



SPONSORSHIP

ANOKA COUNTY FAIR

JULY 25TH - 30TH

2023

anokafair@gmail.com



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

The Anoka County Fairgrounds

Your business will benefit from being a sponsor of the 2023 Anoka County Fair.

The Anoka County Fair has an attendance of 45,000 people during the 6 day event.

- **Guaranteed high visibility**
- **Be seen on our website, AnokaCountyFair.com**
- **Low cost return on investment**
- **Family oriented events**
- **Social Media reach of 200k**
- **An amazing showcase of top local bands, live entertainment, food vendors, exciting free entertainment, rides and games, to put our event goers in a positive and receptive frame of mind. This is perfect for presenting your brand image as well as product and company name.**

BANDSHELL PRESENTING SPONSOR

The Anoka County Fair is seeking (1) BANDSHELL presenting sponsor for The 2023 Anoka County Fair.

A presenting sponsor will have the opportunity to have banners, flags, and their logo on all promotional marketing materials and included on all marketing for the BANDSHELL stage, artist, and acts.

All promotional materials must be provided to the Fair and approved.

Vinyl or Scrim Material is preferred.

**BANDSHELL STAGE
PRESENTED BY _____:
\$10,000**



INCENTIVES

- Sponsorship announcement shout out on social media.
- Announcements before each act on the stage.
- Booth Space all 6 days of the fair (\$450 Value).
- 20 Sponsor Tickets to the Fair (\$300 Value).
- Logo on the website and all marketing materials for specific event.
- Naming sponsor on all advertising for the BANDSHELL stage.
 - Example: "GOOD FOR GARRY" Presented by _____ "

BEER GARDEN STAGE SPONSOR

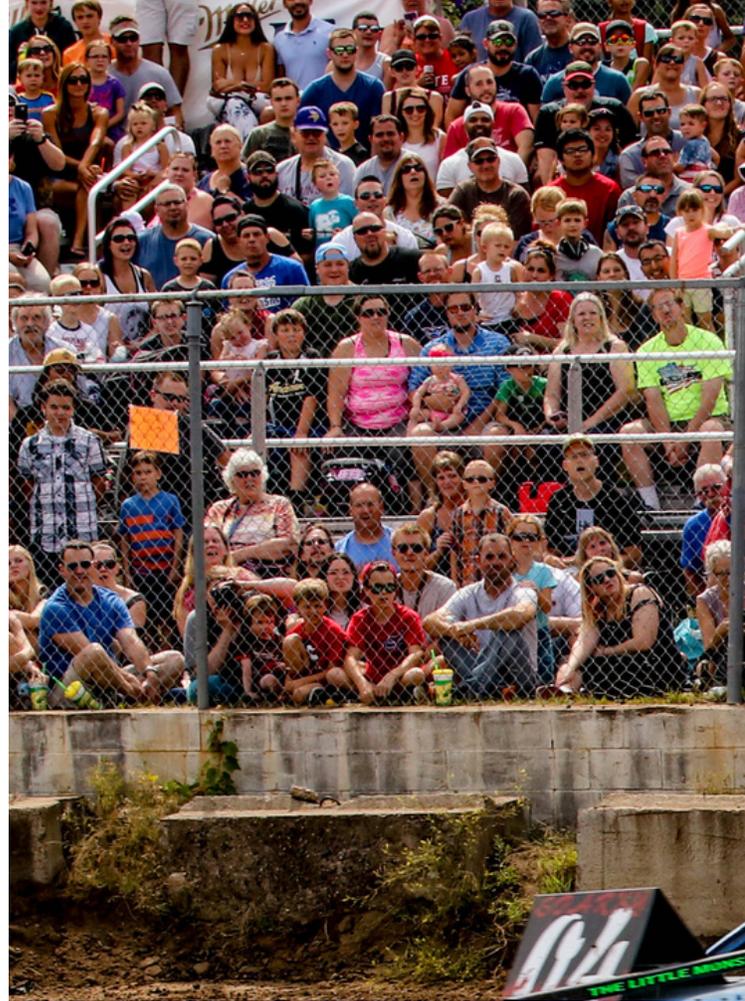
The Anoka County Fair is seeking (1) Beer Garden Stage sponsor for The 2023 Anoka County Fair.

The Beer Garden Stage sponsor will have the opportunity to have banners, flags, and announce the bands on the stage.

All promotional materials must be provided to the Fair. Booth space will be available in the beer garden or outside the building.

Vinyl or Scrim Material is preferred.

\$6,000



INCENTIVES

- Sponsorship announcement shout out on social media.
- Announcements during the event.
- Booth Space in OR near the beer garden (\$450 Value)
- 20 Sponsor Tickets to the Fair (\$300 Value).
- Logo on the website and all marketing materials for specific event / Beer Garden.
- Naming sponsor on all advertising for the specific event.
 - Example: "DNR DUO on the _____ Beer Garden Stage."

AG STAGE

The Anoka County Fair is seeking (1) AG Stage sponsor for The 2023 Anoka County Fair.

The AG Stage sponsor will have the opportunity to have banners, flags, and have a booth by the stage in the Ag Building.

The Ag building is a building that was implemented last year at The 2022 Anoka County Fair, and won 3 national awards for innovation. This stage will be added in 2023 as we are looking to keep advancing and growing this building.

