

SPONSORSHIP OPPORTUNITIES

Ruby Sponsor

Opportunities begin at \$10,000

Emerald Sponsor
Opportunities

begin at \$7,500

Diamond Sponsor
Opportunities
begin at \$15,000

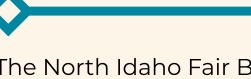
Sapphire Sponsor
Opportunities
begin at \$5,000

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



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 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.



Facebook Insights:

28,787 FANS 412,907 REACH 75% WOMEN 25% MEN

8% - AGES 18-24 26% - AGES 25-34 25% - AGES 35-44 20% - AGES 45-54

12% - AGES 55-64 9% - AGES 65 & OVER

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





Attendance Growth:

2021 - 154,726 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

