



SPONSORSHIP / DONATIONS

A 501(c)3 Non-Profit Organization

THE ANOKA COUNTY FAIR

JULY 22ND - 27TH 2025

Your business will benefit from being a sponsor at the Anoka County Fair.

Maximum exposure with over 40,000 visitors during the 6 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
- 6 Days of action packed entertainment in the grandstand
- Social Media reach of 240k
- Give back to the local community
- Invest in the livestock programs
- Teach Anoka County about agriculture
- An amazing showcase of top notch exhibits and competitions, exciting free entertainment, premium livestock events and thrilling rides put our Fairgoers in a positive and receptive frame of mind, perfect for presenting your brand image as well as product and company name.



\$500

WHITE RIBBON SPONSOR

All WHITE RIBBON SPONSORSHIPS:

10 Sponsor Tickets to get into the fair (\$150 Value)

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

(4X8 BANNER grommet every foot)

Logo on The Anoka County Fair Website





\$800

RED RIBBON SPONSOR

ALL RED RIBBON SPONSORSHIPS:

10 Sponsor Tickets to get into the fair (\$150 Value)

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

Banner Provided by Sponsor (4X8 BANNER grommet every foot)

Logo on The Anoka County Fair Website

Opening Day Ceremony Sponsor

- Located at The BandShell Stage - the opening ceremony is what really kicks off the fair. It honors veterans, the sheriff's department, and first responders.
- Sponsor shout outs during the event, signs at the event. Sponsor may hang a sign at the event - Banner Provided by Sponsor
- Booth near the stage for Tuesday (Opening Day)
- The Opening Day Ceremony presented By ____ Your Company__

Peddle 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 smashing. Help us get some new ones!
- Hang a banner on the Old Farm Place Pavilion, and set up a booth near the tractors. - Banner Provided by Sponsor

Talent Show Sponsor:

- The Talent Show is a qualifier for The Minnesota State Fair! This is a great way to give back to the communities performing arts.
- Sponsor will have company name on all marketing for this competition and announced on the stage during the show. Sponsor may hang a sign at the event. - Banner Provided by Sponsor

Coloring Contest Sponsor: **AN INTERNATIONAL AWARD WINNING PROGRAM**



- The coloring contest is every day of the fair. Winners are decided by age groups.
- Your logo can be included on the coloring page.

Rock Paper Scissor Sponsor:

- FREE with admission, the Rock Paper Scissor Competition is for all ages, and we will have a few contests where the winners receive cash prizes of between \$100 & \$150 throughout the week.. This will be done in a bracket competition.
- Sponsor logo will be on all marketing regarding this competition.





\$800

RED RIBBON SPONSOR

ALL RED RIBBON SPONSORSHIPS:

10 Sponsor Tickets to get into the fair (\$150 Value)

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

Banner Provided by Sponsor - (4X8 BANNER grommet every foot)

Logo on The Anoka County Fair Website

SOLD Senior Day Meal Sponsor:

- Seniors get a FREE lunch at the fairgrounds on senior day! They need someone to thank for that!
- Sponsor can set up a booth on Wednesday (Senior Day) near the senior day action. Sponsors supply their own signage.

Senior Day Entertainment Sponsor:

- ELVIS is back and this always gets everyone up dancing.
- Sponsor can set up a booth on Wednesday (Senior Day) near the senior day action.

Senior Day Coffee and Donut Sponsor

- FREE with admission. The Seniors love the breakfast! Bring some swag and give it out as prizes! Have your logo on the coffee and sweets. You can also help hand it out.
- 10x10 booth space for senior day Wednesday only near the activities.

SOLD Big Wheel Race:

- The Big Wheel Race takes place on Saturday 11am for Kids Ages 3-5
- The winners of each age group get a Big Wheel as their prize!
- Sponsor shout outs during the event, signs at the event.
- The Big Wheel Race Sponsored By ____ Your Company__

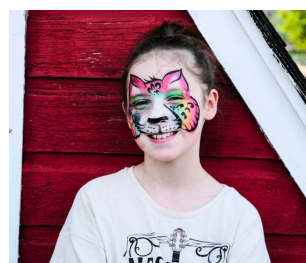
Diaper Derby Sponsor:

- For the littles! The Diaper Derby is on Sunday at 1pm on the BandShell Stage.
- Set up a booth Sunday near the stage.
- Logo included in all marketing for this competition.

Rock Adoption Sponsor: **AN INTERNATIONAL AWARD WINNING PROGRAM**



- A National Award Winning activity promoting agriculture. Kids get to make their own Farm Animal Rocks and learn how to care for them with a bookmark that details how to care for each animal.
- Logo included on the bookmark.
- Sponsorship goes towards rocks, paint and supplies.





