



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](mailto: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](mailto: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](http://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](mailto: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](http://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](mailto: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](http://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](http://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](http://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](http://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](http://danecountyfair.com)
- Four (4) daily passes to the Dane County Fair

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## **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

## Company Picnic and Event Services

Does your company have an annual summer picnic? Are you planning a family reunion? Why not hold it at the Fair? The Dane County Fair is all about fun! We'll do all the work for you to make the process easy and affordable, too. Plus, you'll support the Fair. Food, entertainment, stage shows, carnival rides, concerts and more will all be at the ready to help entertain and thrill your guests! We can even provide private meeting/event space for you. Review the example package options below. If one of those do not meet your needs, contact [info@danecountyfair.com](mailto:info@danecountyfair.com) to get started on customizing your own special event!



### \* Option 1 - \$2,500

- Complimentary admission for up to 25 people
- Private event space with company signage for 2 hours
- Complimentary non-alcoholic beverages
- Option for attendees to purchase Fair Food on their own
- Complimentary carnival ride passes for attendees



### \* Option 2 - \$4,000

- Complimentary admission for up to 50 people
- Private event space with company signage for 2 hours
- Complimentary non-alcoholic beverages
- Option for attendees to purchase Fair Food on their own
- Complimentary carnival ride passes for attendees

### \* Option 3 - \$6,500

- Complimentary admission for up to 50 people
- Private event space with company signage for 2 hours
- Complimentary non-alcoholic beverages
- Complimentary Fair Food lunch for up to 50 people
- Complimentary carnival wristbands for unlimited rides



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## Group Ticket Promotions

If you would like to provide a large group with tickets, the Dane County Fair has several options that can meet your needs. Discounted advance tickets for admission and carnival wristbands are available to groups of 20 or more people. Tickets can also be customized to carry your company logo. This is a great option and allows you to give away tickets to employees and customers for substantially less than the full gate admission cost. The best part is that you only pay for tickets that are actually redeemed at the gate! This is a great marketing tool for companies of any size. Contact the Fair Office at [info@danecountyfair.com](mailto:info@danecountyfair.com) to discuss how this can work for your company.

# 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](mailto: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: \_\_\_\_\_