



Build Your Brand

WITH THE NORTHERN WISCONSIN STATE FAIR

2025 SPONSORSHIP OPPORTUNITIES

JULY 9-13, 2025 | CHIPPEWA FALLS, WI

Memo: 2025 Northern Wisconsin State Fair Sponsorship Opportunities

To: Business Owners and Managers

Our 2024 (126th) edition of the Northern Wisconsin State Fair was another successful event with attendance matching the second-highest attended fair in recent history. Fairgoers and families enjoyed 16 free live music performances and over 30 free daily attractions, shows, and activities. Our carnival/midway partner (North American Midway Entertainment) is the largest mobile carnival operation in the USA & Canada, and they continue to provide the best available attractions. Our Leinenkugel Main Stage & Northwestern Bank Grandstand concert series is close to being booked for 2025 and we are excited to announce that 2025 will be our best year ever, bringing more visitors to the Fair.

Our air-conditioned Custer Coliseum was definitely a highlight of the animal exhibitions & auction supporting Chippewa County youth members. The relocated Hepfler Horse Arena allowed for the largest display of draft horses that included an 8-horse hitch performance scheduled to return in 2025.

As you review the Sponsorship levels, note the Platinum and Diamond levels include the popular VIP Experience. Please let us know if we can accommodate any additional ticketing requests early to ensure availability as VIP seating is limited to the first five rows (center section) of the concert area, providing the best concert experience. Our Platinum and Diamond levels also include Jumbotron recognition for our concert series and the highest level of recognition via print and digital media.

Sponsor packages have ticketing and advertising values to meet a variety of budgets, and sponsors receive high recognition through a multitude of media(s) with over 110,000 visitors attending the Fair. We are open to a customized sponsorship package to fit your needs so please contact us for any special requests to make sure your business is represented. Visit our website for more details and let us help you grow your business.

The annual Fair presents an ideal opportunity to gain new customers, display products, increase recognition & sales, and support youth in our region. The economic impact of the fair event is over \$12,000,000 annually and together we will continue to see growth in our community. Enclosed are our 2025 Sponsor levels & values for your review. Remember "Come to the Fair as everyone will be there".

Thank you for your continued support,

Rusty Volk CFE, Executive Director

Our Mission is to provide up-to-date grounds and facilities
that promote events and attractions enhancing the economic viability of our community.



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2025 SPONSORSHIP OPPORTUNITIES

PLATINUM

- 24 VIP Leinenkugel's Main Stage – 6 Per Show (\$4,200)
- 40 Infield Leinenkugel's Main Stage – 10 Per Show (\$1,950)
- 50 Daily Fair Admission Passes (\$500)
- Business logo inclusion on Leinenkugel's Main Stage banner and two jumbotrons
- One : 30-second commercial featured on the Leinenkugel's Main Stage's two jumbotrons
- Half Page Advertisement within the NWSF Visitor Guide & Coupon Book (\$250)
- Business logo inclusion on Fair poster, Visitor Guide & Coupon Book, select digital advertisements, and year-round on the Fair's website
- Business name announced and displayed on-site throughout Fair dates

Financial Investment: \$10,000
Total Ticket & Print Ad. Value: \$6,900

DIAMOND

- 16 VIP Leinenkugel's Main Stage – 4 Per Show (\$2,800)
- 24 Infield Leinenkugel's Main Stage – 6 Per Show (\$1,170)
- 16 Northwestern Bank Grandstand Leinenkugel's Main Stage – 4 Per Show (\$340)
- 48 Daily Fair Admission Passes (\$480)
- Half Page Advertisement within Fair Visitor Guide & Coupon Book (\$250)
- Business logo inclusion on Fair poster, Visitor Guide & Coupon Book, select digital advertisements, and year-round on the Fair's website
- Business name announced and displayed on-site throughout Fair dates

