




Aug 10-16, 2026


SPONSORSHIP OPPORTUNITIES 2026

EVENTS | EDUCATION | IMPROVEMENTS



 DakotaCountyFair.org/Sponsor

 Fair@DakotaCountyFair.org

 [@DakotaCF](https://www.facebook.com/DakotaCF)

Dakota County Fair Sponsorship Program 2026

The Dakota County Fair is one of Minnesota's longstanding county fairs, serving as a vital community institution and gathering place. Operated by the Dakota County Agricultural Society, a 501(c)(3) nonprofit organization, the fair is dedicated to:

- Showcasing agriculture and the people who support it
- Providing leadership and learning opportunities for youth
- Offering quality entertainment and educational experiences for all ages
- Bringing generations together in a safe, family-friendly, and affordable environment

Your sponsorship helps keep this tradition strong for future generations.

Why Sponsor the Dakota County Fair?

When you sponsor the Dakota County Fair, you:

- Reach tens of thousands of visitors during fair week
- Gain exposure through the fair's website and social media channels
- Align your business with a trusted, family-focused community event
- Support youth development programs, livestock and agricultural education, and year-round fairgrounds improvements

Sponsorship dollars directly support maintenance and upgrades, free or low-cost activities for families, and educational programming that benefits Dakota County and surrounding communities.

General Sponsorship Levels

We offer several levels of general sponsorship to fit a variety of budgets and goals. Benefits can be customized, but the following provides a general framework:

Presenting Partner Sponsor – \$50,000

- Premier logo placement on selected marketing materials and the fair website
- Prominent on-site signage and recognition as a Presenting Partner
- Inclusion in press releases and featured social media posts
- Public address (PA) announcements throughout fair week
- Premier booth space and parking passes

Platinum Sponsor – \$10,000

- Logo placement on selected marketing materials and the fair website

- On-site signage recognizing your Platinum sponsorship
- Inclusion in social media posts and fair communications
- PA announcements during fair week
- Prime booth space and parking passes

Gold Sponsor – \$5,000

- Logo on selected marketing materials and the fair website
- On-site signage recognizing your Gold sponsorship
- Social media acknowledgement
- PA announcements during fair week
- Booth space and parking passes

Bronze Sponsor – \$1,000

- Logo on event signage and the fair website
- Social media acknowledgement
- PA announcements on at least one day of the fair

Supporting Sponsor – \$500

- Name listed on the fair website
- PA acknowledgement during fair week

(Custom benefits can be discussed for each level.)

Featured & Exclusive Sponsorships – 2026

In addition to general levels, we offer high-visibility and mission-focused sponsorships for 2026.

Beer Cup Sponsor (2-Year Exclusive) – \$10,000 Total (2026–2027)

- Company logo on all beer cups used in every beer garden on the fairgrounds
- Recognition as the **Official Beer Cup Sponsor of the Dakota County Fair**
- On-site signage in all beer garden areas
- Website recognition and inclusion in relevant social media posts
- PA acknowledgements during fair week

This is a two-year, exclusive sponsorship providing sustained, high-visibility brand exposure.

T-Shirt Sponsor – \$2,500

Limited to Six Divisions of Employees

Support the people who make the fair possible by sponsoring one of six divisions of fair staff.

- Company logo featured on the back of the official staff T-shirts for **one (1) designated division** of employees
 - Examples of divisions: Grounds Maintenance, Parking/Admissions, Open Class/All Other, Brew Crew, Office Administration, and Grandstand.
 - Recognition on the fair website as a **T-Shirt Sponsor**
 - Option for a group photo of your sponsored division in their shirts for your marketing and social media use
 - PA acknowledgement during fair week
 - Limited to **six sponsors total** (one sponsor per division)
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Celebrity Showmanship Sponsor – \$5,000

Help highlight agriculture and community leaders through one of the fair's most engaging and entertaining events.

- Naming rights as “**Celebrity Showmanship presented by [Your Company]**”
 - Logo placement on event signage and programs
 - Recognition on the fair website and in social media promotions related to the event
 - PA announcements during the event
 - Opportunity for a company representative to help present award to winner
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Prairie Sponsorships

Year-Round Maintenance and Restoration

The Dakota County Fairgrounds include a prairie and habitat restoration area that requires ongoing care and enhancement. Prairie Sponsorships support:

- Native plantings and habitat improvements
- Invasive species control
- Educational signage and visitor information
- Year-round maintenance and restoration efforts
- Home to the Prairie Educational Classes offered to area 2-5th graders.

Suggested giving levels (flexible based on your budget):

Prairie Steward – \$2,500+

- Name or logo on prairie educational signage
- Recognition on the fair website under Prairie Sponsors
- Mention in at least one social media feature highlighting the prairie/habitat project

Prairie Partner – \$1,000+

- Name listed on prairie signage
- Recognition on the fair website under Prairie Sponsors

Prairie Friend – \$500+

- Name listed on the fair website under Prairie Sponsors

Prairie sponsorships are available year-round and may be designated in honor or memory of an individual, family, or organization.

Custom Packages

We are happy to work with you to tailor a sponsorship package that aligns with:

- Your marketing and branding goals
- The audience you want to reach
- Your preferred level of investment

Multiple sponsorships can be combined (for example, a Gold Sponsor plus a Prairie Steward, or a Bronze Sponsor plus a T-Shirt Sponsor) to create a comprehensive, high-impact presence at the fair.

Next Steps & Contact

To discuss 2026 sponsorship opportunities or to reserve a featured sponsorship, please contact:

Kristine Smith

Dakota County Fair

Email: ksmith@dakotacountyfair.org

Website: www.dakotacountyfair.org

We look forward to partnering with you to keep the Dakota County Fair a vibrant, educational, and beloved tradition for Dakota County and beyond.