



2024

FALL FESTIVAL

ANOKA COUNTY FAIRGROUNDS

OCTOBER 4 | 5 | 6

11AM - 7PM

100+
crafters,
artists, &
makers

Activity List

Carnival • Haunted House • Live Music
Food Vendors • Kids Activities
100+ Craft Vendors • Hay Rides • Beer
Garden • Pumpkin Picking
Daily Costume Contest

Sunrise
Events and Craft Shows

ANOKA COUNTY
FAIR

SPONSORSHIP / DONATIONS

A 501(c)3 Non-Profit Organization

The Fall Festival at The Anoka County Fairgrounds

October 4th-6th

Maximum exposure with over 25,000 visitors during the 3 day event.

- Guaranteed high visibility
- Be seen on our website, AnokaCountyFair.com
- Loyal, repeat visitors to the Fairgrounds
- Low cost return on investment
- Family oriented event
- 3 Days of action packed entertainment, full carnival, live music, fall festivities AND MORE.
- Social Media reach of 140k
- Give back to the local community
- Support Anoka County Agriculture
- An amazing showcase of top notch exhibits and competitions, exciting free entertainment, thrilling rides put our event goers in a positive and receptive frame of mind, perfect for presenting your brand image as well as product and company name.



\$200

RED RIBBON SPONSOR

ALL RED RIBBON SPONSORSHIPS:

5 Sponsor Tickets to get into the festival (\$50 Value)

Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor

Logo on The Anoka County Fair Website





\$500

BLUE RIBBON SPONSOR

ALL BLUE RIBBON SPONSORSHIPS:

10 Sponsor Tickets to get into the festival (\$100 Value)

Banner on the fence at the festival (\$150 Value) - Banner Provided by Sponsor

Logo on The Anoka County Fair Website

Pedal Tractor Sponsor:

- Located in the Old Farm Place Pavilion. The Peddle Tractors are a smashing success. Sadly, they do get worn down from all of the FUN. Help us get some new ones!
- Hang a banner on the Old Farm Place Pavilion.

SOLD **Costume Contest**

- The Costume Contest will happen daily at The Fall Festival. Winners will receive \$100 and 2nd place will receive \$50
- Sponsor will have company name on all marketing for this competition and announced on the stage during the show.

Rock Paper Scissors Sponsor:

- FREE with admission. The Rock Paper Scissors Competition is for all ages, and we will have 3 (ONE WINNER A DAY) winners receive \$150. This will be done in a bracket competition.
- Sponsor logo will be on all marketing regarding this competition.

Pumpkin Bowling Sponsor:

- Sponsor The Pumpkin Bowling at The Fall Festival. It is free with Gate admission, and it is fun for all ages. Roll a pumpkin and knock down all the pins. This is a great photo opportunity.

Gate Sponsor

- The Anoka County Fair front gate averages over 2,000 people who walk through the gate a day at the fair.
- Signs / banners can be placed at the gate, on the fence, and a booth near the gate.
- Example: Front Gate Sponsored by ____

SOLD **Parking Lot Sponsor:**

- Parking is FREE at The Anoka County Fairgrounds, and someone needs to be thanked for that!! Free Parking Sponsored by _____
- Signs in the parking lot (provided by sponsor) Included on all marketing.



SOLD



BANDSHELL STAGE SPONSOR

20 Sponsor Tickets to get into the festival (\$200 Value)

10x10 booth space at the event near the stage (\$500 Value)

Banner on the fence at the fair (\$150 Value) - 4x6 foot Banner Provided by Sponsor

Logo on The Anoka County Fair Website

ONLY ACCEPTING 1 BANDSHELL STAGE SPONSOR FOR THE FALL FESTIVAL

- Agreed upon wording for marketing during event
- Shout outs/ promo during ALL performances on the BandShell Stage
- Banners on the stage at the event (provided by sponsor)
- Logo on all print, billboards, and other marketing associated with The Fall Festival Event
- Example: Your Companies Name BandShell Stage





\$2,500

PUMPKIN PATCH SPONSOR

PUMPKIN PATCH SPONSOR

20 Sponsor Tickets to get into the festival (\$200 Value)

**10x10 booth space at the event near the FREE Pumpkin Patch for all 3 days
(500 Value)**

**Sponsored by Logo included on the event flyers, headers, and all designs
regarding the FREE Pumpkins.**

Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor
Logo on The Anoka County Fair Website

The Free Pumpkins are one of the biggest attractions at The Fall Festival.
Every person that comes to the festival can bring home one pumpkin
while supplies last!

