



2023 Dane County Fair
Friends of the Fair
Sponsorship Prospectus
July 20-23, 2023



The Dane County Fair is a non-profit family-friendly event benefitting Dane County youth since 1851. To support the Fair for years to come, we ask that you consider making a contribution as a Fair Supporter or by sponsoring a package for this year's Fair. Every contribution makes a difference and sustains our beloved Fair for our youth and community!

EACH YEAR, THE DANE COUNTY FAIR IS SUPPORTED BY:

500+

youth from organizations within Dane County, including 4-H, FFA, Girl Scouts, etc.

YOUTH



PROJECTS



5,000+

youth projects exhibited within communications, art, photography, foods, STEM, clothing, livestock showing, and much more.

30,000+

friends from near and far venture to the Alliant Energy Center every July for free concerts, entertainment, great food, animals, and adventure.

ATTENDEES



SPONSORSHIPS



\$100K

from generous supporters is needed to offset the cost of youth premiums and awards, entertainment, and overall event costs.

SUPPORT OUR YOUTH – BECOME A FRIEND OF THE FAIR

Enclosed is a menu of our 2023 Dane County Fair opportunities.
Questions? Contact the Dane County Fair at info@danecountyfair.com or 608-291-2900.

Friends of the Fair Packages

FAIR GRAND MASTER PACKAGE - \$20,000 (4 available)

Example package - contact info@danecountyfair.com to customize

- Daily Entertainment Sponsor - recognition at 2 entertainment offerings multiple shows each day (\$5,000 value)
- Music Entertainment Sponsor - recognition at Main Stage for concerts each night (\$5,000 value)
- Area Naming Rights - Carnival, Food Court, Arena Building, or Exhibition Hall - banner with your company logo at one of the areas noted - one area per sponsor (\$2,500 value)
- Golf Cart Signage (\$2,500 value)
- Carnival Unlimited Ride Wristbands for 50 attendees (\$1,500 value)
- Fair Staff/Volunteer Shirt Sponsor - logo recognition (\$1,000 value)
- 10x10 booth space outside or inside the Exhibition Hall (\$500 value)
- Publicity (\$1,500 value):
 - Recognition on radio and TV commercial spots
 - Recognition on official Fair schedule
 - Link to company website on the Sponsor page of danecountyfair.com
 - Listing on signage on-site at the Dane County Fair
 - Special call out on Dane County Fair's social media pages
- 50 daily passes to the Dane County Fair (\$500 value)

SUPREME GRAND CHAMPION PACKAGE - \$10,000 (3 available)

Example package - contact info@danecountyfair.com to customize

- Theme Day Sponsor - naming rights for Thursday, Friday, or Saturday - name and logo recognition at gates, website, and official Fair schedule (\$3,500 value)
- Golf Cart Signage (\$2,500 value)
- Carnival Unlimited Ride Wristbands for 35 attendees (\$1,050 value)
- Fair Staff/Volunteer Shirt Sponsor - logo recognition (\$1,000 value)
- 10x10 booth space inside the Exhibition Hall or outside (\$500 value)
- Publicity (\$1,500 value):
 - Recognition on radio and TV commercial spots
 - Recognition on official Fair schedule
 - Link to company website on the Sponsor page of danecountyfair.com
 - Listing on signage on-site at the Dane County Fair
 - Special call out on Dane County Fair's social media pages
- 35 daily passes to the Dane County Fair (\$350 value)

GRAND CHAMPION PACKAGE - \$5,000 (4 available)

Example package - contact info@danecountyfair.com to customize

- Gate Signage - listed on signage on each entrance gate (\$2,500 value)
- Scavenger Hunt Signage (\$500 value)
- Fair Staff/Volunteer Shirt Sponsor - logo recognition (\$750 value)
- Publicity (\$1,050 value):
 - Recognition on radio and TV commercial spots
 - Recognition on official Fair schedule
 - Link to company website on the Sponsor page of danecountyfair.com
 - Listing on signage on-site at the Dane County Fair
 - Special call out on Dane County Fair's social media pages
- 20 daily passes to the Dane County Fair (\$200 value)

Friends of the Fair Packages Cont.