\$800

RED RIBBON SPONSOR

ALL RED RIBBON SPONSORSHIPS:

- 10 Sponsor Tickets to get into the fair (\$150 Value)
- Banner on the fence at the fair (\$150 Value) -
- Banner Provided by Sponsor (4X8 BANNER grommet every foot)
- Logo on The Anoka County Fair Website

Family Of The Day Sponsorships (6 Available)

- Sponsor the family of the day! A lucky family picked out by our parking staff will receive free tickets to the fair, and a goodie bag filled with a free ice cream from Hoot Owl Concessions, and other prizes from your business(examples: water bottles, coupons, magnets, and other fun promotional items)!
- The family of the day will be posted on the Anoka County Fair social media with your logo for a shoutout and a thank you!
- Sponsorship is for one day and two families of the day will be chosen.
- (10 gift bags of prizes)

Tuesday - Kids Day: Family Of The Day

Wednesday - Senior Day: Family Of The Day

Thursday: Family Of The Day

Friday: Family Of The Day

Saturday: Family Of The Day

Sunday: Family Of the Day

**All 6 days of
Family of the day
sponsorships.**

Package Price \$2,000





\$800

RED RIBBON SPONSOR

ALL RED RIBBON SPONSORSHIPS:

10 Sponsor Tickets to get into the fair (\$150 Value)

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

Banner Provided by Sponsor -(4X8 BANNER grommet every foot)

Logo on The Anoka County Fair Website

SOLD Golf Cart Sponsor

- Sponsor the golf carts at The Anoka County Fair! A driving billboard for your company.
- Golf carts for all directors and courtesy carts for the parking lots will have your company name on them on each side of the cart.

Llama Costume Contest Sponsor

- Sponsor the llama costume contest. It is always a site to see! Prizes are awards for 1st - 3rd place (CASH Prizes thanks to your sponsorship).
- The Prizes will go into making their costumes bigger and better for next year!

Horse Costume Contest Sponsor

- This special competition is for the horse program and the public really gets into the costumes. The horse and rider dress up and cash prizes are awarded for 1st - 3rd place. The kids need someone to thank for this!
- Sponsorship shout outs at the competition.
- Costume Contest Sponsored By ___ Your Company___





\$1,500

BLUE RIBBON SPONSOR

ALL BLUE RIBBON SPONSORSHIPS:

20 Sponsor Tickets to get into the fair (\$300 Value)

10x10 booth space at the event for all 6 days (\$300 Value)

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

Banner Provided by Sponsor (4X8 BANNER grommet every foot)

Logo on The Anoka County Fair Website

FAIR BUDDIES - Inclusive animal science for youth with disabilities

- The Fair Buddies will be showing an animal of their choice from the list below, and learning how to care for their animal through activities and guided instruction.
- Name on all marketing for the event
- Shout outs/ promo during event
- Logo on all print, billboards, and other marketing associated with specific event
- Example: Fair Buddies Presented By _____

SOLD East Gate Sponsor

- The Anoka County Fair has 2 main gates East and West gate. Both have equal amount of traffic (Depending on time of day). Each 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: East Gate Sponsored by _____

SOLD West Gate Sponsor:

- The Anoka County Fair has 2 main gates East and West gate. Both have equal amount of traffic (Depending on time of day). Each 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: East Gate Sponsored by _____

South West Dairy Interactive Milking Show

- Educational milking demonstrations at The Anoka County Fair DAILY.
- Sign in front of the show.
- Logo / brand on all marketing related to the South West Dairy Show.





\$1,500

BLUE RIBBON SPONSOR

ALL BLUE RIBBON SPONSORSHIPS:

20 Sponsor Tickets to get into the fair (\$300 Value)

10x10 booth space at the event for all 6 days (\$300 Value)

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

Banner Provided by Sponsor -(4X8 BANNER grommet every foot)

Logo on The Anoka County Fair Website

SOLD Online Ticket Sponsor:

- Have your logo on all of our tickets purchased online.
- About 40% of people purchase their tickets on our website. Your logo will be on all of them on the top of the ticket.

SOLD Parking Lot Sponsor:

- The Anoka County Fair has FREE PARKING, and someone needs to be thanked for that! What about Your Company?!
- Signs / banners can be placed on the fences in the parking lots
- Optional booth near the gate
- Example: FREE PARKING Sponsored by ____

Barn Sponsor:

- Show your love for local agriculture! Sponsor the barn!
- Sign on the outside of the barn. (Sponsor Provided Sign)
- Your company's name "____ Barn"

Ag Education Stage Sponsor: **AN INTERNATIONAL AWARD WINNING PROGRAM**



- Show your love for local agriculture! Sponsor the Agricultural Stage in The Compass Ag Education Building. A 6x National Award winning Ag Education Building.
- Your logo will be on the stage
- Sponsorship will go towards booking animal acts and interactive shows and demonstrations on Agriculture in Anoka County.

