



The Jefferson County Fair Park Opportunity

Here's why your business should consider a partnership with the Jefferson County Fair Park:

- The Fair Park is the region's top venue for community activities and festivals, agricultural shows and hosts one of the top County Fairs in Wisconsin.
- Each year, the Jefferson County Fair Park will play host to nearly 300,000 different event participants, spectators and their friends.
- The Fair Park audience is an ideal demographic target. They have a higher disposable income than the average area population. Specific shows offer the opportunity to target consumers based on specific activities related to your business.
- The Fair Park partnership represents a strong, positive image association and highlights you as the "Community Leader".
- The Fair Park provides a clean, wholesome family atmosphere.
- The Jefferson County Fair offers a chance to connect your company face-to-face with customers in a fun, interactive environment.
- The Fair Park offers special programs for adults, seniors and area youth. The Fair Park partnerships deliver targeted media benefits for significantly less cost (per 1000) compared to other media options.

Current Major Marketing Partners



What is the Jefferson County Fair Park?

The Jefferson County Fair Park is a premier regional event facility. Located in between the Madison and Milwaukee Metro markets, more than 200 events take place throughout the year with 300,000+ attendees of all ages.

Facility Overview

- 90 total acres, 60 fenced
- 15 buildings with over 130,000 square feet of indoor exhibit space
- Electricity in all buildings, running water in 11, 3 with heat
- Full food and beverage service capability
- 199 campsites on-site with electric, water and sewer facilities
- 10 acres of fenced parking, with additional 30 acres available
- 4,000 seat grandstand
- State of the art livestock boarding facilities
- 3 outdoor riding arenas and 1 indoor arena with spectator seating



2020 Fair Park Event Schedule

Jan. 4	Antique Auction	June 12-13	District 8 Holstein Show
Jan. 12	Patti's Bargain Flea Market	June 13 - 14	Morgan Gypsy Horse Show
Jan. 19	4-H Horse & Pony Tack Sale	June 17 - 20	Milking Shorthorn National Convention
Jan. 26	Patti's Bargain Flea Market	June 18 - 21	WDHA
Feb. 1	Optimist Trivia	June 22	Jr. Dog Show
Feb. 2	Patti's Bargain Flea Market	June 27 - 28	Buckskin Horse Show
Feb. 4	Antique Auction	July 2	Face-to-face Judging
Feb. 7 - 9	Gun Show	July 4 - 5	Paint Horse Show
Feb. 15	Fairest of the Fair Finals	July 8 - 12	Jefferson County Fair
Feb. 16	Patti's Bargain Flea Market	July 8	Badger State Tractor Pullers
Feb. 22	Pet Swap	July 9	Badger Truck Pulls
Feb. 23	Patti's Bargain Flea Market	July 10	Jon Pardi
Feb. 28 - Mar. 1	Badger Lab Dog Show	July 11	Concert TBA
Mar. 3	Antique Auction	July 12	International Demo Derby
Mar. 7 - 8	Badger Rabbit Show	July 18 - 19	Pinto Horse Show
Mar. 14	Beaver Pigeon & Bantam Swap	July 23 - 26	Quarter Horse Show
Mar. 15	Ham Radio Festival	Aug. 1 - 2	Arabian Horse Show
Mar. 16	Wisconservation Banquet	Aug. 4	Antique Auction
Mar. 21	Rabies Clinic	Aug. 8 - 9	Palomino Horse Show
Mar. 22	Patti's Bargain Flea Market	Aug. 10	Rotary Brat Fry
Apr. 3 - 4	Recycle Event	Aug. 15 - 16	Pinto Horse Show
Apr. 4-5	Tri-County Rabbit Show	Aug. 21 - 22	Midwest Yoga & Kirtan Festival
Apr. 7	Antique Auction	Aug. 22	Recycling Event
Apr. 18 - 19	Dancer w/ Woofs	Aug. 23	Versatility Horse Challenge
Apr. 24 - 26	Car Show & Swap Meet	Aug. 28 - 30	Buckskin Horse Show
May 1 - 3	Dairyland Classic Dog Show	Sept. 1	Antique Auction
May 5	Antique Auction	Sept. 4 - 6	Gun Show
May 9 - 10	Buckskin Horse Show	Sept. 11 - 13	Sheep & Wool Festival
May 15	Jr. Fair Entries Due	Sept. 18 - 20	Gemuettlichkeit Days
May 16 - 17	Pinto Horse Show	Sept. 25 - 27	Car Show & Swap Meet
May 16	Jefferson Co. Dairy Breakfast	Oct. 1	Recycle Event
May 16	Furry Friends 5k	Oct. 3 - 4	WIHA Dist. 2 Horse Show
May 22 - 24	Arabian Horse Show	Oct. 3 - 4	Rock & Gem Show
May 25	4-H Open Horse Show	Oct. 6	Antique Auction
May 28	Recycle Event	Oct. 24	Rabies Clinic
May 30 - 31	Paint Horse Show	Oct. TBD	Patti's Bargain Flea Market
June 2	Antique Auction	Nov. 3	Antique Auction
June 6	Take a Kid Fishing	Nov. TBD	Patti's Bargain Flea Market
June 6 - 7	Spring Preview Animal Show	Dec. 1	Antique Auction
June 6 - 7	SWBA Horse Show	Dec. 4 - 6	Gun Show
June TBA	Jr. Llama Show	Dec. TBD	Patti's Bargain Flea Market
June TBA	Badgerland Llama Show		
June 12	Open/Sr. Entries Due		