CHAMPION PACKAGE - \$2,500 (multiple available)

- Bleachers Signage - listed on signage on each set of bleachers in the Pavilions
- Recognition on official Fair schedule
- Link to company website on the Sponsor page of danecountyfair.com
- Listing on signage on-site at the Dane County Fair
- Special call out on Dane County Fair's social media pages
- 15 daily passes to the Dane County Fair

BLUE RIBBON PACKAGE - \$1,000 (multiple available)

- Listing in official Fair schedule
- Link to company website on the Sponsor page of danecountyfair.com
- Listing on signage on-site at the Dane County Fair
- Special call out on Dane County Fair's social media pages
- Eight (8) daily passes to the Dane County Fair

RED RIBBON PACKAGE - \$500 (multiple available)

- Listing in official Fair schedule
- Listing on the Sponsor page of danecountyfair.com
- Listing on signage on-site at the Dane County Fair
- Six (6) daily passes to the Dane County Fair

WHITE RIBBON PACKAGE - \$250 (multiple available)

- Listing in official Fair schedule
- Listing on the Sponsor page of danecountyfair.com
- Four (4) daily passes to the Dane County Fair

FAIR SUPPORTER

Fair Supporter gifts to the Dane County Fair are general Fair funding donations. They help to provide the infrastructure needed to advance the Dane County Fair vision and sustain the Fair for years to come. Investments in the Fair make a real difference by helping expand opportunities and offerings for our youth exhibitors and community.

The Fair Supporter general fund assists:

- youth exhibitor premiums and awards;
- the recruitment and retention of judges, Chairs, Superintendents, volunteers, and staff;
- hands-on learning experiences from our Kiddie Farm to Theme Days events;
- community partnerships to increase youth involvement;
- daily entertainment, community acts, and music offerings; and
- youth project displays, livestock showings, and overall event costs.

There is strength in numbers, and the cumulative power of gifts helps our youth achieve lifelong skills.

Additional Offerings Cont.

Youth Group Bus - \$750 (5 available)

* Includes Friends of the Fair Red Ribbon Package items

Does your company want to support the community, give back to our youth, and promote your business at the same time? Do all of this by sponsoring bus transportation to and from the Fair for a local youth group of Fair's choice. Supporting youth involvement at the Fair is a great way to give back, and we'll take care of all of the arrangements with the youth organization.

Reserved Motorcycle or Bike Parking Area (1 each available) - \$500

* May be added to any Friends of the Fair Package

Support our local motorcyclists and bicyclists and sponsor a designated motorcycle or bike parking area in the parking lots for the entire 4 days. Two designated motorcycle or bike parking areas will be marked and labeled with signage with your company name and logo for all to see.



Kiddie Farm - \$250 (Multiple available)

* May be added to any Friends of the Fair Package

One of the most popular items at the Fair is the Kiddie Farm. It is the one chance for many kids to get up close and personal with real farm animals. Help keep this area going strong! Each sponsor gets their name added to the sponsor board in the Kiddie Farm.

Rockstars in the Ring - \$250 (Multiple available)

* May be added to any Friends of the Fair Package

Support our new show for youth with special needs while they participate in a livestock show of their own by showing swine or rabbits with a youth exhibitor mentor. Each sponsor will have their company logo on the T-shirt worn by the youth and their mentors, as well as recognition by our emcee, on signage at the show, and listed in our daily schedule.



Judging Ring Banner Placement - \$250 (Multiple available)

* May be added to any Friends of the Fair Package

Get your name and logo in a high visibility area by sponsoring your 3'x8' banner in the Horse, Dairy and Beef showring in the New Holland Pavilions. Banner placement in other showrings is also available, including options in the swine, sheep or dog showrings.

2023 DCF Friends of the Fair & Additional Offerings Form

Thank you for your generous support of the Dane County Fair! Please fill out the form below and return it with payment to *Dane County Fair - P.O. Box 287, Oregon, WI 53575*.
Dane County Fair is a 501c3 organization.

Friends of the Fair Packages and Additional Offerings are also available for multi-year agreements. If you are interested in a multi-year agreement or have a question on a specific package or offering, please contact the Fair Office at info@danecountyfair.com.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Company website: _____

Friends of the Fair Package/Additional Offerings: _____

Multi-Year Agreement: _____ **Yes**, Number of Years _____ (item/level amount will be billed annually)
_____ **No**

Total Amount: \$_____ (Make check payable to: Dane County Fair)

Name to be used for website/signage listing: _____

For Office Use

Date Received: _____

Recorded: _____

Amount Paid: _____

Listed on website: _____

Balance Due: _____

Passes Mailed: _____

Confirmation Sent: _____