



Northern Wisconsin State Fair
July 7 – 11, 2021
225 Edward Street
Chippewa Falls, WI 54729
715-723-2861
www.nwsfa.com

Sponsor Levels

Platinum – Main Stage Artist Sponsor: \$10,000

- **24 VIP Tickets – 6/night (\$3,600 value), Includes:**
 - **VIP SEATING in the first three (3) rows!**
 - Fair Gate Admission
 - Free Parking (Note: general parking / not guaranteed)
 - Catered Meal
 - Unlimited Refreshments (Beer, Wine, Soda)
 - Private lounge area
 - Private Restrooms
 - Separate Entry
 - VIP Gift Package
 - Limited Occupancy
 - Access 5:00pm-10:00pm
- Sponsor/Co-Sponsor listing a Grandstand performance or Major Attraction
 - Sponsor inclusion with all media for performance, location and/or attraction
 - Sponsor Logo on Main Stage Banner for all Main Stage Entertainment
 - TV/Radio/ Print Ads
 - Print Marketing Materials
 - Posters distributed locally (200)
 - Direct Mail (50,000 ++)
 - Daily Schedule Brochure (15,000)
 - Digital Advertising
 - Website (Logo on Sponsor Webpage and Fair Homepage)
 - Social Media Impressions: 2.7 million
 - Social Media Engagements + Clicks: 76,000+
 - Social Media Engaged Users: 100,000+
 - Website Pageviews: 211,000+ (June and July)
 - Website Sessions: 74,000+ (June and July)
- During Fair:
 - Daily Announcements over PA to general public (9am – 9pm)
- 50 Complementary Fair Gate Admission Tickets (\$500 value)
- 40 Reserve Seats Main Stage (10/show) (\$1200 value)
- 25 Parking passes (\$125 value) **(Parking is not Guaranteed)**

Ticket Value: \$5,425

Impressions: 3 million in Advertising + During event Coverage

Diamond – Major Sponsor: Co-Sponsor Main Stage Act \$6,500

- **8 VIP Tickets – 2/night (\$1,200 value), Includes:**
 - **VIP SEATING in the first three (3) rows!**
 - Fair Gate Admission
 - Free Parking (Note: general parking / not guaranteed)
 - Catered Meal
 - Unlimited Refreshments (Beer, Wine, Soda)
 - Private lounge area
 - Private Restrooms
 - Separate Entry
 - VIP Gift Package
 - Limited Occupancy
 - Access 5:00pm-10:00pm
- Sponsor/Co-sponsor Main Stage/Grandstand attraction or weeklong attraction
 - Sponsor inclusion with all media for performance, location and/or attraction
 - Sponsor Logo on Main Stage Banner for all Main Stage Entertainment
 - TV/Radio/ Print Ads
 - Print Marketing Materials
 - Posters distributed locally (200)
 - Direct Mail (50,000 ++)
 - Daily Schedule Brochure (15,000)
 - Food & Vendor Guide Brochure (7,000 distributed Locally & During the Fair)
 - Digital Advertising
 - Website (Logo on Sponsor Webpage and Fair Homepage)
 - Social Media Impressions: 2.7 million
 - Social Media Engagements + Clicks: 76,000+
 - Social Media Engaged Users: 100,000+
 - Website Pageviews: 211,000+ (June and July)
 - Website Sessions: 74,000+ (June and July)
- During Fair:
 - Daily Announcements over PA to general public (9am – 9pm)
- 50 Complementary Fair Gate Admission Tickets (\$500 value)
- 40 Reserve Seats Main Stage (10/show) (\$1200 value)
- 25 Parking passes (\$125 value) **(Parking is not Guaranteed)**

Ticket Value: \$3,125 Impressions: 3 million in Advertising + During Event Coverage

Gold - Daily Activity Sponsor: \$3,000

Activities: (Sponsor a free stage act, activity, or free attraction)

- Sponsor advertising at activity
 - Sponsor announcement at activity
- 40 Complementary Admission (\$400 value)
- 24 Reserve Seat Tickets Main Stage (6/show) (\$720 value)
- 10 Parking passes (\$50 value) Note: **Parking is not Guaranteed**
- Indoor exhibit area (10 x 10) (\$500 value)
- Sponsor listing on printed marketing materials
 - Fair direct mailer (50,000++)
 - Daily Schedule Flyer (15,000)
 - Food & Vendor Guide Brochure (7,000 distributed Locally & During the Fair)
- Logo on NWSF sponsor webpage

Ticket Value: \$1,170 Impressions: 72,000 Exhibit Value: \$500

Silver - Business Reserve Seat Special: \$1000

- 25 Complementary Fair Gate Admission tickets (\$250 value)
- 16 Reserve Seat Tickets Main Stage (4/show) (\$480 value)
- Logo with Direct Mailer (50,000 ++)
- Logo with Daily Schedule Flyer (15,000 impressions)
- Food & Vendor Guide Brochure (7,000 distributed Locally & During the Fair)

Ticket Value: \$730 Impressions: 72,000

Bronze – Business Fair Gate Admission Special: \$500

- 30 Complementary Admission tickets (\$300 value)
- Fair direct mailer (50,000++)
- Logo with Daily Schedule Flyer (15,000 impressions)
- Food & Vendor Guide Brochure (7,000 distributed Locally & During the Fair)

Ticket Value: \$300 Impressions: 72,000

Visit our website for updates, activities, and news.

www.nwsfa.com

NOTE: To customize a sponsorship level please contact the Fair Office. 715.723.2861 Ext. 102

PLEASE RETURN THE LAST PAGE ALONG WITH CHECK (If Applicable) TO:

NWSF – 225 EDWARD STREET – CHIPPEWA FALLS, WI 54729 – please email print ready logo (.ai, .eps, .pdf files) to Marlee Agner - magner@nwsfa.com and Debbie Baier - dbaier@nwsfa.com by **Monday, March 1, 2021.**

Return by Monday, March 1, 2021

Business Name: _____ Contact: _____

Phone: _____ Email: _____

YES – I WOULD LIKE TO PARTICIPATE IN THE 2021 NORTHERN WISCONSIN STATE FAIR AT THE FOLLOWING SPONSORSHIP LEVEL (Check one):

___ Platinum Level - \$10,000

___ Diamond Level - \$6,500

___ Gold Level - \$3000

___ Silver Level - \$1000

___ Bronze Level - \$500

I HAVE ENCLOSED A CHECK FOR THE AMOUNT OF MY SPONSORSHIP LEVEL

I WOULD LIKE TO PAY BY CREDIT CARD (Call the office 715-723-2861 Ext 101)

PLEASE BILL ME LATER

THANK YOU FOR YOUR SUPPORT OF THE NORTHERN WISCONSIN STATE FAIR!!

Note: All sponsorship agreements must be paid prior to June 1, 2021.