



2024 Dane County Fair
Friends of the Fair
Sponsorship Prospectus
July 18-21, 2024

*Subject to change.



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:

550+

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.

32,000+

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 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 2-3 entertainment offerings multiple shows each day (\$6,000 value)
- Music Entertainment Sponsor - recognition at Main Stage for concerts Thursday & Friday nights (\$6,000 value)
- Area Naming Rights - Food Court, Main Stage Tent, Exhibition Hall, or Arena Building - banner with your company logo at one of the areas noted - one area per sponsor (\$5,000 value)
- Golf Cart Signage (\$2,500 value)
- Carnival Unlimited Ride Wristbands for 25 attendees (\$850 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 (\$5,000 value)
- Golf Cart Signage (\$2,500 value)
- Carnival Unlimited Ride Wristbands for 15 attendees (\$500 value)
- Carnival Ride Coupons for 10 attendees (\$100 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 (multiple available)

Example package - contact info@danecountyfair.com to customize

- Gate Signage - listed on signage on each entrance gate (\$3,000 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
- 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 - DONATE ANY AMOUNT TO THE FAIR

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. Fair Supporters recognized on the Fair website.

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 showrings, and overall event costs.

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

Individual Offerings

Admission Tickets & Wristbands - \$5,000 (1 available)

Have your company logo featured on ALL admission tickets and wristbands for ALL 32,000+ attendees of the Fair (4 days) including youth exhibitors! Also included is recognition on the Fair website, social media channels, on-site schedule, and 20 daily passes.

Exhibition Hall Naming Rights - \$5,000 (1 available)

Sponsor the Exhibition Hall for all 4 days of the Fair! The Exhibition Hall features inside vendors, youth exhibits and judging events, daily entertainment, coloring activity and display, and the Fair Office. Sponsor will have their company logo on a banner outside on the North side of the building along with recognition during daily announcements within the hall, listing on the website and in the on-site schedule, promotion on the Fair social media channels and radio/TV commercials, and 20 daily passes.

Main Stage Tent Naming Rights - \$5,000 (1 available)

Sponsor the Main Stage Tent where multiple entertainment acts perform each day of the Fair! Sponsor will have their company logo on a banner outside the Main Stage Tent along with recognition by the entertainment groups during their performance, listing on the website and in the on-site schedule, promotion on the Fair social media channels and radio/TV commercials, and 20 daily passes.

Music/Nightly Entertainment - \$3,000 (2 available - Thursday or Friday)

Sponsor one of two nightly entertainment acts at the Fair in the Main Stage Tent! Each sponsor will have their company logo on the entertainment schedule banner at the Main Stage Tent along with recognition by the musical/nightly act during their performance, listing on the website and in the on-site schedule, promotion on the Fair social media channels, and 15 daily passes.

Daily Entertainment - \$3,000 (2 available)

Sponsor one of two daily entertainment acts at the Fair! Each sponsor will have their company logo on a banner at the entertainment act area along with recognition by the entertainment group during their multiple shows each day, listing on the website and in the on-site schedule, promotion on the Fair social media channels, and 15 daily passes.

Swine Barn Naming Rights - \$2,500 (1 available)

Sponsor the Swine Barn (Arena Building) for all 4 days of the Fair! Sponsor will have their company logo on a banner outside the building along with recognition by the swine judge during the swine show on Friday, listing on the website and in the on-site schedule, promotion on the Fair social media channels, and 15 daily passes.

Golf Carts - \$2,500 (1 available)

Display your company logo on all golf carts used by Fair staff and volunteers during Fair Week - approximately 11 carts. In addition, the sponsor will receive recognition on the Fair website and in our on-site schedule, promotion on the Fair social media channels, and 15 daily passes.

Portable Restrooms & Hand Sanitizer Stations - \$2,500 (1 available)

Support the attendees of the Fair by having your company logo displayed on all portable restrooms & hand sanitizer stations around the Fair grounds for the duration of Fair week - approximately 30+ items. In addition, the sponsor will receive recognition on the Fair website and in our on-site schedule, promotion on the Fair social media channels, and 15 daily passes..

Individual Offerings Cont.

Youth Group Bus - \$1,000

(4 available - one per day)

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. Each sponsor will receive recognition on the Fair website and on-site schedule, and 8 daily passes.

Superintendent/Volunteer Lounge - \$500

(Multiple available)

Show your support of the people who make Dane County Fair possible. This sponsorship includes naming rights of the Fair's volunteer lounge during Fair Week. Each sponsor will be recognized with their company logo outside and within the lounge, listing on the website and in our on-site schedule, and 6 daily passes.

Reserved Motorcycle/Bike Parking Area - \$500

(1 each available - Motorcycle or Bike)

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. Sponsors will also receive recognition on the Fair website and on-site schedule, and 6 daily passes.

Rockstars in the Ring - \$300

(Multiple available)

Support our show for youth with special needs while they participate in a livestock show of their own by showing swine, sheep, 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, listing on the website and on-site schedule, and 4 daily passes.

Kiddie Farm - \$300

(Multiple available)

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, listing on the website and in our on-site schedule, and 4 daily passes..

Showring Banner Placement - \$250

(Multiple available)

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/Dairy Goat, or Dog showrings. Each sponsor receives a listing on the Fair website and in the on-site schedule, and 4 daily passes. *List the showrings preferred on the sponsorship form.*

Sponsor **MUST** drop off their banner(s) at the Fair on Monday of Fair Week - contact the Fair Office to make arrangements.

Coloring Activity & Display - \$250

(Multiple available)

Sponsor the Fair's coloring activity and display for ALL attendees to participate in and display their artwork at the Fair! Each sponsor gets their name added to the sponsor board in the Coloring Activity & Display area, listing on the Fair website and in our on-site schedule, and 4 daily passes.

Website Listing - \$250

(Multiple available)

Want exposure to thousands of attendees, exhibitors, and partners of the Fair? List your company's logo with a link to your website on the Sponsor page on the Fair's website. *Listings will be published on the website until December 31 of the current Fair year.*

Corporate/Group Offerings

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, based on availability.

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 to discuss how this can work for your company.

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 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 ride passes for attendees



2024 DCF Friends of the Fair & Individual 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 Individual Offerings are also available for multi-year agreements.

If you are interested in a customized package, 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: _____

Type of Friends of the Fair Package/Individual 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)

Company 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: _____