



225 Edward Street
 Chippewa Falls, WI 54729
 715-723-2861
www.nwsfa.com

New: NWSF will run 6 Days with 5 nights of Entertainment

Sponsor Levels

Platinum – Main Stage Artist Sponsor:

\$10,000

- 20 VIP Tickets – 4/night (5 nights) (\$3,750 value), Includes:

- **VIP SEATING** in the first three 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 at Leinenkugel Main Stage or Major Attraction

- Sponsor inclusion with media for performance, location and/or attraction
 - Sponsor Logo on Leinenkugel Main Stage Banner for all Main Stage Entertainment
 - TV/Radio/ Print Ad inclusion
 - Print Marketing Materials
 - ❖ Posters distributed locally
 - ❖ Direct Mail
 - ❖ Event Brochure
 - Digital Advertising
 - ❖ Website (Logo on Sponsor Webpage and Fair Homepage)
 - ❖ Social Media(s)

- During Fair:

- Daily PA announcements to public (9am – 9pm)
- 50 Complementary Fair Gate Admission Tickets (\$500 value)
- 40 Reserve Seats Leinenkugel Main Stage (8/show) (\$1200 value)
- 25 Parking passes (\$125 value) **(Parking is not Guaranteed)**

Ticket Value: \$5,575

Diamond – Major Sponsor: Co-Sponsor Main Stage Act

\$6,500

- 10 VIP Tickets – 2/night (\$1,500 value), Includes:

- **VIP SEATING** in the first three 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

Diamond Level Continued On Next Page...

- Sponsor/Co-sponsor Leinenkugel Main Stage 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 Ad inclusion
 - Print Marketing Materials
 - ❖ Posters distributed locally
 - ❖ Direct Mail
 - ❖ Event Brochure
 - Digital Advertising
 - ❖ Website (Logo on Sponsor Webpage and Fair Homepage)
 - ❖ Social Media(s)
- During Fair:
 - Daily PA announcements to general public (9am – 9pm)
- 40 Complementary Fair Gate Admission Tickets (\$400 value)
- 40 Reserve Seats Main Stage (8/show) (\$1200 value)
- 25 Parking passes (\$125 value) (**Parking is not Guaranteed**)

Ticket Value: \$3,225

Gold - Daily Activity Sponsor: **\$3,000**

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

- Sponsor advertising at activity
 - Sponsor announcement at activity
- 40 Complementary Fair Gate Admission (\$400 value)
- 20 Reserve Seat Tickets Main Stage (4/show) (\$600 value)
- 10 Parking passes (\$50 value) Note: **Parking is not Guaranteed**
- Sponsor name listing on printed marketing materials
 - Fair direct mailer
 - Event Brochure
- Logo on NWSF sponsor webpage

Ticket Value: \$1,050

Silver - Business Reserve Seat Special: **\$1000**

- 20 Complementary Fair Gate Admission tickets (\$200 value)
- 20 Reserve Seat Tickets Main Stage (4/show) (\$600 value)
- Logo on NWSF sponsor webpage

Ticket Value: \$800

Bronze – Business Fair Gate Admission Special: **\$500**

- 40 Complementary Fair Gate Admission tickets (\$400 value)
- Logo on NWSF sponsor webpage

Ticket Value: \$400

Visit our website for updates, activities, and news.

www.nwsfa.com

NWSF - Fairest of the Fair Sponsor Levels

Gold - NWSF FOTF Presenting Sponsor: **\$2,500**

- Logo Banner on Fairest Float throughout the year
- Recognition at FOTF Gala (printed and verbal)
- 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)

Ticket Value: \$1200

Bronze – FOTF Gala 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)

Fairest Table Sponsor –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)

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

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

NWSF
225 Edward St.
Chippewa Falls, WI 54729

Please email print ready logo (.ai, .eps, .pdf files) to: Marlee Agner - magner@nwsfa.com (or) Cindy Boggess - cboggess@nwsfa.com **by Tuesday, March 1, 2022.**

Note: Credit Card payments over \$500.00 will incur 4% processing fee.

Return by Tuesday, March 1, 2022

Business Name: _____ Contact: _____

Phone: _____ Email: _____

Yes – I would like to participate in the 2022 Northern Wisconsin State Fair at the following sponsorship level (Check one or more below):

Fair Sponsorship

Fairest of the Fair Sponsorship

____ Platinum Level - \$10,000

____ Fairest Gold Level - \$2,500

____ Diamond Level - \$6,500

____ Fairest Bronze Level - \$500

____ Gold Level - \$3,000

____ Fairest Gala Table Sponsor - \$300

____ Silver Level - \$1,000

____ 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

New: NWSF will run 6 days with 5 nights of Leinenkugel Main Stage Entertainment Kids From Wisconsin - Sunday, July 17 (Free show)

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

Note: All sponsorship agreements must be paid prior to June 1, 2022.