

FAIR SPONSORSHIP OPPORTUNITIES



North Idaho State Fair Presenting Sponsor - \$40,000 - SOLD

- Branding on all Fair media, swag and more.
- Year-round logo recognition on the Fairgrounds reader board.
- Private catered party for 100 guests at the North Idaho State Fair VIP Party Tent
- Booth space for the run of the fair
- Dedicated online sales channel for discounted employee/client admission tickets
- Flag in the rodeo and commercial spot on the jumbotron at all arena shows
- 1-page ad in the official fair event guide and competitive exhibits handbook.
- Your company logo on marketing materials
- Social media marketing campaigns (over 27,000 followers)
- Logo listed on NISFair.Fun
- 1 Perimeter Fence Signage (you provide)
- 200 – 1-day fair admission tickets

Day Sponsor at the Fair - \$5,000 – 1 AVAILABLE

- Booth space (10'x10') at all 4 Entry Gates with opportunity to handout collateral
- 1- ½ page ad in the official fair event guide
- Dedicated online sales channel for discounted employee/client admission tickets
- Your company logo on marketing materials
- Social media marketing campaigns (over 27,000 followers)
- Logo listed on NISFair.Fun
- Perimeter Fence Signage (you provide)
- 75 – 1-day fair admission tickets

AgVenturLand - \$10,000 -

- Naming rights to AgVenturLand (Farm Park, Vintage Ag Equipment, Dance Floor and Dog Agility – North end of the Fair by Arena Gate)
- Branding in Event Guide & Maps
- Booth Space in AgVenturLand
- Area & Perimeter Fence Signage (you provide)
- Logo listed on NISFair.Fun
- Dedicated online sales channel for discounted employee/client admission tickets

Carnival Sponsor – \$7,500

- Naming rights the Carnival (South side of the Fair)
- Branding in Event Guide & Maps
- Booth Space near entrance of the Carnival
- Area & Perimeter Fence Signage (you provide)
- Logo listed on NISFair.Fun
- Dedicated online sales channel for discounted employee/client admission tickets.

Shopping Center Sponsor - \$9,500

- Naming rights to all indoor shopping areas (3 buildings)
- Branding in Event Guide & Maps
- Booth Space(s)
- Building & Perimeter Fence Signage (you provide)
- Logo listed on NISFair.Fun & Branding of vendors lists.
- Dedicated online sales channel for discounted employee/client admission tickets.

Other Branding Opportunities include but not limited to:

- Farm Park
- The Stampede Room - SOLD
- The Clubhouse - SOLD
- Stages – 2 AVAILABLE
- Bars – 1 AVAILABLE

Entertainment Sponsor – \$4,500 - \$7,500



- Banner at attraction and opportunity to hand out collateral during show times.
- Announcements during the shows
- Your company logo on marketing materials
- Logo listed on NISFair.Fun
- Perimeter Fence Signage (you provide)
- Scheduled personal visit with entertainer can be provided

Competitive Exhibits or Contest Sponsor - \$500 - \$8,000

Varies based on level but can include some or all

- Logo listed on NISFair.Fun
- Perimeter Fence Signage (you provide)
- Ad in the Competitive Exhibits "Fair Book"
- Specialized awards
- Presenting Sponsor of the Exhibitor's Handbook, distribution over 9,000 throughout North Idaho
- Naming Rights on exhibit buildings available

FAIR SPONSORSHIP OPPORTUNITIES

PRIVATE PARTIES AT THE FAIR!

Packages vary based upon meal selections – Start at \$4,500

- Private Party for up to 200 in a walled tent away from fair activities, available all day
- Catered Buffet Dinner
- Tables, Chairs, Linens (additional décor can be set that morning and must be removed that evening)
- Private Cash Bar
- Podium, Sound, Projector and Screen included if needed
- Fair Admission Included for all Guests
- Can add on for additional fees: parking, carnival passes and/or any arena shows.

ARENA SHOW OPPORTUNITIES CONCERTS

Concert Series Presenting Sponsor - \$40,000 for 3 nights

Concert Nightly Presenting Sponsor - \$17,000 - SOLD

- Banner across the stage and MC announcement
- Catered meal for 100 guests in Clubhouse or VIP Tent
- 50 box seats which includes fair admission, 1 drink ticket per box seat and 50 tickets for SRO or GS reserved.
- Private concert discount code for 1 day before public sales start
- Dedicated online sales channel for discounted employee/client admission tickets.
- Jumbotron recognition before the concert starts (commercial if you provide)
- Perimeter Fence Signage (you provide)
- Logo listed on NISFair.Fun, Inclusion of company logo and branding in all marketing avenues.

Concert Supporting Sponsor - \$5,000 - \$10,000

- Banner on or next stage based upon level & MC announcements.
- Access to VIP area on the arena floor
- Your company logo on marketing materials
- Jumbotron recognition before the concert starts
- Logo listed on NISFair.Fun & shout outs on social media leading up to the concert.
- Perimeter Fence Signage (you provide)

JUMBOTRON

- **Pick your event(s) and day(s)**
- Commercials - \$1,000 for 1st perf & \$500 each additional
- Still Ads - \$300 performance

MONSTER TRUCKS, OR DEMO DERBY

Presenting Sponsor for one performance of Monster Trucks, or Demo Derby - \$8,500

- Jumbotron recognition during the event (commercial if you provide)
- Arena Signage & Perimeter Fence Signage (you provide)
- Announcements throughout the event as presenting sponsor
- Seating for 12 in VIP seating area
- Dedicated online sales channel for discounted employee/client admission tickets

Monster Truck or Demo Derby Supporting Sponsor - \$3,500 - \$5,000

- Table(s) for 4 in Silver Buckle Club (see tables for details)
- Jumbotron recognition during the event & MC announcements
- Arena Signage & Perimeter Fence Signage (you provide)
- Logo listed on NISFair.Fun & shout outs on social media leading

Monster Truck Parking Lot Party Sponsor - \$5,000

- Parking lot party prior to the show with Monster Truck on your site. Radio advertising and social media with onsite ticket stop.

SBC MOTOFAN VIP

Silver Buckle Club Moto Fan Suite

Suites – Seat 12 people - \$1,200 per performance

- Arena Signage & Perimeter Fence Signage (you provide)
- Seating on the lower (closest) to the arena
- VIP Seating & Parking
- Private Bar and 2 complimentary drink tickets per guest
- Private Bathrooms
- Fair Admission Included

Tables – Seat 4 people - \$400 per performance

- VIP Seating
- Private Bar and 2 complimentary drink tickets per guest
- Private Bathrooms
- Fair Admission Included

Rent the Lower section – Seat 96 people - \$9,000 per performance

- Announcements as event sponsor & commercial on Jumbotron
- Arena Signage & Perimeter Fence Signage (you provide)
- VIP Seating & Parking
- Private Bar and 2 complimentary drink tickets per guest
- Private Bathrooms
- Fair Admission Included

Rent the Upper section – Seat 80 people - \$7,500 per performance

- Announcements as event sponsor & commercial on Jumbotron
- Arena Signage & Perimeter Fence Signage (you provide)
- VIP Seating & Parking
- Private Bar and 2 complimentary drink tickets per guest
- Private bathrooms
- Fair Admission Included

COORS CHILL ZONE VIP

Available at Monster Trucks, Demo Derbies & Rodeos (not available for concert)

Tables – Seats 4 people - \$300 per performance

- VIP Seating
- Private Bathrooms
- Fair Admission

