

Lake County Fair

sponsorship &
advertisement



Where Everyone Is Welcome



Why?

The Lake County Fair has a proud agricultural heritage. Established in 1852, it boasts a reputation of being one of the largest county fairs in the nation. Put on by the Lake County Agricultural Society, we strive to keep agriculture alive by bringing the urban and rural communities together for education and entertainment in a wholesome environment that promotes traditional family values.

We are also proud to be able to provide space for 3,900 4-H youth exhibits, well over 10,000 open class exhibits (all coming from Lake County and surrounding areas as well). The Lake County Fair also provides a day dedicated to Senior Citizens, a day for people with special needs, and a Pepsi can collection day to help support a local youth organization.

The Lake County Fair is solely accountable for all expenses including but not limited to:

- premiums paid to exhibitors
- cost of ribbons, trophies, grand stand shows
- free entertainment and all services performed during the fair

The profits raised from the fair are put back into the fairgrounds as permanent improvements.

We are not a government entity and do not receive any tax dollars, county or state incentives.

We do not own the Lake County Fairgrounds; however, we work with the County Commissioners to care for and upkeep the buildings and grounds by providing permanent improvements.

As the weather influences our event greatly, some years we are able to provide more permanent improvements than others. Some improvements we have made over the past decades include: building livestock shelters, renovation of existing buildings, more ample bathroom amenities, HVAC, paving, electrical and utility upgrades.

We hope that you will join our proud family of fair partners in this endeavor and to help us preserve the beautiful fairgrounds for our future generations.

The Lake County Agricultural Society, Inc. is a non-profit organization, but is not a 501(c)(3) charitable organization pursuant to Internal Revenue Service code and regulation, nor has it ever been.

Therefore, any assistance you provide is not deductible as a charitable contribution for federal income tax purposes.



2023 Information

The fair is 10 days in duration and runs from August 4 – 13, 2023. A partnership with the Lake County Fair is an excellent value for your marketing dollar. You will receive visibility at one of the largest summer events in the state as well as having a positive association with a wholesome event with family values.

We have formulated many levels of partnerships from which to choose. Partnership money provides the fairgoer with additional free entertainment and special features that we would not otherwise be able to attain such as the Livestock Nursery, Show Me Swine Racers, Show Me Petting Zoo and Heritage Stage Performers, just to name a few.

You are also welcome to pick multiple sponsorships or combine any advertising and sponsorship packages. We look forward to working with you for your needs!

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\$5,000

Day Sponsor

(Note: One sponsor per day - first come, first serve on fair day choice)

To Include:

- Your name as sponsor for one full day at the fair (day to be mutually decided on, depending on availability).
- Fair Booth for the day for sponsor's personnel to distribute promotional materials with the approval of the fair board at a mutually agreed upon inside or outside booth space depending on what is available for the selected day.
- Option to give something away at our grandstand show that evening to ticket holders.
- Signage provided by sponsor can be placed at pay gates (4) not to exceed 10 feet in length. Sponsor is responsible for hanging and removing signage on the sponsored day by midnight.
- Signage recognizing your company's name and/or logo will be displayed at 5 major locations on the fairgrounds throughout the 10-day run of the fair, provided by the fair.
- Your logo/website link on our website on the Home Page (our website receives over 88,000 unique visitors with over 2 million hits annually) and within daily schedule
- Promotional listing (ad) in fair program (100,000 printed) with your logo on your day and on our *Thanks To Our Major Sponsors* listing!
- Names of sponsor will be announced throughout YOUR day on our public address system.
- 50 single-day gate passes





\$1,500



Other new events maybe added to this.

Show Me Swine Racers and Show Me Safari Petting Zoo (Multiple Sponsorships Available for each). These animal shows appeal to people of all ages. They are fun filled, crowd interactive events, aimed especially for the children, but the adults love it too!

- Four shows held daily (10 days of Fair) just off the main roadway of the fairgrounds.
(Petting Zoo is open all day on the Midway)

- Bleachers at site with approximately 200 spectators for each show.
(Petting Zoo is a walk through attraction.)

To Include:

- Your 2'H x 4'W (approximate) banner/sign, to be proudly displayed at that location.
(location area constraints for banner/sign)

- At each show, the announcer will broadcast to the spectators your script (motto, saying, short verse) with your company name.

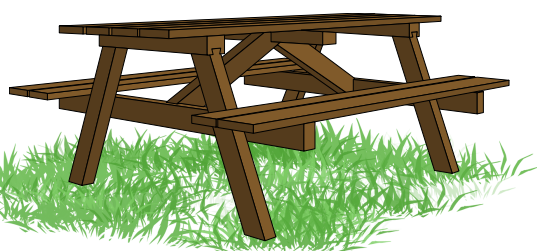
- Your company name displayed on our Major Sponsors page in our Fair Program (100,000 printed) Available pre-fair at the Visitor's Center in Hammond and handed out to fairgoers when they come through the gates; also available at several locations on the fairgrounds.

