

SPONSORSHIP OPPORTUNITIES



AUGUST 19-22, 2021

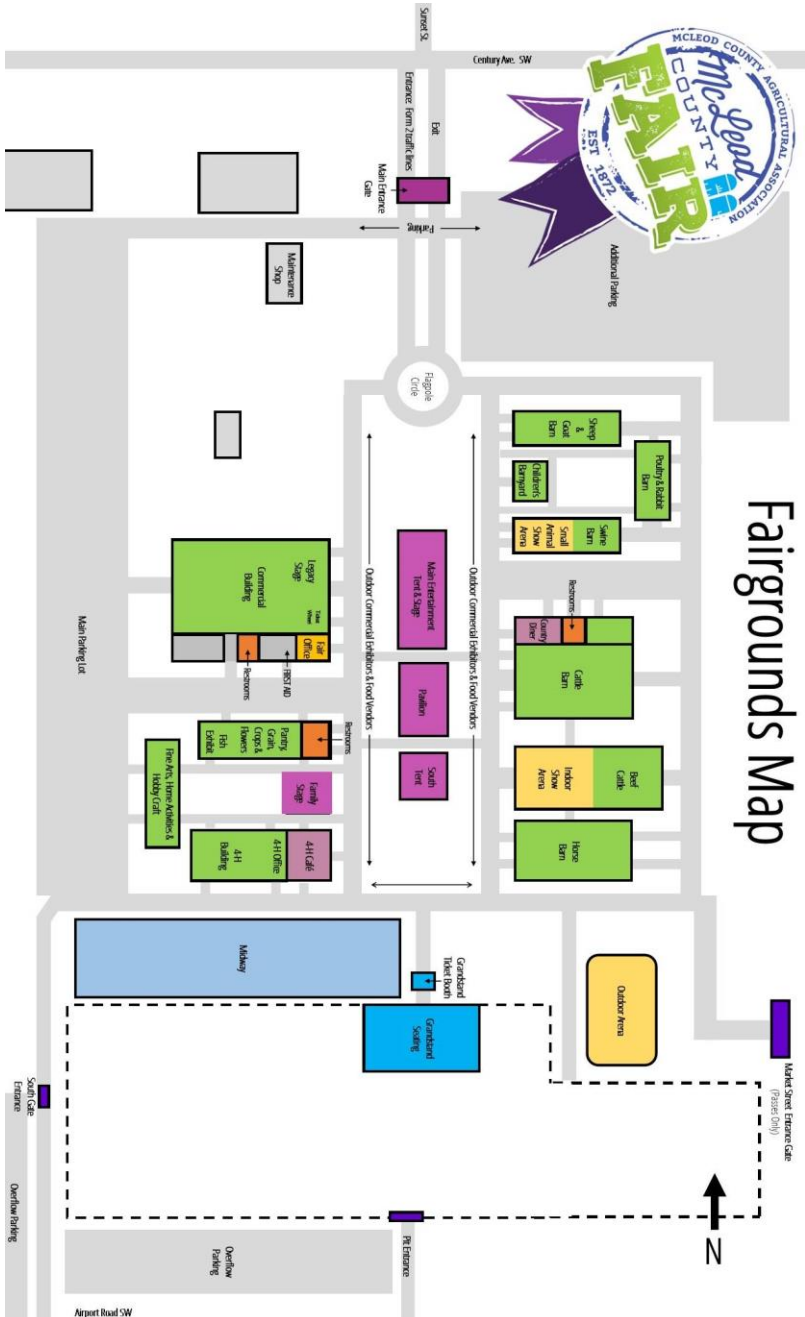
WWW.MCLEODCOUNTYFAIR.COM



@McLeodCoFair

Fairgrounds Map

Below is a map of the McLeod County Fair showing where each of the locations referenced in this document is located on the grounds:





MAIN ENTERTAINMENT SCHEDULE

AUGUST 19-22, 2021

THURSDAY

Supercross in Grandstand

7:00 PM

Ladies of the 80's

6:30 PM – 10:30 PM

FRIDAY

Demolition Derby in Grandstand

7:00 PM

The Johnny Holm Band

8:30 PM – 11:30 PM

SATURDAY

Autocross Grandstand

6:00 PM

GB Leighton

8:30 PM – 11:30 PM

SUNDAY

Demolition Derby in Grandstand

4:00 PM

The Whitesidewalls

5:30 PM – 8:30 PM



Greetings from the McLeod County Fair!

