



**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](http://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

### **Craft Corner**

- Sponsorship is for one day of the guided crafts in the Home Arts Building. There is one craft a day.
- Sponsorship will go toward cost of instruction for each craft.
- Booth Space for one day near the Home Arts Building.

### **SOLD** **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.

### **SOLD** **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** **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.
- Banner can be placed on the stage with your logo on & all marketing.

### **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 \_\_\_\_

### Rock Adoption Sponsor

- National Award Winning Project The Farm Animal Pet Rock Adoption Event located in The Ag Education Building.
- Logo and brand on all marketing.
- Money goes towards supplies, this is a free event and kids learn how to take care of each animal they are adopting.

### **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 \_\_\_\_.

### 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.

### 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"



# GRAND CHAMPION SPONSOR

## 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
- Logo on all print, billboards, and other marketing associated with event
- Example: NTPA Tractor Pull Presented By \_\_\_\_\_
- Optional 10x10 booth space

**SOLD** Tuesday: ATV BIG AIR TOUR Presenting Sponsor

**SOLD** Tuesday Kids Day Presenting Sponsor

• Tuesday Firework Show Presenting Sponsor **\$1,500**

• Wednesday: Great Frontier Bull Riding **\$2,000**

• Thursday: NTPA Tractor Pull **\$2,000**

**SOLD** Friday: NTPA Tractor Pull

**SOLD** Saturday: National Country Concert Presenting Sponsor

• Saturday: Stage Sponsor For SAMMY KERSHAW **\$2,000**

**SOLD** Sunday: Demolition Derby Presenting Sponsor

**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 entrees 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 entrees at The Anoka County Fair and The Minnesota State Fair!

**Please reach out to  
[Anokafair@gmail.com](mailto:Anokafair@gmail.com)**

## **SPONSOR A CRAFT DAY!**

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



**NEW  
EVENT**



**\$1,000**

# BLUE RIBBON SPONSOR

A central image of a white goat wearing large black headphones, set against a background of light blue rays and stars.

**FREE  
W/ GATE  
ADMISSION**

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**BARNYARD BEAT BASH**      **SILENT DISCO**

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**LIVE DJS**      **CAIKED UP & ANOTHER DJ**

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**LIVESTOCK ARENA BUILDING**      **JULY 26, 2024  
6:30PM - 9:00PM**

## **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
- Logo on all print, billboards, and other marketing associated with specific event
- Example: BARNYARD Silent Disco Presented By \_\_\_\_\_
- Optional 10x10 booth space

**NEW  
EVENT**



**\$1,000**

# BLUE RIBBON SPONSOR



**Thursday July 25th**

**10am - 12noon**

**The Livestock Arena**

## **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.

- 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
- 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



**NEW  
EVENT**

Presented By  
**YOUR LOGO**  
**HERE**



# Paint & Sip MINNESOTA

**AT THE ANOKA COUNTY FAIR**

**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 \_\_\_\_\_

**SOLD**



**\$1,500**

# GRAND CHAMPION SPONSOR

## **SENIOR DAY PRESENTING SPONSOR WILL RECEIVE:**

- 40 Tickets to the event / fair (Value \$600)
- 10 Pit Party Passes For SAMMY KERSHAW (Value \$550)
- 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
- 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.



**JULY 24th  
2024**



**\$10  
ADMISSION  
Age 62+**

**SENIOR DAY**

**ANOKACOUNTYFAIR.COM**

**BEER GARDEN 9AM-2PM**

Senior Day Presenting Sponsor:

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