

JOIN US

**For the 2024
Central Wisconsin State Fair!
August 20-25, 2024**

We would like to invite you to partner with us in hosting one of Wood County's largest and longest continuing traditions. By joining with the Central Wisconsin State Fair, you will help heighten the experience of Fair patrons while also promoting your business awareness. The CWSF strives to provide educational exhibits and entertainment for all of our visitors in a pleasant, relaxing, and family friendly environment.



**60,000 yearly
fair visitors**

**CWSF "Rise
and Shine
it's
Fairtime!"**

**150,000+
Monthly
website
visitors**

**13,000 Social
media
followers**



Demographic Reach



Marketing

Who Attends

The CWSF offers a wide variety of demographic opportunities. Families of every race, income, and level of education attend, which allows your company to create awareness and increase loyalty in a variety target markets.

This great marketing opportunity will give your company excellent community exposure and increased visibility while ensuring the longevity and family traditions of the CWSF.

The CWSF works with businesses by customizing plans that best fit their vision and budget.

Attendees

Draws from all over Wisconsin, with additional draws from Northern Illinois, Minnesota, Upper & Lower Michigan, and Northern Iowa.



www.centralwisconsinstatefair.com

Thank you for your consideration. Call us today! 715-387-1261

Main Stage or Family Tent Naming Sponsor - \$15,000

- Name on grandstand for all shows.
- Name on VIP grandstand tent for all shows.
- Name or logo in all advertising (radio, poster, programs & tickets).
- Full page ad in the entertainment guide.
- Ability to distribute promotional items.
- Daily PA name mentions during the fair.
- Booth area or space for business promotion.
- Tickets (50) combination of gate admission and grandstand.



- 4 VIP packages for each concert.
- 2 Feather flags with logo.
- 2 Banners with logo placed by entrance gates.
- Logo and your website link on the CWSF website.
- Recognition on social media.
- Packages will be the same as last year

World Champion - \$10,000

- Full-page ad in the entertainment guide.
- Tickets (40) combination of gate admission and grandstand.
- 2 VIP grandstand tickets per show.
- 1 Feather flag with logo.
- 1 Banner with logo by entrance gates.
- Link & logo on CWSF website.
- Logo on social media.
- Daily PA name mentions.
- Booth or event space.
- Ability to distribute promotional items.
- Name & logo in all advertisements.

Supreme Champion - \$7,500

- 1/2 Page ad in the entertainment guide.
- Tickets (30) combination of gate admission and grandstand.
- 1 VIP grandstand ticket per show.
- 1 Feather flag with logo.
- 1 Banners with logo.
- Business link & logo on the CWSF website.
- Logo in social media.
- Daily PA name mentions.
- Booth or event space.
- Ability to distribute promotional items.
- Name & logo in all advertisements.

Grand Champion - \$5,000

- 1/4 page ad in the entertainment guide.
- Tickets (20) combination of gate admission and grandstand.
- 1 VIP grandstand for two shows.
- 1 Feather flag with logo.
- 1 Banner with logo.
- Link & logo on the CWSF website.
- Logo on social media.
- Daily PA announcements.
- Booth space.
- Ability to distribute promotional items.

Reserve Champion - \$2,500

- 1/8 Page ad in the entertainment guide.
- Tickets (20) combination of gate admission and grandstand.
- 1 Banner with logo.
- Link & logo on the CWSF website.
- Ability to distribute promotional items.

Blue Ribbon - \$1,000

- 1/8 Page ad in the entertainment guide.
- Tickets (6) combination of gate admission and grandstand.
- Link & logo on the CWSF website.

Red Ribbon - \$500

- 4 Daily admission tickets.
- Name in the entertainment guide.

Friends of the Fair - \$200

- 2 Daily admission tickets.
- Name in the entertainment guide.

Ala Carte

- Banners \$150 each.
- Feather flags \$150 each.
- Golf cart signs \$100/day.
- Animal tents naming.
- Family entertainment tent naming.
- VIP Grandstand tent naming.

Business name: _____ Telephone: (____) _____

Address/City/State: _____

Email: _____

Contact name: _____ Signature: _____ Business Web Site: _____

Sponsorship Commitment (Circle One or more): \$15,000 \$10,000 \$7,500 \$5,000 \$2,500 \$1,000 \$500 \$200

Other: _____

Area of Interest (circle all that apply): Grandstand Entertainment Family/Youth Entertainment
 Fair Premiums - Junior or Open Class Fair Operations Other: _____

I hereby agree to be a sponsor of the 2024 CWSF and agree to pay the sum listed above as soon as possible to guarantee that all listed benefits can be met.

Questions? Email Dale Christiansen at cwsfexccdir@gmail.com or call 715-387-1261