

Outagamie County Fair

SPONSORSHIP OPPORTUNITIES



Our mission is to provide education and quality entertainment and to promote agriculture, youth development, and family fun for Outagamie County and fair-goers of Northeastern Wisconsin.

Join the Current Sponsors and Take Advantage of Marketing Your Business



MARKETING OPPORTUNITIES

We invite you to take advantage of this unique opportunity to reinforce your message to the community by becoming a sponsor of the Outagamie County Fair.

❑ **Grand Champion Sponsorship – \$2,500.00 or more**

- Main Gate One-Day Premier Gate Banner.
- Roadway Fence Signage during the Entire Event.
- Logo Prominent Live Link on the Home Page of the Fair Website.
- Listing on All Sponsorship Posters Distributed throughout the Fairgrounds.
- Announcement Mentions at Grandstand Events.
- 20 One Day Admission Passes to Fair.
- 20 Grandstand Tickets (Value \$160, good for all events except Concerts).
- 3 Megaband Ride Wristbands (Value \$150 allows entry on rides for full Carnival).
- 5 One-Day Carnival Ride Wristbands (Value \$130 allows one-day entry on all rides).

❑ **Reserve Champion Sponsorship – \$1,200.00 or more**

- Main Gate One-Day Premier Gate Banner.
- Roadway Fence Signage during the Entire Event.
- Logo Prominent Live Link on the Home Page of the Fair Website.
- Listing on All Sponsorship Posters Distributed throughout the Fairgrounds.
- Announcement Mentions at Grandstand Events.
- 10 One Day Admission Passes to Fair (Value \$50).
- 10 Grandstand Tickets (Value \$80, good for all events except Concerts).
- 5 One-Day Carnival Ride Wristbands (Value \$130 allows one-day entry on all rides).

❑ **Blue Ribbon Sponsorship – \$500.00 or more**

- Roadway Fence Signage (3x5) during the Entire Event.
- Logo Live Link on the Sponsorship Page of the Fair Website.
- Listing on All Sponsorship Posters Distributed throughout the Fairgrounds.
- 6 Grandstand Tickets (Value \$50, good for all events except Concerts).
- 6 One Date Gate Passes (Value \$30).

❑ **Golf Cart Sponsorship – \$400.00**

Fair Staff use Golf Carts throughout the week to run errands, transport visitors, and conduct Fair business. The carts are HIGHLY VISIBLE all week throughout the Fairgrounds and Grandstand Events. This Sponsorship includes professional signage on the front and rear of a cart.

❑ **Red Ribbon Sponsorship – \$250.00 or more**

- Roadway Fence Signage (3x5) during the Entire Event.
- Logo Listing on the Sponsorship Page of the Fair Website.
- Listing on All Sponsorship Posters Distributed throughout the Fairgrounds.
- 2 Grandstand Tickets (Good for all events except Concerts).
- 2 One Day Gate Passes.

❑ **White Ribbon Sponsorship – \$100.00 or more**

- Personal name or business name on the Sponsorship Page of the Fair Website.
- Specialty Sponsorship Opportunities – Limited Availability.
- 2 Season Gate Passes.

❑ **Bull Riding Sponsorship Opportunities**

See www.OutagamieCountyFair.com for details.

❑ **Major Sponsor – Sponsorship Sign on Grandstand Structure – \$3,300 per year**

- Minimum 3 year commitment.
- Permanent 6x12 signage on south (rear) of grandstand during time of sponsorship.
- Logo Prominent Live Link on the Home Page of the Fair Website.
- Listing on All Sponsorship Posters Distributed throughout the Fairgrounds.
- Announcement Mentions at Grandstand Events.
- 20 One Day Admission Passes to Fair (Value \$100).
- 20 Grandstand Tickets (Value \$160, good for all events except Concerts).
- 3 Megaband Ride Wristbands (Value \$150 allows entry on rides for full Carnival).
- 5 One-Day Carnival Ride Wristbands (Value \$130 allows one-day entry on all rides).