Events listed in red are pertaining to the 2020 Jefferson County Fair, July 8-12, 2020.

One of the Nation's Premier County Fairs

The Jefferson County Fair has been in operation since 1853. This fair is known around the country as one of the top agricultural fairs featuring the best in: family entertainment, open class and crop exhibits, dairy cows, horses, beef, lamb, poultry, goats, llamas, dogs, cats, sheep, rabbits, pigeons and much more.



Approximately 43,000 people attend the fair each year the second weekend in July. Persons attending the fair are VERY interactive and enjoy one-on-one experiences with products and businesses.

July 8 – 12, 2015 Total Attendance	July 6 – 10, 2016 Total Attendance	July 12 – 16, 2017 Total Attendance	July 11 – 15, 2018 Total Attendance	July 10 – 14, 2019 Total Attendance
42,727	37,927	43,019	40,185	38,831

Family Entertainment



Grandstand Events

National Music Entertainment

The grandstand hosts some of the top names in entertainment during the County Fair. Some past entertainers include:

Toby Keith
Trace Adkins
STYX
Justin Moore
Billy Ray Cyrus
Blake Shelton
Dierks Bentley

The Oak Ridge Boys
Sawyer Brown
Eddie Money
Tracy Lawrence
Kenny Wayne Shepherd
Foreigner
Little Big Town

Aaron Tippin
Cheap Trick
Gary Allan
.38 Special
Jake Owen
Randy Houser
Phil Vassar

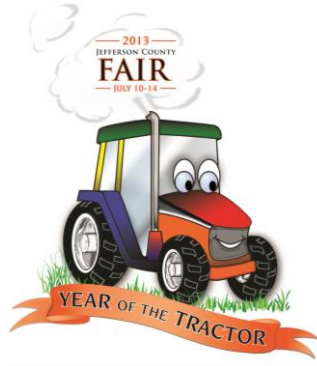
We expect the Jefferson County Fair to continually upgrade concerts at the grandstand stage in the coming years.

Badger State Tractor Pull Badger Truck Pull International Demo Derby



Jefferson County Fair Themes

Each year, the Jefferson County Fair chooses a theme to highlight the fair and agriculture industries. The fair coordinates advertising, sponsors, activities and vendors around each year's theme.





Meet our staff!

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