



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

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

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 ___

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.





\$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 _____

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 their 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



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!

BLUE RIBBON SPONSOR



PETTING ZOO PRESENTING SPONSOR :

- 20 Sponsor Tickets to get into the fair (\$300 Value)
- Name on all marketing for the Petting Zoo
- Logo on website
- **The Petting Zoo is FREE with gate admission and someone needs to be thanked for that!**
- Banners at the Petting Zoo- 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: Petting Zoo Presented By _____
- Optional 10x10 booth space (\$300 Value)



\$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



\$1,500

BLUE RIBBON 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)



\$1,500

BLUE RIBBON 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

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!