



**Hubb's Farm**  
"Home of Hubb's Corn Maze"  
10444 N US421  
Clinton, NC 28328  
[www.hubbsfarmnc.com](http://www.hubbsfarmnc.com)  
910-564-6709

## **2017 Advertiser Opportunity Information**

Our 2017 season will be Hubb's Farm's 10<sup>th</sup> Anniversary. Is that possible? It doesn't seem so long ago when we only had the maze, pony rides, a small hay bale maze and two photo cutouts. How we have grown over ten years! We have big plans for our anniversary as this year's Maze theme is the final year of our celebrating the state of North Carolina. We are focusing on the original "Gold Rush" in the U.S. and it was in North Carolina, not California or Alaska. With this theme, we are adding two related activities and those are "Paydirt Pete's Treasure Mining" and "Paydirt Pete's Gold Panning". Yes you can actually pan for and find gold at Hubb's Farm this year! We are also expanding our activity area as we add a second Rope Mountain, a bigger Tire Mountain, new concessions, small Zip Lines, and more.

One thing we have learned over our ten years is that, "Build it and they will come" is not how it works. It is closer to "Build it, tell everyone you can, get other people to help tell everyone they know, create an experience, hire great staff, partner with other great businesses, keep it clean, safe, fresh, and maybe, just maybe, you have something that will be a success.

We are trying to spread the word still by pushing hard in social media to bring attention to our events and our corporate advertising partners. Our Facebook following has increased to well over 18,000 likes and our NEW website should continue to average approximately 2500 hits per day during the season. We use these tools along with more traditional marketing methods to promote our events.

With all of the new items at the farm this fall, we are also updating our Advertiser Package. We are changing how we would like to work with our partners. Instead of just generic levels, we are offering title sponsorships of events and/or weekends at the maze. Below you find a list of available events, etc. that are available for your company to join with us and be a part of the largest fall festival in Eastern North Carolina.

If you have any questions, please feel free to call or email us. We look forward to working with you this year.

Sincerely,  
John and Tammy Peterson  
[info@hubbsfarmnc.com](mailto:info@hubbsfarmnc.com)

910-260-1804 John  
910-260-0490 Tammy

# Available Advertising Events and Items for 2017

## Weekend Theme Partners

Sept. 16-17 Opening Weekend \$500

- Airplane Flyover dropping ping pong balls for prizes.
- Falcon's Children Home are invited free and Hickory Grove Baptist Church is feeding them.
- Grand Opening Saturday for Paydirt Pete's Treasure Mining and Gold Panning.

Sept. 23-24 Hay Bale Festival \$500

- Hay bale painting competition. Schools and organizations are invited to enter and paint a round hay bale. Prizes will be awarded to the winners and selected by our customers. We will also offer different "hay" related fun challenges and education.

Sept. 29- First Responder's Weekend \$1000

Oct. 1 Herring Volunteer Fire Dept. will be bringing the "Smoke House" to train kids how to escape and burning home.

- There will be fire trucks, an ambulance, a K-9 unit demonstration
- NY Life will once again provide their Kid I.D. station.
- We are also working on having a CPR demonstration.
- Cape Fear Valley Blood Mobile will be coming again this year.

Oct. 6-8 Thank a Farmer Weekend and Overalls Pageant \$1000

Did you know Overalls were invented in Clinton, NC? Me neither, but they were!

- There will be an "Overalls Pageant" with prizes
- Lots of farm equipment
- "World's Tallest Scarecrow"?
- Good music. What more could you ask for?

Oct. 13-15 Pirate Invasion \$1000

This is a returning weekend theme because it was so much fun!

- Motley Tones, a Pirate singing group

- The "Cannon Crew". The "Crew" actually sets up camp and spends the night at the maze. Since they bring their own cannons, could we have better guards?
- NY Life will be here on Saturday for a second Kid I.D. effort.

Oct. 20-22 Freedom USA Weekend \$1000

This is our Military Appreciation weekend.

- Devry University, Battleships to Bulldozers and the Sampson County Veterans Office will be attending.

Oct. 27-29 Halloween at Hubb's Farm \$1500

- The Scarecrow Express Train will run both nights. It is a family-friendly train ride and trick or treat event.
- Sam the Magic Man will be doing shows Saturday
- Our second Airplane drop of ping pong balls for prizes.
- We are working to find a dance troop that would re-enact the video of Michael Jackson's "Thriller".

Nov. 3-5 Tough As A Farmer \$2500

This is a sort of Agricultural Cross Fit challenge that we have been working on the past couple of years and are ready to grow. The challenge includes about 10 farm related "chores" that must be completed while being timed. I will tell you I did it last year and I'm still tired and sore. It really is tough. We plan to have men's and women's divisions and we are working on a Kid's challenge for fun. It is our plan to grow the event to more qualifying locations and then Hubb's Farm would host a "finals" event. We are looking for a Corporate Title sponsor to partner with us in growing this into a special annual event in Sampson County.

Nov. 11 Last Day \$500

This is an added ½ day we started a few years back at the request of the organizers of the annual Methodist Pilgrimage in Fayetteville. This has become a very busy day for us.

# Benefits and Obligations of Advertisers

## Weekend Title Partner

### Benefits:

1. Included in social media promotions for the weekend.
2. Recognized in all interviews and promotions live at the farm during the weekend.
3. Signage- you may provide signage or banners to be placed on location.
4. Receive 50-250 free Bronze passes (General Admission + Corn Maze + Hayride) for customer promotions or employee rewards.
5. Complementary use of a space in the common area for displays or product promotion for entire weekend.
6. Link and Logo on Advertiser Partner's page of our website (during the season we average over 2500 hits/day)

### Obligations:

1. \$500-2500 in funding, goods or services
2. Distribution of coupons to employees and/or customers
3. Display maze promotional materials.

## Other Partner Levels

### Bottle Water Advertiser                      \$1500

Each year, we purchase ½ liter bottles of water with custom labels. We are offering space on the back of the label for a partner. We plan to purchase three pallets of water (4320 bottles) for the 2017 fall season. Advertiser receives same benefits and has same obligations as Weekend Theme Partners.

### Other Advertiser Partners

#### Benefits:

1. Logo/link on Advertiser Partner's page of our website (over 2500 hits/day)
2. Free Bronze passes (General Admission + Corn Maze + Hayride) for customer promotion or employee rewards (Based on one pass per \$15 of value)
3. Signage-you may provide signage to be placed at the maze for values of \$300 and up.

Obligations:

1. Funding, goods, or services
2. Distribution of coupons to employees and/or customers
3. Display maze promotional materials

## *2016 N. C. Outer Banks Design*



## 2015 Our State Design



## 2016 Farm Site Map

