

SPONSORSHIP OPPORTUNITIES

THE BEST 10 DAYS OF SUMMER



2021 Stats -
154,726 attendees over 10 days
\$185,516.03 in Free Entertainment
2 Concerts - one sold out
4 PRCA Rodeos - all sold out
2 Demo Derbys - both sold out
2 Monster Truck Shows - both sold out
Largest 4-H Program in the State
Nearly \$1.1 million sold at the Stock Sale
364 Animals Sold to 118 Buyers
\$220,000 earned by area non-profits
Over 300 Volunteers

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 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.



Facebook Insights:

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

AGES

8% - AGES 18-24
26% - AGES 25-34
25% - AGES 35-44
20% - AGES 45-54
12% - AGES 55-64
9% - AGES 65 & OVER

GEOGRAPHIC RANKING

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



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