- Your company name displayed on our Major Sponsor banner located in 5 high traffic areas on the fairgrounds.

- Your logo and link added to our website: lake-county-fair.com.

- 10 Single Admission gate passes.

Cont.



Continued information...

The Picnic Area (Multiple Sponsorships Available)

A shaded area with multiple picnic tables that our fairgoers can enjoy their meals at. Located just west of the “arena roadway” concession booths. This is the largest of the eating areas and is favored by thousands of fairgoers daily, because of the shade.

To include:

- Two of your banners/signs, proudly displayed at both sides of the picnic area (to be approximately 2'H x 4'L).
- Your company name displayed on our Major Sponsors page in our Fair Program (100,000 printed) handed out to fairgoers when they come through the gates, inserted in The Times and The Advertiser (full runs) and available at several locations on the fairgrounds.
- Your company name displayed on our Major Sponsor banner located in 5 high traffic areas on the fairgrounds.
- Your logo and link added to our website:
lake-county-fair.com.
- 25 Single Admission gate passes.

Heritage Stage(Multiple Sponsorships Available)

Set at the south end of Heritage Hall, a small stage with benches sets the area for daily 6pm (except the last day of the Fair) “heritage” entertainment. Bluegrass, old time jug, dulcimers, barbershop and accordion music has all been heard in the past with everyone stomping their feet – Good Ole’ Americana Music! Sing along— or just enjoy the music of our past....and it’s all free!

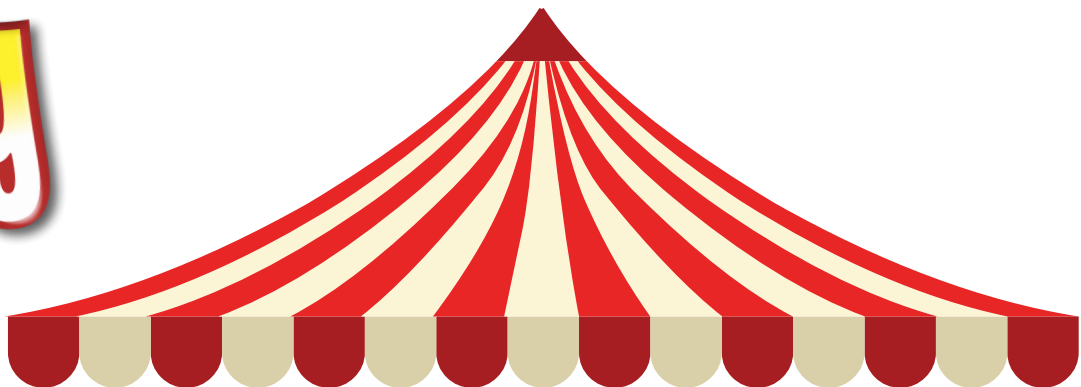
To Include:

- A banner you provide (2'H x 4'L) will be proudly displayed on stage at this location.
- Your sponsor logo or name will be on our fair Program designating you as the sponsor. Program handed out to fairgoers when they come through the gates and available at several locations on the fairgrounds.
- Your company name announced multiple times, as sponsor, on the daily announcements made over the public address system of the Fair.
- Your company name displayed on our Major Sponsors page in our Fair Program (100,000 printed) handed out to fairgoers when they come through the gates, inserted in The Times and The Advertiser (full runs) and available at several locations on the fairgrounds.
- Your company name displayed on our Major Sponsor banner located in 5 high traffic areas on the fairgrounds.
- Your logo and link added to our website: lake-county-fair.com.
- 10 Single Admission gate passes.





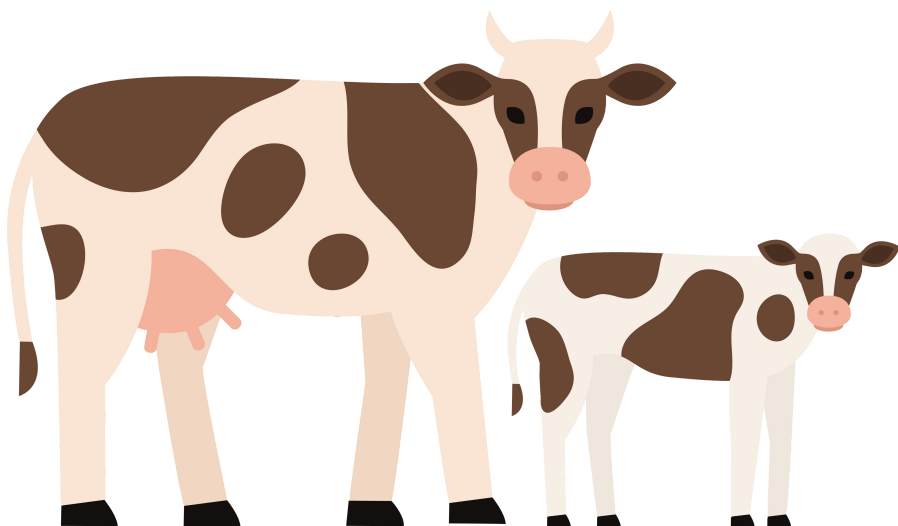
Continued information...