2020. What a ride it was! Never would we have guessed that we would miss our first McLeod County Fair in our 149-year history due to a global Pandemic. We are excited and hopeful to get back to the normalcy that we all wish for. We need a reason to come together and celebrate! New in 2021 is the change to a 4-day fair from our usual 5 days, and a great schedule of events and entertainment planned!

Be it agriculture, education, entering projects, businesses or entertainment, the McLeod County Fair strives to be the best event to highlight the resources and talents of our McLeod County communities. We would like to invite you to be part of this advertising opportunity for your business or organization. Each day is full of educational opportunities and entertainment for the whole family to enjoy. With an estimated 32,000 people in attendance, you won't want to miss this event. We hope you will join us in our efforts to make this year's McLeod County Fair one of our best yet. Your contribution to our organization will go directly toward the expenses involved in making the fair a success.

Many of you are long-time supporters who donate toward the nightly drawings each year. We are still accepting donations specifically toward that cause. If you already know you will continue supporting the fair in that way, please select the *Friend of the Fair* option from the sponsorship levels and enclose your donation. We will continue having board members visiting businesses if you prefer to have a board member stop by. We thank you in advance for your continued support!

Have goods or services to offer in exchange? Let us know! We are interested in working with you if the goods or services can be used to enhance our event.

When considering one of our limited sponsorship levels, last year's sponsors will have priority until May 1st. Please review the opportunities available to you. We appreciate any level of support that you can provide to our organization and will thank you accordingly.

See You at the Fair!

The McLeod County Agricultural Association

Main Stage Sponsors: \$800.00 or \$1,500.00 (limited to 4)

Thursday: \$800 | Friday: \$1,500 | Saturday: \$1,500 | Sunday: \$1,500

- Sponsor of the Main Entertainment Stage in the Corporate Tent for one day of your choice during the fair.
- Over \$20,000 of entertainment is booked to perform on this stage.
- Highly visible stage signage advertising your business as the stage sponsor for the day in addition to signage space in the Entertainment Tent for the full duration of the 4-day fair.
- All schedules will have your company name listed as the stage name for the events held on that stage for the day.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Company name/logo on our website's sponsor recognition section and will remain listed until next year's fair sponsorships are secured.
- "We Support the McLeod County Fair" poster to display in your business window.
- Thursday Sponsor will receive:
 - 8 complimentary admission passes including tickets for nightly drawings.
 - 4 complimentary grandstand event passes of your choice.
- Friday, Saturday and Sunday Sponsors will receive:
 - 18 complimentary admission passes including tickets for nightly drawings.
 - 4 complimentary grandstand event passes of your choice.
- **Optional:**
 - 1 complimentary 8'x10' exhibit booth space (\$200 value) in the Commercial Building for 4 days.

Family Entertainment Stage Sponsor: \$2,500.00 (limited to 1)

- Exclusive sponsor of the Family Entertainment Stage for the duration of the fair.
- \$7,500 of entertainment booked to perform on this stage throughout the fair.
- A sign advertising your business logo as the stage sponsor.
- All schedules will list your business as the name for the location of all the events held on the stage.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website's sponsor recognition section and remain listed until next year's fair sponsorships are secured.
- *The fair* will send out letters to all registered McLeod County daycares inviting them to shows on Thursday and Friday morning. *The sponsor* will provide a healthy snack, and personnel to distribute the snack each day.
- "We Support the McLeod County Fair" poster to display in your business window.
- 24 complimentary admission passes including tickets for nightly drawings.

- 4 complimentary grandstand event passes of your choice.
- **Optional:** If interested, you can select to participate in one of the options below:
 - 1 complimentary 8'x10' exhibit booth space (\$200 value) in the Commercial Building for 4 days.
 - 1 complimentary space outside in a high-traffic area to allow your business to set up a display and activities for fair attendees for the full 4 days of the fair.

Pavilion Sponsor: \$2,500.00 *(limited to 1)*

- Exclusive sponsor of the Pavilion (Beer Garden) for the duration of the 4-day fair.
- Over \$2,500 of entertainment is booked to perform in the Pavilion. After hosting the afternoon music, the Pavilion becomes an extension of the Corporate Tent for all the main stage concerts.
- Signs on the Pavilion advertising your business as the sponsor.
- All schedules will list your name as the location of the events held in the Pavilion.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website's sponsor recognition section and remain listed until next year's fair sponsorships are secured.
- "We Support the McLeod County Fair" poster to display in your business window.
- 24 complimentary admission passes including tickets for nightly drawings.
- 4 complimentary grandstand event passes of your choice.
- **Optional:** If interested, you can select to participate in one of the options below:
 - 1 complimentary 8'x10' exhibit booth space (\$200 value) in the Commercial Building for 4 days.
 - 1 complimentary space outside in a high-traffic area to allow your business to set up a display and activities for fair attendees for the full 4 days of the fair.

