



**You're invited to the annual  
Northern Wisconsin State Fair (NWSF) Fairest of the Fair Gala**

**Saturday, November 6, 2021 | Frog Hop, Cadott**

The NWSF Fairest of the Fair Gala is an annual celebration open to the public, which includes a time to meet other Fair supporters, a dinner buffet, and Northern Wisconsin State Fair - Fairest of the Fair competition.

The event will begin at 5:00 with networking, a dinner buffet at 6:00, and the Fairest of the Fair finals competition beginning soon after.

The competition includes a professional interview that will be held earlier in the evening and is not open to the public. After dinner the program will continue with the candidates' on-stage introductions, impromptu question and answer, sharing their radio advertisement promoting the Fair, as well as the winning announcement. Three community business leaders will serve as judges in addition to our program emcees.

The supporting funds from the event, program sponsorship, and raffle prizes will be used to help fund the operational and promotional expenses, including the Fairest's upcoming travels, crown and sash, and registration fees to compete for the Wisconsin Association of Fairs - Fairest of the Fair convention.

The Northern Wisconsin State Fairest of the Fair serves as an ambassador representing the Northern Wisconsin State Fair in a variety of educational, professional, and promotional opportunities. The Fairest is an integral member of the NWSF Marketing Team and is supported by the NWSF Fairest of the Fair Committee and NWSF Staff, expanding professional development through education, confidence, and poise with each interaction. Public relations opportunities include television, radio and newspaper interviews, area parades, and a variety of in-person networking opportunities. The selected Fairest will receive a sash and crown, a \$1,000 educational scholarship, and a stipend to cover travel expenses.

In addition to attending, event and program sponsorship opportunities are available.

**We appreciate your consideration and continued support.**

Emily Maier  
Fairest of the Fair Committee Chair

Rusty Volk  
NWSFA Executive Director

## 2021 Fairest of the Fair Gala & Program Sponsorship Opportunities

### \_\_\_\_ Gala Event Sponsor - \$500

Logo on Fairest sponsor posters at Gala

Recognition at FOTF Gala (printed and verbal)

1 - Sponsor Tables FOTF Gala (\$200 value) (8 guests)

10 - Complementary NWSF Gate Admission tickets (\$100 value)

### \_\_\_\_ Gala Table Sponsor - \$300

Logo on FOTF Gala sponsor poster at Gala

Recognition at FOTF Gala (printed and verbal)

1 - Sponsor Tables FOTF Gala (\$200 value) (8 guests)

### \_\_\_\_ Gala Prize Sponsor - \$50+ or In-Kind Item Donation(s)

Business name featured in the event program.

### \_\_\_\_ Individual Gala Event Ticket - \$25/Each

***Please note above the total quantity of event tickets purchased.***

The ticket includes a buffet dinner and the NWSF Fairest of the Fair Competition

### Additional Fairest of the Fair Sponsorship Opportunities:

\_\_\_\_ NWSF Fairest of the Fair (FOTF) Presenting Sponsor - \$3000

Logo Banner on Fairest Float throughout the year

Recognition at FOTF Gala (printed and verbal)

Logo with NWSF Direct Mailer (50,000 ++)

Logo with NWSF Daily Hand out (25,000 impressions)

2- Sponsor Tables FOTF Gala (\$400 value) (16 guests)

20 Complementary NWSF Gate Admission tickets (\$200 value)

20 Reserve Seat Tickets Main Stage (4/show) (\$600 value)

\_\_\_\_ NWSF FOTF Parade Float Sponsor - \$1000

Logo Banner on Fairest Float throughout the year

Recognition at FOTF Gala (printed and verbal)

1 - Sponsor Tables FOTF Gala (\$200 value) (16 guests)

10 - Complementary NWSF Gate Admission tickets (\$100 value)

4 - Reserve Seat Tickets Leinenkugel Main Stage (choice of show) (\$120 value)

**Please select your interest and return to the Northern Wisconsin State Fair Office  
225 Edward Street, Chippewa Falls, WI 54729.**

Name:

Business Name (If Applicable):

E-mail address:

Total Financial Investment/Total Amount Included:

\_\_\_\_ ***We appreciate supporting the program but do not plan to attend the Gala.***

***Please donate my sponsored Gala tickets to area youth 4-H and FFA members.***