



# Central Wisconsin State Fair

## August 25<sup>th</sup> - 30<sup>th</sup>, 2026

There's something for everyone at the CWSF, from free grounds acts and carnival rides to vendors, interactive exhibits, and live entertainment. Attendees traveled from across Wisconsin and surrounding regions, representing 26 different states at the 2025 fair.



We would like to invite you to partner with us in hosting one of Wood County's largest and longest continuing traditions. By joining with the Central Wisconsin State Fair, you will help heighten the experience of fairgoers while also promoting your business awareness. The CWSF strives to provide educational exhibits and entertainment for all of our visitors in a pleasant, relaxing, and family friendly environment. This great marketing opportunity will give your company excellent community exposure and increased visibility while ensuring the longevity and family traditions of the CWSF. The CWSF works with businesses by customizing plans that best fit their vision and budget.



**CWSF "Something Greats About to Happen!"**

**62,000 Yearly Fair Visitors**

**230,000 + Yearly Website Visitors**

**15,000 Social Media Followers**

Business name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address/City/State: \_\_\_\_\_

Email: \_\_\_\_\_ Contact name: \_\_\_\_\_

Signature: \_\_\_\_\_ Business website: \_\_\_\_\_

Sponsorship commitment (Circle one or more): \$15,000 \$10,000 \$7,500 \$5,000 \$2,500 \$1,000 \$500 \$200

Areas of interest: \_\_\_\_\_ Have a different sponsorship idea in mind? Let's talk!

I hereby agree to be a sponsor of the 2026 CWSF and agree to pay the sum listed above as soon as possible to guarantee that all listed benefits can be met.  
Questions? Email Dale Christiansen at [cwsfexcdir@gmail.com](mailto:cwsfexcdir@gmail.com) or call 715-387-1261

# 2026 SPONSORSHIP OPPORTUNITIES

## Main Stage or Family Tent Naming Sponsor

- Booth area or space for business promotion.
- Tickets (50) combination of gate admission and grandstand.
- 4 VIP packages for each concert.
- 2 Feather flags with logo.
- 2 Banners with logo placed by entrance gates.
- Logo and your website link on the CWSF website.
- Recognition on social media.
- Name on grandstand for all shows.
- Name on VIP grandstand tent for all shows.
- Name or logo in all advertising (radio, poster, programs & tickets).
- Full page ad in the entertainment guide.
- Daily PA name mentions during the fair.

**\$15,000**

### World Champion

- Full-page ad in the entertainment guide.
- Tickets (40) combination of gate admission and grandstand.
- 2 VIP grandstand tickets per show.
- 1 Feather flag with logo.
- 1 Banner with logo by entrance gates. Link & logo on CWSF website.
- Logo on social media.
- Daily PA name mentions.
- Booth or event space.
- Name & logo in all advertisements.

**\$10,000**

### Supreme Champion

- 1/2 Page ad in the entertainment guide.
- Tickets (30) combination of gate admission and grandstand.
- 2 VIP grandstand tickets per show.
- 1 Feather flag with logo.
- 1 Banner with logo.
- Business link & logo on the CWSF website.
- Logo in social media.
- Daily PA name mentions.
- Booth or event space.
- Name & logo in all advertisements.

**\$7,500**

### Grand Champion

- 1/4 page ad in the entertainment guide.
- Tickets (20) combination of gate admission and grandstand.
- 2 VIP grandstand tickets for two shows.
- 1 Feather flag with logo.
- 1 Banner with logo.
- Link & logo on the CWSF website.
- Logo on social media.
- Daily PA announcements. Booth space.

**\$5,000**

### Reserve Champion

- 1/8 Page ad in the entertainment guide.
- Tickets (20) combination of gate admission and grandstand.
- 1 Banner with logo.
- Link & logo on the CWSF website.

**\$2,500**

### Blue Ribbon

- 1/8 Page ad in the entertainment guide.
- Tickets (6) combination of gate admission and grandstand.
- Link & logo on the CWSF website.

**\$1,000**

### Red Ribbon

- 4 Daily admission tickets.
- Name in entertainment guide.

**\$500**

### Friends of the Fair

- 2 Daily admission tickets.
- Name in the entertainment guide.

**\$200**



### A la carte

- Banners \$150 each.
- Feather flags \$150 each.
- Golf cart signs \$150/day.

**A la carte**