



SPONSORSHIP / DONATIONS
A 501(c)3 Non-Profit Organization

The Anoka County Fair

July 23rd - 28th 2024

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 140k
- 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.



\$250

WHITE RIBBON SPONSOR

All WHITE RIBBON SPONSORSHIPS:

5 Sponsor Tickets to get into the fair (\$75 Value)

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

Logo on The Anoka County Fair Website





\$500

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

Logo on The Anoka County Fair Website

Big Wheel Contest Sponsor:

- A kid favorite!! Sponsor the Big Wheel Race on Saturday at 10am of the fair!
- Set up a booth near the race!
- Sponsorship will go toward buying the big wheels for the winners of the race.

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.

SOLD **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.

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.

Coloring Contest Sponsor:

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

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.

SOLD **Golf Cart Sponsor:**

- Signs on all of the golf carts on the grounds with your logo on them 12"x18" size - Sponsor must supply all signs for 24 golf carts. 12"18' Signs 24 are required.

Rock Paper Scissor Sponsor:

- FREE with admission. The Rock Paper Scissor Competition is for all ages, and we will have 2 winners receive \$250. This will be done in a bracket competition.
- Sponsor logo will be on all marketing regarding this competition.



\$1,000

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

Logo on The Anoka County Fair Website

Ag Stage Sponsor:

- The Compass Ag Building is a National Award winning building. We added a stage in this building to promote and do activities about agriculture.
- Your sponsorship would go towards educational entertainment on the Ag Stage stage.
- Banner can be placed on the stage with your logo on.

SOLD Ticket Sponsor:

- Have your logo on all of The Anoka County Fair tickets that are sold online!
- You can even add a discount code or run a promotion if they bring this ticket in to your store the customer will receive ____.

East Gate Sponsor / 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 ____

Parking Lot Sponsor:

- Parking is FREE at the Anoka County Fairgrounds. People are begging for someone to thank for that... Your Company?
- Logo included in all marketing about free parking.

SOLD Beer Garden Stage Sponsor:

- The Beer Garden Stage has live music and entertainment every day of the fair.
- Logo and banners on the beer garden stage. Think of all the photos and exposure.
- Example: Beer Garden Stage Sponsored by ____.

BandShell Stage Sponsor:

- The BandShell Stage has live music and entertainment every day of the fair.
- Logo and banners on or near the stage.. Think of all the photos and exposure.
- Example: BandShell Stage Sponsored by ____.

Barn Sponsor:

- Let's upgrade the barns! Become the barn sponsor for the fair!
- Sign on the outside of the barn. (Sponsor Provided Sign)
- Your company's name "____ Barn"

Senior Day Sponsor:

- Senior Day is located in the beer garden with around 1,000 seniors in attendance.
- Sponsorship will go towards food and entertainment.



GRAND CHAMPION SPONSOR

Inquire for pricing

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 event in the grandstand - Banners Provided by Sponsor
- Banner on the fence at the fair (\$150 Value) - Banner Provided by Sponsor
- Logo on all print, billboards, and other marketing associated with event
- Example: NTPA Tractor Pull Presented By _____

SOLD Tuesday: ATV BIG AIR TOUR Presenting Sponsor

- Tuesday Kids Day Presenting Sponsor
- Tuesday Firework Show Presenting Sponsor
- Wednesday: Great Frontier Bull Riding
- Thursday: NTPA Tractor Pull
- Friday: NTPA Tractor Pull