❑ **Full Motorsport or Midway Event Sponsorship – \$2,000.00 (One per Event)**

Includes all Motorsport Grandstand Events, Midway Attractions, and Special Days. Corporate sponsors may also distribute promotional items (water bottles, frisbees, mini footballs, refrigerator magnets, etc.) to attendees (items provided by the sponsor) at the end of the event.

- 2 Sponsor Supplied Banners (4x8 max) Displayed at Event.
- 2 Sponsor Supplied Banners (3x5 max) Displayed at Grandstand Entrances.
- Main Gate One-Day Premier Gate Banner.
- Roadway Fence Signage during the Entire Event.
- Logo Prominent Live Link on the Event Page of the Fair Website.
- Listing on All Sponsorship Posters Distributed throughout the Fairgrounds.
- Announcement Mentions at Grandstand Event.
- 10 Grandstand Tickets for Sponsored Event.
- 10 One Day Gate Passes for Event Attendees.
- Gate passes for personnel involved in promotional item distribution.

❑ **Partial Motorsport or Midway Event Sponsorship – \$500.00**

Includes all Motorsport Grandstand Events, Midway Attractions, and Special Days.

- 1 Sponsor Supplied Banner (4x8 max) Displayed at Grandstand Event.
- 2 Sponsor Supplied Banners (3x5 max) Displayed at Grandstand Entrances.
- Roadway Fence Signage (3x5) during the Entire Fair.
- “Sponsored in part” Logo Live Link on the Event Page of the Fair Website.
- Listing on All Sponsorship Posters Distributed throughout the Fairgrounds.
- Announcement Mentions at Grandstand Event.
- 5 Grandstand Tickets for Sponsored Event.
- 5 One Day Gate Passes for Event Attendees.

❑ **Building Sponsorship – Cost varies (call for availability)**

- 2x4 ft permanent signage on building for duration of sponsorship
- Logo Live Link on the Sponsorship Page of the Fair Website.
- Listing on All Sponsorship Posters Distributed throughout the Fairgrounds.
- 6 Grandstand Tickets (Value \$50, good for all events except Concerts).
- 6 One Date Gate Passes (Value \$30).

❑ **Summer Fence Sponsorship – \$500**

- 4x8 Banner on Main Street Fence May – September.
- Sponsor Supplied – Fair Approved Banner.

□ **GET CREATIVE**

- Do you have a sponsorship idea or offer?
- Please call us at (920) 833-2941.

Sponsorship Policy:

Complimentary Tickets and Season Gate Passes will be distributed at the time of payment. No replacement of misplaced Season Passes or lost Ride Wristbands or Grandstand Tickets. Signage where noted will be provided by the Fair and remains the property of the Fair unless sponsor wishes to provide their own within the guidelines of Fair policies.

“In Kind” sponsorships are welcome and encouraged.



SPONSORSHIP COMMITMENT

This unique opportunity will build your marketing message. Amplify your advertising campaign by completing the form below and complete the steps to activate your sponsorship.

SPONSORSHIP CONTACT INFO

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Cell Phone: _____

Web Address: _____

Email: _____

TERMS OF PAYMENT

Full payment and application form for sponsorship is due to activate sponsorship benefits:

Signed this ____ day of _____, 20____.

Signed by:

SPONSORSHIP SELECTION

- Grand Champion Sponsor
- Reserve Champion Sponsor
- Blue Ribbon Sponsor
- Red Ribbon Sponsor
- White Ribbon Sponsor
- Golf Cart Sponsor
- Major Sponsor
- Full Motorsport or Midway Sponsor
- Partial Motorsport or Midway Sponsor
- Building Sponsor
- Summer Fence Sponsor
- GET CREATIVE

Note: Please provide a copy of your logo and your web address so the proper links can be set up for advertising.

I, _____ commit to be a sponsor for the 2018 Outagamie County Fair. I understand that some sponsorship packages are limited and only payments in full will secure my sponsorship. By signing this agreement both parties agree to provide the equipment, service or goods listed.

Please return completed form with payment to:

Fair Manager
Outagamie County Fair
P.O. Box 246
Seymour WI 54165

(920) 833-2941
info@OutagamieCountyFair.com