ONLY ACCEPTING 1 PUMPKIN SPONSOR FOR THE FALL FESTIVAL

- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event (provided by sponsor)
- Logo on all print, billboards, and other marketing associated with The Fall Festival Event
- Example: 1 Free Pumpkin Per Person Sponsored By: _____





\$1,500

MIDWAY SPONSOR

CARNIVAL RIDES SPONSOR

20 Sponsor Tickets to get into the festival (\$200 Value)

10x10 booth space at the event near the carnival.

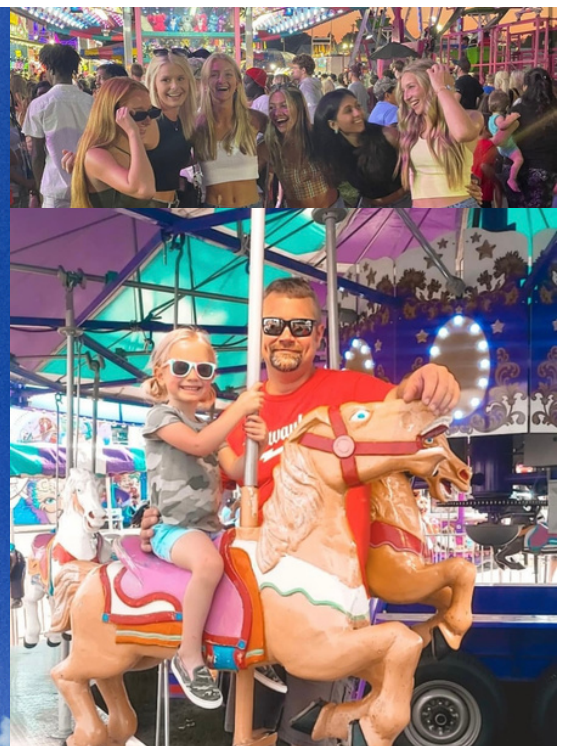
This is the first year we are having carnival rides at The Fall Festival.

Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor

Logo on The Anoka County Fair Website

ONLY ACCEPTING 1 MIDWAY SPONSOR FOR THE FALL FESTIVAL

- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event (provided by sponsor)
- Logo on all print, billboards, and other marketing associated with The Fall Festival Event
- Example: Carnival Rides Sponsored By: _____





\$2,000

GRAND CHAMPION SPONSOR

ALL GRAND CHAMPION SPONSORSHIPS:

20 Sponsor Tickets to get into the festival (\$200 Value)

10x10 booth space at the event for all 3 days (500 Value)

Sponsored by Logo included on the event flyers, headers, and all designs.

Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor

Logo on The Anoka County Fair Website

ONLY ACCEPTING 3 OVERALL EVENT SPONSORS FOR THE FALL FESTIVAL

- Marketing Budget of \$15,000 and your Name will be on all marketing for the event
- Logo on all designs, daily schedules, website, facebook events, ads, posts ect.
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event (provided by sponsor)
- Logo on all print, billboards, and other marketing associated with The Fall Festival Event
- Example: The Anoka County Fall Festival Sponsored By: _____



Your logo here



The Fall Festival at The Anoka County Fairgrounds proudly donates a portion of its proceeds from The Fall Festival to the NACE Food Shelf, providing vital support to families in the Anoka County area. This event is just one of the many ways we give back to our community. We would be delighted to partner with you in making unforgettable memories for our community while supporting a worthy cause. Thank you for considering sponsorship of this meaningful community event!

**For more information or questions regarding
sponsorship please reach out to
Fair Manager Michaela Liebl
anokafair@gmail.com
701.205.7456**