All promotional materials must be provided to the Fair. Booth space will be available in the Ag Building or outside the building.

Vinyl or Scrim Material is preferred.

\$6,000



INCENTIVES

- Sponsorship announcement shout out on social media.
- Announcements during the event.
- Booth Space the day of the event (\$450 Value)
- 20 Sponsor Tickets to the Fair (\$300 Value).
- Logo on the website and all marketing materials for specific event.
- Naming sponsor on all advertising for the Ag Stage.



PARKING LOT SPONSOR

The Anoka County Fair is seeking (1) Parking Lot sponsors for The 2023 Anoka County Fair.

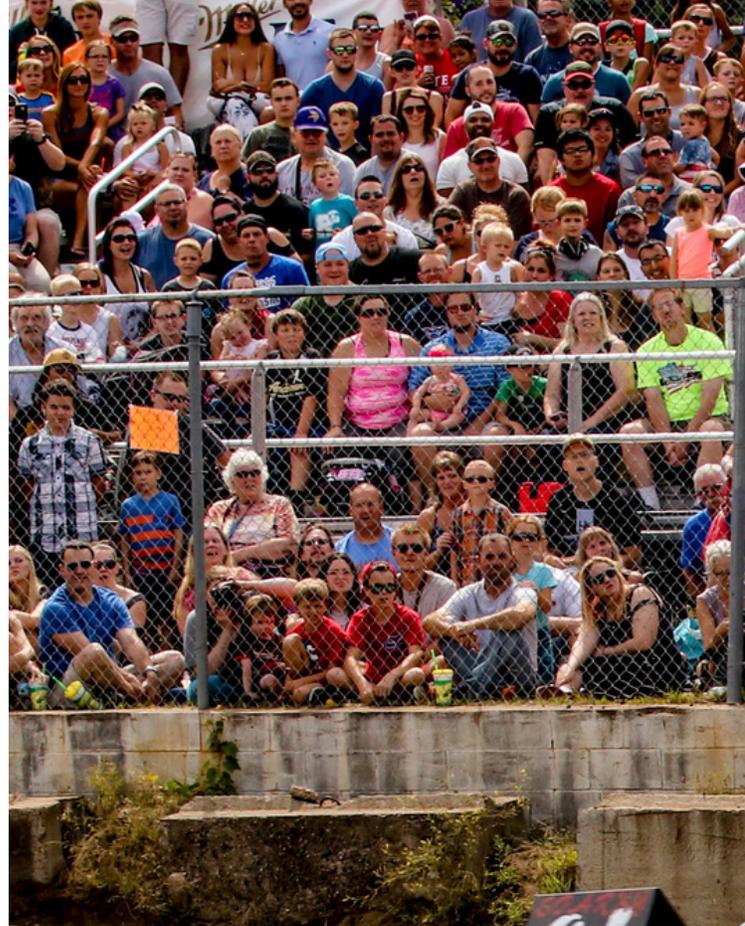
A Parking Lot sponsor will have the opportunity to have banners, flags, and be included in all marketing about FREE Parking and gate admission.

"FREE Parking at The Anoka County Fair Sponsored by _____."

All promotional materials must be provided to the Fair.

Vinyl or Scrim Material is preferred.

\$4,000



INCENTIVES

- Sponsorship announcement shout out on social media.
- Announcements during the event.
- Booth Space the day of the event (\$450 Value).
- 20 Sponsor Tickets to the Fair (\$300 Value).
- Logo on the website and all marketing materials for specific event.
- "FREE parking at The Anoka County Fair Sponsored by _____".



MONSTER TRUCKS PRESENTED BY

The Anoka County Fair is seeking (1) Monster Truck presenting sponsor for Saturday July 29th at The 2023 Anoka County Fair.

A presenting sponsor will have the opportunity to have banners, flags, and announcements during the show.

All promotional materials must be provided to the Fair. Booth space will be available near the Grandstand on the sponsored night.

Vinyl or Scrim Material is preferred.

\$6,000



INCENTIVES

- Sponsorship announcement shout out on social media.
- Announcements during the event.
- Booth Space the day of the event.
- 20 Sponsor Tickets to the Fair (\$300 Value).
- Logo on the website and all marketing materials for specific event.
- Naming sponsor on all advertising for the specific event.
 - Example: "Monster Trucks" Presented by _____"

**GRANDSTAND SHOWS ARE INCLUDED
WITH GATE ADMISSION**



TUESDAY JULY 25TH

MOTOCROSS

presented by ____

\$3,000

WEDNESDAY JULY 26TH

GREAT FRONTIER BULL RIDING

presented by ____

\$5,000



FRIDAY JULY 28TH

NTPA TRACTOR PULL

presented by ____

\$5,000





SATURDAY JULY 29TH

MONSTER TRUCKS

presented by ____

\$6,000

SUNDAY JULY 30TH

DEMOLITION DERBY

presented by ____

\$4,000



45,000

IN ATTENDANCE



\$5,000



\$5,000

**CHOOSE 2
GRANDSTAND EVENTS
GET \$1,000 OFF
TOTAL PRICE**

LET'S GET DIRTY

**SUPER
DEAL**

**GRANDSTAND
PRESENTING DIRT SPONSOR:
\$18,000**

SPONSOR BUNDLE FOR ALL DIRT EVENTS