Legacy Stage Sponsor: \$1,000.00 *(limited to 1)*

- Your company will be the exclusive sponsor of the Legacy Stage for the duration of the 4-day fair.
- Over \$3,000 of entertainment is booked to perform on this stage.
- A sign advertising your business logo as the stage sponsor.
- All schedules will list your name with the location for events held on the stage.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website's sponsor recognition section and remain listed until next year's fair sponsorships are secured.
- "We Support the McLeod County Fair" poster to display in your business window.
- 10 complimentary admission passes including tickets for nightly drawings.
- 4 complimentary grandstand event passes of your choice.

- **Optional:** If interested, you can select to participate in one of the options below:
 - 1 complimentary 8'x10' exhibit booth space (\$200 value) in the Commercial Building for 4 days.
 - 1 complimentary space outside in a high-traffic area to allow your business to set up a display and activities for fair attendees for the full 4 days of the fair.

Supreme Champion Sponsor: \$1,000.00 (limited to 4)

- Your company will be the sponsor of one day at the fair.
- A sign advertising your business logo in the Entertainment Tent for the duration of the 4-day fair.
- All publications will have your company name listed as the designated day sponsor.
- Multiple recognitions over the PA system throughout the sponsored day recognizing your partnership with the McLeod County Fair.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website's schedule of designated day and remain listed until next year's information is posted.
- "We Support the McLeod County Fair" poster to display in your business window.
- 10 complimentary admission passes including tickets for nightly drawings.
- 4 complimentary grandstand event passes of your choice.
- **Optional:** Space to set up a temporary display and/or activity for the fair attendees to visit for a designated timeframe of your sponsored day.
- **Optional:** 1 complimentary 8'x10' exhibit booth space (\$200 value) in the Commercial Building for 4 days.

Grand Champion Sponsor: \$600.00

- A sign advertising your business logo in the Entertainment Tent for the duration of the 4-day fair.
- Name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website before and after the fair and remain listed until next year's sponsors are posted.
- "We Support the McLeod County Fair" poster to display in your business window.
- 4 complimentary admission passes including tickets for nightly drawings.
- 4 complimentary grandstand event passes of your choice.

Champion Sponsor: \$250.00

- A sign advertising your business logo in the Entertainment Tent for the duration of the 4-day fair.
- Your company name will be advertised on our website before and after the fair and remain listed until next year's sponsors are posted.
- "We Support the McLeod County Fair" poster to display in your business window.
- 4 complimentary day passes allowing free gate admission and tickets for the nightly drawing.

Friend of the Fair: Under \$250.00

Thank you for your support! Your organization will be listed on our donor list that is posted next to the ticket wheel during the fair. You will also get a neon "We Support the McLeod County Fair" sign to display in your window. We appreciate donations at all levels, with the average donation ranging from \$25.00 - \$99.00. As an additional Thank You for *donations of \$100.00 - \$249.00, you will receive 2 courtesy day passes* allowing free gate admission and tickets for the nightly drawing. Please indicate donation amount on the sponsorship form.

BUILDING SPONSORSHIP OPPORTUNITIES

Building Sponsor Levels: \$500.00 - \$1,000.00 (9 Buildings Available)

- Highly visible signage at main entrances of the building of your choice for the full 4-day fair.
- All web and print publications will have your company name listed as the location of events occurring in that building during the fair.
- "We Support the McLeod County Fair" poster to display in your business window.

Sponsorship Levels & Building Choices

\$1,000.00

Commercial Building
Agribition Building
Indoor Show Arena / Beef Barn
Outdoor Show Arena / Horse Barn

\$500.00

Creative Arts
Horticulture/Crops/Foods
Poultry/Rabbit
Sheep/Goat
Small Animal Show Arena / Swine

GRANDSTAND SPONSORSHIP OPPORTUNITIES

\$1,200.00 *(limited to 1)*

- Your company will be the only sponsor advertising at the top landing into the grandstand for the duration of the 4-day fair.
- A 3'x10' banner will be displayed in the front landing/entrance of the grandstand.
- All event programs will have your company name listed and recognized as a sponsor.
- Multiple recognitions over the PA system throughout the grandstand events recognizing your partnership with the McLeod County Fair.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Advertisement of your company name/logo on our website.
- A neon "We Support the McLeod County Fair" poster to display in your business window.
- 8 complimentary admission passes including tickets for nightly drawings.
- 8 complimentary grandstand event passes of your choice.