The Birthing Exhibit (Multiple Sponsorships Available)

The Birthing Center is in the Dairy Barn, just north of the arena on the fairgrounds where the barns are located! See live births from Monday August 7th - Saturday, August 12th. We announce over the public address system of the fair when a birth is coming up!

- A banner you provide (2'H x 4'L) will be proudly displayed.
- Your sponsor logo or name will be on our Fair Program (100,000 + printed) designating you as the sponsor. Program handed out to fairgoers when they come through the gates and available at several locations on the fairgrounds.
- Your company name announced multiple times on the daily announcements made over the public address system.
- Your company name displayed on our Major Sponsors page in our Fair Program.
- Your company name displayed on our Major Sponsor banner located in 5 high traffic areas on the fairgrounds.
- Your logo and link added to our website: lake-county-fair.com.
- 10 Single Admission gate passes.



Lake County Fair



Information Booth (Multiple Sponsorships Available)

An actual gazebo, which is manned daily from 12 noon to 10 pm by the Blue Ribbon Realty, LLC giving out information and directions, as well as handing out our fair program. It is located "at the crossroads" between the horse arena/barns and independent food concessions area and the main Midway entrance.

To include:

- 2 signs (4'w x 2'h) mounted on the top of the gazebo – clearly visible from all directions and above our fairgoers for all to see.
- Your company name displayed on our Information page in our Fair Program/flyer inserted in The Times and The Advertiser full runs, and handed out to fairgoers when they come through the gates and available at several locations on the fairgrounds.
- Your logo and link added to our website: lake-county-fair.com.
- 10 Single Admission gate passes.





Program

Daily Fair Program - First Come Basis

Fair attendees receive a program which outlines general information and all the daily activities at the 10-day Lake County Fair, including: judgings, contests, entertainment and special features. These are handed out to each car entering the gates or to fairgoers walking in or entering our bus drop off gate. They are also available at various locations throughout the fairgrounds. Total printed is 100,000.

We provide advertising opportunities for businesses in this program/flyer, which is a great way to promote your business and show your support of the Fair, so in return our fairgoers will support your business! These are available pre-fair at various libraries and at the Visitor's Center in Hammond.

Cost:\$200.001/4 page

\$250.00 1/3 page

\$375.00 1/2 page

\$650.00 full page





Digital Offerings

Website Advertising

In 2021 we had over 90,000 unique visitors to our website, resulting in over 12 million hits. Every year these numbers increase as we employ a myriad of social networking and print devices to drive people to our website.

Your business will be seen by thousands of potential customers who log on to get information about the Fair, plan their visit to the Fair or simply are visiting different websites. Your logo and link are at the bottom of our main page AND, will be on our home page for the full year! By having your company represented on our website, you are also showing your community support, which is also greatly appreciated by our website visitors and fairgoers.

Cost:\$100.00 per year





On the Grounds

Pole Banner Program - Limited Number of Pole's Available

The Pole Banner program began at our 150th Lake County Fair Celebration in 2002. It was so popular we have continued it. These banners hang on a bracket attached to one of the poles on the fairgrounds for the entire 10-day Fair, plus preview night.

The banners are six foot white vinyl with the Fair logo on it, and an approximately 2' x 2' area for your use. Your business, family name and or logo may be added to that area in any color. *We print your banner!* Imagine looking down a fairgrounds roadway and seeing your banner mounted high enough for everyone else to see!



Cost:\$750.00 – *BEST VALUE* - 5 consecutive years
over 50 days of advertising exposure

\$350.00 – 1 year
11 days of advertising exposure

Fair Advertising Benches

Here's an opportunity to let our fairgoers know who is providing them with a comfortable seat to take a break on while the kids are busy on rides, or to enjoy some of the great food from our concessionaires, or just to gather and decide where to go next. These benches are placed in high traffic areas. You may request which area you prefer and we will try to accommodate you.

We have 8 foot long white wooden benches available during the 10-day Fair for your advertising needs. These benches are either single (1 sided) or double (2 sided), with two 8 foot long, 7" high wood boards with a 1" space between the two boards, as backrest that you may attach your advertising on. It can either be a sign, vinyl, or painted on (vinyl seems to work best!). You would have to have someone create and attach your advertising on the bench.

(Benches are available on the fairgrounds for artwork to be added on the week the Fair begins.) And, we store them for you until the following year!

Cost:\$250.00-BEST VALUE- per side for 5 consecutive years
over 50 days of advertising exposure

\$100.00 – 1 year
11 days of advertising exposure



Lake County Fair

Custom Packages

Do you have a specific event in mind?

A different dollar amount?

Let's talk about a customized
sponsorship for your needs!

Contact Arlene Marcinek, Publicity Director

219-663-3617

publicity@lake-county-fair.com