Financial Investment: Total \$7,500
Total Ticket & Print Ad. Value: \$5,040

GOLD

- 24 Infield Leinenkugel's Main Stage – 6 Per Show (\$1,170)
- 16 Northwestern Bank Grandstand Leinenkugel's Main Stage – 4 Per Show (\$340)
- 40 Daily Fair Admission Passes (\$400)
- Business name featured in NWSF Visitor Guide & Coupon Book
- Opportunity to purchase priority advertisement within Fair Visitor Guide & Coupon Book
- Business logo featured year-round on Fair's website
- Business name announced and displayed on-site throughout Fair dates

Financial Investment: \$3,000
Total Ticket Value: \$1,910

SILVER

- 16 Northwestern Bank Grandstand Leinenkugel's Main Stage – 4 Per Show (\$340)
- 16 Daily Fair Admission Passes (\$160)
- Business name featured in Fair Visitor Guide & Coupon Book
- Opportunity to purchase priority advertisement within Fair Visitor Guide & Coupon Book
- Business logo featured year-round on Fair's website
- Business name announced and displayed on-site throughout Fair dates

Financial Investment: \$1,000
Total Ticket Value: \$500

Media Partnerships and In-Kind Sponsorship levels begin at \$1,000.
Please contact Rusty (rvolk@nwsfa.com) or Cindy (cbogges@nwsfa.com) to arrange.



The Leinenkugel's Main Stage VIP Experience Includes:

The BEST View & Experience

- VIP Seating within the first 5 rows
- Day Admission & Gift Package
- Catered Meal & Unlimited Beverages
- Private Entry & Social Lounge Area
- Exclusive Air-Conditioned Bathrooms
- Limited Occupancy



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WITH THE NORTHERN WISCONSIN STATE FAIR

AGRICULTURE CAMPUS SPONSOR JUNIOR FAIR & MEAT ANIMAL PROGRAM

- Four 5-Day Fair Admission Wristbands
- Business logo featured on a banner displayed in the Custer Coliseum for the Fair week
- Opportunity to purchase priority advertisement within Fair Visitor Guide & Coupon Book
- Business name featured in Fair Visitor Guide & Coupon Book and MAP Auction Program
- Business name announced throughout the Junior Shows & MAP Auction

Financial Investment: \$500

AGRICULTURE CAMPUS SUPPORTER JUNIOR FAIR & MEAT ANIMAL PROGRAM

- Four 5-Day Fair Admission Wristbands
- Business name featured in Fair Visitor Guide & Coupon Book and MAP Auction Program
- Business name announced throughout the Junior Shows & MAP Auction

Financial Investment: \$250

ADVERTISE IN THE 2025 NWSF VISITOR GUIDE & COUPON BOOK

Limited Space Available!

Highlight your business with a coupon or brand recognition. Register to reserve your space and submit a 4.5"x3" .png/print-ready advertisement by Friday, May 2, to cbogges@nwsfa.com.

Must be a \$1,000+ level Fair Sponsor, \$500+ Junior Fair Sponsor, & /or approved NWSF Business / Food Vendor to participate.

Financial Investment: \$250

**To ensure all benefits are fulfilled, return this Commitment Form by December 31, 2024.
The 2025 Northern Wisconsin State Fair Sponsorship deadline is Friday, March 28, 2025.**

✂️ ----- Mail to: NWSF | Attn: Cindy Bogges | 225 Edward St. | Chippewa Falls, WI 54729



Yes! I want to support the 2025 Northern Wisconsin State Fair!

- | | | |
|---|--|---|
| <input type="radio"/> Platinum Sponsor (\$10,000) | <input type="radio"/> Gold Sponsor (\$3,000) | <input type="radio"/> Junior Fair/MAP Auction (\$500) |
| <input type="radio"/> Diamond Sponsor (\$7,500) | <input type="radio"/> Silver Sponsor (\$1,000) | <input type="radio"/> Visitor Guide Advertisement (\$250) |

Available only for vendors and \$1000+ Sponsors.

Business Name (to be printed as noted): _____

Contact Name: _____

Mailing Address: _____

E-mail Address: _____

Phone Number: _____

Authorizing Signature: _____

- | | | |
|--|---|---|
| <input type="radio"/> Invoice Me, Please | <input type="radio"/> Payment is Enclosed | <input type="radio"/> Call for Payment Arrangements |
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