

North Idaho State Fair  
#NISFairFun



# SPONSORSHIP OPPORTUNITIES

## 2019 Stats -

97,082 attendees in 2019 over 5 days

\$103,000 in Free Entertainment

1 Concerts

4 PRCA Rodeos

1 Demo Derbys

Largest 4-H Program in the State

Over \$850,000 sold at the Stock Sale

\$200,000 earned by area non-profits



**New in 2021!**

**10 days of fun in 2021**

**2 Concerts**

**4 PRCA Rodeos**

**2 Demo Derbys**

**2 Monster Truck Shows**





# *Our* **MISSION**

*The North Idaho Fair Board is committed to producing a successful annual Fair, encouraging appropriate use of the facilities, and exploring ways in which the Fairgrounds can serve the educational and entertainment needs of our community.*

# *We are* **Committed to:**

- o EDUCATION AND AGRICULTURE AS OUR FOUNDATION.
- o OPERATING IN A FISCALLY CONSCIOUS MANNER.
- o PROVIDING EXCELLENT CUSTOMER SERVICE.
- o INVENTING IN THE FAIR PRODUCT, OUR FAIRGROUNDS AND OUR COMMUNITY.
- o RESPONSIBLE STEWARDSHIP TO ENSURE THAT THE NORTH IDAHO STATE FAIR WILL THRIVE FOR GENERATIONS.
- o PRESERVING THE TRADITIONS.
- o CONSTANT INNOVATION FOR THE FUTURE FAIRS' SUCCESS.





# 2021 Sponsorship Opportunities



## Ruby Sponsor

Opportunities  
begin at \$10,000

## Emerald Sponsor

Opportunities  
begin at \$7,500

**Diamond Sponsor**  
Opportunities  
begin at \$15,000

## Sapphire Sponsor

Opportunities  
begin at \$5,000

## Friends of the Fair

Opportunities  
begin at \$2,500

- NAMING RIGHT OPPORTUNITIES (EXAMPLE: FINDLAY ARENA)
- PRESENTING SPONSOR OPPORTUNITIES FOR A VENUE OR ATTRACTION (EXAMPLE: PARTY IN THE DIRT PRESENTED BY COLUMBIA BANK)
  - VIP OPPORTUNITIES AND PRIVATE PARTIES
- PROMOTIONAL RECOGNITION & SIGNAGE - WEBSITE, EVENT GUIDE, SOCIAL MEDIA, EMAIL FEATURES AND AROUND THE GROUNDS
  - DAILY RECOGNITION - BUCKY BULLETIN
- LOGO INCLUSION ON MATERIALS RELATED TO MEDIA - NEWSPAPER, PRINT ADS PROMOTING THE FAIR AND DIGITAL CAMPAIGNS
  - RECOGNITION WITH LOGO INCLUSION ON FAIR WEBSITE
- ADMISSION TICKET PACKAGES (DEDICATED ONLINE SALES CHANNEL FOR DISCOUNTED EMPLOYEE/CLIENT ADMISSION TICKETS)
  - COMMERCIAL BOOTH SPACE



# Facebook Insights:

27,787 FANS  
74% WOMEN  
26% MEN

## AGES

6% - AGES 18-24  
20% - AGES 25-34  
18% - AGES 35-44  
14% - AGES 45-54  
9% - AGES 55-64  
7% - AGES 65 & OVER

## GEOGRAPHIC RANKING

1. COEUR D'ALENE, ID
2. SPOKANE, WA
3. POST FALLS, ID
4. RATHDRUM, ID
5. SPOKANE VALLEY, WA



## Attendance Growth:

2019	-	97,082
2018	-	85,448
2017	-	82,858
2016	-	84,618
2015	-	67,747
2014	-	70,729
2013	-	70,978
2012	-	68,397
2011	-	61,722
2010	-	68,497



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