Craft A Day Program **AN INTERNATIONAL AWARD WINNING PROGRAM**



- Support the community arts! Every day at The Anoka County Fair there will be a craft that people will get instruction on and complete. The tickets include gate admission, supplies, and instruction from The Rum River Art Center.
- Your logo will be on the instruction table
- Sponsorship will go towards lowering ticket prices for this activity. Our goal is for this to be as affordable as possible to the public.





\$1,500

BLUE RIBBON SPONSOR

STRONG MAN SHOW



SPONSOR WILL RECEIVE:

- 20 Sponsor Tickets to get into the fair (\$300 Value)
- Name on all marketing for the STRONG MAN SHOW
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at The Strong Man Area and in the grandstand Tuesday
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4ft x 8ft banner)
- Logo on all print, billboards, and other marketing associated with specific event
- Example: _____Your Company_____ Beer Garden
- Optional 10x10 booth space at the event for all 6 days (\$300 Value)
- Product Placement
- Perfect for a car dealership, motorcycle shop, or repair company



\$1,500

BLUE RIBBON SPONSOR

BEER GARDEN SPONSOR



SPONSOR WILL RECEIVE:

- 20 Sponsor Tickets to get into the fair (\$300 Value)
- Name on all marketing for the BEER GARDEN
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at The Beer Garden - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4ft x 8ft banner)
- Logo on all print, billboards, and other marketing associated with specific event
- Example: _____Your Company_____ Beer Garden
- 10x10 booth space at the event for all 6 days (\$300 Value)



\$1,500

BLUE RIBBON SPONSOR



AN INTERNATIONAL AWARD WINNING PROGRAM BARNYARD BEAT BASH SILENT DISCO SPONSOR WILL

RECEIVE:

- 20 Sponsor Tickets to get into the fair (\$300 Value)
- Name on all marketing for the event
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event in/on the Livestock Arena- Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4X8 BANNER grommet every foot)
- Logo on all print, billboards, and other marketing associated with specific event
- Example: BARNYARD Silent Disco Presented By _____
- Optional 10x10 booth space (\$300 Value)



THIS EVENT WENT VIRAL LAST YEAR.. LETS DO IT AGAIN!



\$1,500

BLUE RIBBON SPONSOR

Thursday July 24th

**10am - 12noon
The Livestock Arena**



AN INTERNATIONAL AWARD WINNING PROGRAM



FAIR BUDDIES

Inclusive animal science for youth with disabilities

The Fair Buddies will be showing an animal of their choice from the list below, and learning how to care for their animal through activities and guided instruction *with the help of our local 4-H program.*

- 20 Sponsor Tickets to get into the fair (\$300 Value)
- Name on all marketing for the event
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event in/on the Livestock Arena- Banners Provided by Sponsor (4X8 BANNER grommet every foot)
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor
- Logo on all print, billboards, and other marketing associated with specific event
- Example: Fair Buddies Presented By _____
- Optional 10x10 booth space for 6 day fair



\$2,000

GRAND CHAMPION SPONSOR

SOUTHWEST DAIRY PRESENTING SPONSOR



SOUTHWEST DAIRY PRESENTING SPONSOR WILL RECEIVE:

- 40 Tickets to the event / fair (Value \$600)
- Name on all marketing for Southwest Dairy an Interactive milking demonstration.
- Sponsor Banners on the trailer or next to it.
- Banners Provided by Sponsor (4ftx8ft banners)
 - Logo on website
 - Agreed upon wording for marketing during each show (3 to 4 shows a day)
 - Shout outs/ promo during events - 30 sec ad at the show.
 - Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4ftx8ft banner)
- Logo on all print, billboards, and other marketing associated with event
- Example: Southwest Dairy Presented By _____
- Optional 10x10 booth space near the Stage! (\$300 Value)



\$2,000

GRAND CHAMPION SPONSOR

TUESDAY: FIREWORK SHOW PRESENTING SPONSOR



FREE WITH GATE ADMISSION

ALL GRAND CHAMPION GRANDSTAND SPONSORS WILL RECEIVE:

- 40 Tickets to the event / fair (Value \$600)
- Name on all marketing for the event
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event in the grandstand - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4X8 BANNER grommet every foot)
- Logo on all print, billboards, and other marketing associated with event
- Example: Fireworks Show Presented By _____
- Optional 10x10 booth space (\$300 Value)