\$600.00 *(limited to 8)*

- A 4'x4' banner advertising your business logo along the fence by the tower located in the infield for the duration of the 4-day fair.
- All event programs will have your company name listed and recognized as a sponsor.
- Multiple recognitions over the PA system throughout the grandstand events recognizing your partnership with the McLeod County Fair.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Advertisement of your company name/logo on our website.
- A neon "We Support the McLeod County Fair" poster to display in your business window.
- 4 complimentary admission passes including tickets for nightly drawings.
- 4 complimentary grandstand event passes of your choice.

\$300.00 *(limited to 4)*

- A 4'x4' banner advertising your business logo at the pit entrance driveway where all event drivers enter through, for the duration of the 4-day fair.
- All event programs will have your company name listed and recognized as a sponsor.
- Multiple recognitions over the PA system throughout the grandstand events recognizing your partnership with the McLeod County Fair.
- A neon "We Support the McLeod County Fair" poster to display in your business window.
- 2 complimentary admission passes including tickets for nightly drawings.
- 2 complimentary grandstand event passes of your choice.

\$150.00 Trophy Sponsor

- Your business name listed on a trophy for an event of choice: Autocross or Demo Derby: Friday, Saturday, or Sunday.
- The event program will have your company name listed and announced during the event heat you are sponsoring.
- \$150 will get your business name on a trophy in two classes of choice.
- A neon "We Support the McLeod County Fair" poster to display in your business window.
- 1 complimentary admission pass including tickets for nightly drawings.
- 1 complimentary grandstand event pass of your choice.

SPONSORSHIP FORM

Please fill out this form completely and return to the fair office with payment:

Business Name (as you would like it publicized): _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone #: _____

Website: _____

Select your desired sponsorship level below + specify additional information, as needed:

<input type="checkbox"/>	Main Stage Sponsor Circle Day Choice(s): THURS: \$800 FRI: \$1,500 SAT: \$1,500 SUN: \$1,500 Complimentary 8'x10' Indoor Booth Space for 4 days: YES NO
<input type="checkbox"/>	Family Stage Sponsor (\$2,500) Display Space Preference for 4 days: INDOOR OUTDOOR NONE
<input type="checkbox"/>	Pavilion Sponsor (\$2,500) Display Space Preference for 4 days: INDOOR OUTDOOR NONE
<input type="checkbox"/>	Legacy Stage Sponsor (\$1,000) Display Space Preference for 4 days: INDOOR OUTDOOR NONE
<input type="checkbox"/>	Supreme Champion (\$1,000) Circle Day Choice: THURSDAY FRIDAY SATURDAY SUNDAY Complimentary 8'x10' Indoor Booth Space for 4 days: YES NO Additional Display Space on Sponsored Day <u>only</u> : YES NO
<input type="checkbox"/>	Grand Champion (\$600)
<input type="checkbox"/>	Champion (\$250)
<input type="checkbox"/>	Friend of the Fair (Under \$250) Donation Amount: _____
<input type="checkbox"/>	Building Sponsor: \$500 \$1,000 Building Choice: _____
<input type="checkbox"/>	Grandstand Sponsor (\$1,200) limited to 1
<input type="checkbox"/>	Grandstand Sponsor (\$600) limited to 8
<input type="checkbox"/>	Grandstand Sponsor (\$300) limited to 4
<input type="checkbox"/>	Grandstand Trophy Sponsor (\$150) Circle Event: FRI: DEMO SAT: AUTOCROSS SUN: DEMO Class Preference: CHOICE # 1: _____ CHOICE # 2: _____

A high-resolution jpeg image of our logo has been emailed to:
manager@mcleodcountyfair.com (only needed if sponsorship level includes your logo for advertisement or website use)

Our check is enclosed and will be mailed with this form to:
McLeod County Fair | PO Box 142 | Hutchinson, MN 55350 | Checks payable to: "McLeod County Agricultural Assn"

Thank You!

AUGUST 19-22, 2021



WWW.MCLEODCOUNTYFAIR.COM



@McLeodCoFair