SOLD Saturday: National Country Concert Presenting Sponsor

- Saturday: Stage Sponsor National Country Concert

SOLD Sunday: Demolition Derby Presenting Sponsor



KIDS DAY 1/2 OFF

PAY ONE PRICE
\$25
REGULARLY \$50

RIDE WRISTBAND &
GATE ADMISSION

TUESDAY
JULY 23RD, 2024

GATE ADMISSION
KIDS
\$5
KIDS DAY ONLY

GATE ADMISSION
ADULTS
\$10
KIDS DAY ONLY



Presented By
YOUR LOGO
HERE

GRAND CHAMPION SPONSOR

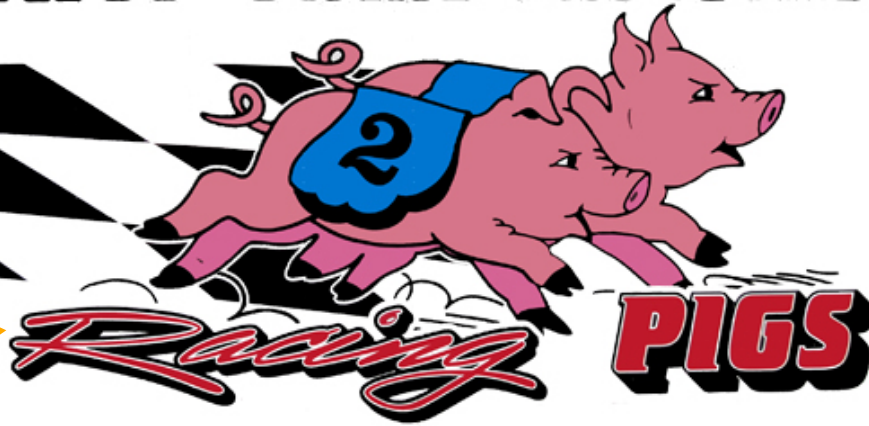
Kids Day Presenting Sponsor

- 50 Tickets to Kids Day / fair (Value \$500)
- Name & Logo on all marketing for the event
- Logo on website
- Banner on Fair Fence (\$150 Value)
- Banners at Gates on Kids Day (\$150 Value)
- Free 10x10 Booth (Optional - \$300 Value)
- Agreed upon wording for marketing
- Logo on all print, billboards, and other marketing associated with event
- Example: Kids Day Presented By _____

\$2,000

SWIFTY SWINE PRODUCTIONS

AMERICA'S
FASTEST
SWINE



NEW
EVENT



Presented By
YOUR LOGO
HERE



GRAND CHAMPION SPONSOR

\$1,500

Swiftly Swine Racing Pig Sponsor

- Pig Races Will Run Thursday - Sunday (3 - 4 Races a Day)
- 40 Tickets to the fair (Value \$600)
- Name & Logo on all marketing for Swiftly Swine Racing Pigs
- Logo on website
- Banner on Fair Fence (\$150 Value)
- Banners at the Pig Races
- **Name a pig after your company in the races!!!** 😎
- Agreed upon wording for marketing
- Logo on all print, billboards, and other marketing associated with event
- Example: Swiftly Swine Racing Pigs Sponsored By _____

**NEW
EVENT**



\$500

HAND CRAFTED SPONSOR

ALL HAND CRAFTED SPONSORSHIPS:

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

**We are revamping The Open Class Building at The Anoka County Fairgrounds.
The building is open every day of The Anoka County Fair 10am - 7pm.**

What is the Open Class Building?

The Open Class Building is where the community can enter their art, canned goods, photos, woodworking, quilts, baked goods, home brews, wine, and more. The winners receive a premium and a ribbon for their efforts.

Why is it important?

Going back to the start of county fairs, the home arts building is one of the oldest traditions at county fairs. Over the years entries in these categories have been declining.

The Anoka County Fair is partnering with The RumRiver Art Center during the 2024 Fair there will be a craft a day offered where the public can sign up to learn how to make items they can enter in the fair next year. By providing instruction, and educating people on what they can enter at the fair, we hope to increase the number of entries at The Anoka County Fair and The Minnesota State Fair!

**Please reach out to
Anokafair@gmail.com**

SPONSOR A CRAFT DAY!

- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday





Paint & Sip MINNESOTA

AT THE ANOKA COUNTY FAIR

**NEW
EVENT**

Presented By
YOUR LOGO
HERE

RED RIBBON SPONSOR

\$500

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
Logo on The Anoka County Fair Website

Paint & Sip At The Anoka County Fair

Saturday July 27th in The Beer Garden

- 10 Tickets to the fair (Value \$600)
- 4 Tickets to the Paint and Sip Event (\$180 Value)
- Name & Logo on all marketing for Paint & Sip
- Logo on website
- Banner on Fair Fence (\$150 Value)
- Agreed upon wording for marketing
- Logo on all marketing associated with event
- Example: Paint & Sip at The Anoka County Fair Sponsored By _____