"/> Full Page	7" wide x 10" high	\$150
<input type="checkbox"/> Half Page	7" wide x 5" high	\$100
<input type="checkbox"/> Quarter Page	3.5" wide x 5" high	\$75

Please indicate which opportunity you are choosing and then return this form, along with your advertisement and check made payable to the *Oley Valley Community Fair Association*. Note that all tiers of Friend of the Fair Sponsors should also include their advertisement information when returning this form.

You may also email your ad to: [ktbeekman@gmail.com](mailto:ktbeekman@gmail.com). A .pdf file is preferred.  
Ads are due by March 30, 2025.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_