\$2,000

GRAND CHAMPION SPONSOR



PRESENTED BY:



ANOKACOUNTYFAIR.COM
JULY 22-27, 2025



[SEE FULL SCHEDULE](#)

\$10
ADMISSION
Age 62+

SENIOR DAY
WEDNESDAY JULY 23

BEER GARDEN 9AM-2PM

SENIOR DAY PRESENTING SPONSOR WILL RECEIVE:

- 40 Tickets to the event / fair (Value \$600)
- Name on all marketing for the event
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event in the Beer Garden - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4X8 BANNER grommet every foot)
- Logo on all print, billboards, and other marketing associated with event
- Senior Day presented by ___Your Company___ On all marketing.
- Optional 10x10 booth space for all 6 days or days of your choosing. (\$300 Value)

Senior Day Presenting Sponsor:
Senior Day is located in the beer garden with around
2,000 seniors in attendance.



\$2,000

GRAND CHAMPION SPONSOR

WEDNESDAY SENIOR DAY SPONSOR -FIRST 200 SENIORS GET IN FREE



ALL GRAND CHAMPION SPONSORS WILL RECEIVE:

- 40 Tickets to the event / fair (Value \$600)
- Name on all marketing for the event
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the gates - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor - (4X8 BANNER grommet every foot)
- Logo on all print, billboards, and other marketing associated with event
- Example: Senior Day 200 Free Tickets Sponsored By _____
- Optional 10x10 booth space (\$300 Value)



\$2,000

GRAND CHAMPION SPONSOR

WEDNESDAY: BULL RIDING PRESENTING SPONSOR



**BULL RIDING
WEDNESDAY JULY 23**



FREE WITH GATE ADMISSION

ALL GRAND CHAMPION GRANDSTAND SPONSORS WILL RECEIVE:

- 40 Tickets to the event / fair (Value \$600)
- 10 Pit Party Tickets to National Concert (Value \$500)
- Name on all marketing for the event
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event in the grandstand - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4X8 BANNER grommet every foot)
- Logo on all print, billboards, and other marketing associated with event
- Example: Great Frontier Bull Riding Presented By _____
- Optional 10x10 booth space (\$300 Value)



\$2,000

GRAND CHAMPION SPONSOR

FRIDAY: NTPA TRACTOR PULL PRESENTING SPONSOR



FREE WITH GATE ADMISSION

ALL GRAND CHAMPION GRANDSTAND SPONSORS WILL RECEIVE:

- 40 Tickets to the event / fair (Value \$600)
- 10 Pit Party Tickets to National Concert (Value \$500)
- Name on all marketing for the event
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event in the grandstand - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4X8 BANNER grommet every foot)
- Logo on all print, billboards, and other marketing associated with event
- Example: NTPA Tractor Pull Presented By _____
- Optional 10x10 booth space (\$300 Value)



\$2,000

GRAND CHAMPION SPONSOR

SUNDAY: DEMOLITION DERBY PRESENTING SPONSOR



PRESENTED BY:



ANOKACOUNTYFAIR.COM
JULY 22-27, 2025

MAUER MAIN
AT THE
GRANDSTAND

TRACK



DEMOLITION DERBY
SUNDAY JULY 27

FREE WITH GATE ADMISSION

ALL GRAND CHAMPION GRANDSTAND SPONSORS WILL RECEIVE:

- 40 Tickets to the event / fair (Value \$600)
- 10 Pit Party Tickets to National Concert (Value \$500)
- Name on all marketing for the event
- Logo on website
- Agreed upon wording for marketing during event
- Shout outs/ promo during event
- Banners at the event in the grandstand - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4X8 BANNER grommet every foot)
- Logo on all print, billboards, and other marketing associated with event
- Example: The Demo Derby Presented By _____
- Optional 10x10 booth space (\$300 Value)



\$2,000

GRAND CHAMPION SPONSOR

SWIFTY SWINE RACING PIGS PRESENTING SPONSOR



SWIFT SWINE RACING PIGS PRESENTING SPONSOR WILL RECEIVE:

- 40 Tickets to the event / fair (Value \$600)
- Name on all marketing for the Racing Pigs
- Logo on website
- Agreed upon wording for marketing during each show (3 to 4 shows a day)
- Shout outs/ promo during events
- Banners around the race track - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor (4ftx8ft banner)
- Logo on all print, billboards, and other marketing associated with event
- Example: Swifty Swine Racing Pigs Presented By _____
- Optional 10x10 booth space near the pigs!