



Build Your Brand

WITH THE NORTHERN WISCONSIN STATE FAIR

2024 SPONSORSHIP OPPORTUNITIES

PLATINUM

- 24 VIP Leinenkugel's Main Stage – 6 Per Show
- 40 Infield Leinenkugel's Main Stage – 10 Per Show
- 50 Daily Admission Passes
- Business logo inclusion on Leinenkugel's Main Stage Banner and two jumbotrons
- One :30 commercial featured on two jumbotrons
- ½ Page Advertisement within 2024 NWSF Visitor Guide & Coupon Book
- Business logo in select Fair digital advertisements
- Business name announced and displayed on-site during Fair dates
- Business logo featured year-round on Fair's website and Fair poster
- Opportunity for business to be featured on-site during Fair dates

FINANCIAL INVESTMENT: \$10,000

TOTAL TICKET VALUE: \$6,100

GOLD

- 24 Infield Leinenkugel's Main Stage – 6 Per Show
- 16 Northwestern Bank Grandstand Leinenkugel's Main Stage – 4 Per Show
- 40 Daily Admission Passes
- Business name featured in 2024 NWSF Visitor Guide & Coupon Book
- Business logo featured year-round on Fair's website
- Opportunity to purchase priority advertisement within 2024 NWSF Visitor Guide & Coupon Book
- Business name announced and displayed on-site during Fair dates

FINANCIAL INVESTMENT: \$3,000

TOTAL TICKET VALUE: \$1,680

MEDIA PARTNERSHIPS AND IN-KIND SPONSORSHIP LEVELS BEGIN AT \$1,000.

PLEASE CONTACT RUSTY (RVOLK@NWSFA.COM) OR CINDY (CBOGGESS@NWSFA.COM) TO ARRANGE.

TO SUPPORT OUR ADVANCE MARKETING PREPARATION, YOUR COMMITMENT IS APPRECIATED BY 3/1/2024.

DIAMOND

- 16 VIP Leinenkugel's Main Stage – 4 Per Show
- 32 Infield Leinenkugel's Main Stage – 8 Per Show
- 16 Northwestern Bank Grandstand Leinenkugel's Main Stage – 4 Per Show
- 48 Daily Admission Passes
- One :30 commercial featured on two jumbotrons
- ½ Page Advertisement within 2024 NWSF Visitor Guide & Coupon Book
- Business logo in select Fair digital advertisements
- Business name announced and displayed on-site during Fair dates
- Business logo featured year-round on Fair's website and Fair poster

FINANCIAL INVESTMENT: \$7,500

TOTAL TICKET VALUE: \$4,840

SILVER

- 16 Infield Leinenkugel's Main Stage – 4 Per Show
- 16 Daily Admission Passes
- Business name featured in 2024 NWSF Visitor Guide & Coupon Book
- Business logo featured year-round on Fair's website
- Opportunity to purchase priority advertisement within 2024 NWSF Visitor Guide & Coupon Book
- Business name announced and displayed on-site during Fair dates

FINANCIAL INVESTMENT: \$1,000

TOTAL TICKET VALUE: \$600

LEINENKUGEL'S MAIN STAGE VIP EXPERIENCE INCLUDES:

- The BEST View & Experience
- VIP Seating within the first 5 rows
- Fair Day Admission Pass
- Catered Meal & Unlimited Beverages (beer, wine, soda)
- Private Entry & Lounge Area (accessible 5-10pm)
- Exclusive Air-Conditioned Bathrooms
- Gift Package
- Limited Occupancy



SPONSOR LEVEL

JUNIOR FAIR & MEAT ANIMAL PROGRAM / AUCTION

- Four 5-Day Admission Wristbands
- Business logo featured on a banner hung in NWSF Custer's Coliseum for the Fair week.
- Opportunity to purchase priority advertisement within 2024 NWSF Visitor Guide & Coupon Book
- Business name in MAP marketing materials & announced throughout the Junior Shows & MAP Auction

FINANCIAL INVESTMENT: \$500

ADVERTISE IN THE 2024 FAIR VISITOR GUIDE & COUPON BOOK *Limited Space Available!*

Highlight your business with a coupon or brand recognition. Register to reserve your space and submit a 4" x 3" print-ready advertisement to cbogges@nwsfa.com by Friday, May 3.

Must be a \$1,000+ level Fair Sponsor, \$500+ Junior Fair Sponsor, &/ or approved NWSF Business/ Food Vendor to participate.

FINANCIAL INVESTMENT: \$250

SUPPORTER LEVEL

JUNIOR FAIR & MEAT ANIMAL PROGRAM / AUCTION

- Four 5-Day Admission Wristbands
- Business name in MAP marketing materials and announced throughout the Junior Shows and MAP Auction

FINANCIAL INVESTMENT: \$250

SPONSORSHIP OVERVIEW

	Platinum	Diamond	Gold	Silver	Junior & MAP Sponsor
Investment	\$10,000	\$7,500	\$3,000	\$1,000	\$500
On-Site Presence Opportunity	Yes	Yes	-	-	-
VIP Tickets	24	16	-	-	-
Infield Tickets	40	32	16	16	-
Northwestern Bank Grandstand Tickets	-	16	16	-	-
Daily Admin Passes	50	48	40	16	4 5-Day Wristbands
Logo on Leinenkugel's Main Stage	Yes	Yes	-	-	-
:30 Commercial on Jumbotrons	Yes	Yes	-	-	-
Advertisement in Fair Guide	Complimentary	Complimentary	Available to Purchase	Available to Purchase	Available to Purchase
Inclusion in Radio Ads	Yes	Yes	-	-	-
Inclusion in TV Ads	Logo	Logo	-	-	-
Fair Direct Mailer	Larger Logo	Logo	-	-	-
Fair Poster	Larger Logo	Logo	-	-	-
Fair Visitor Guide	Larger Logo	Logo	Business Name	Business Name	Business Name
Social Media	Logo	Logo	Business Name	Business Name	Business Name
Inclusion with NWSF Coliseum	-	-	-	-	Banner for Fair Week
Logo on Fair Website	Yes	Yes	Yes	Yes	Yes
Daily Announcements	Yes	Yes	Yes	Yes	Yes
Ticket Value	\$6,100	\$4,840	\$1,680	\$600	-



Build Your Brand

WITH THE NORTHERN WISCONSIN STATE FAIR

SPONSORSHIP OPPORTUNITIES

JULY 10-14, 2024 | CHIPPEWA FALLS, WI

Our 2023 (125th) edition of the Northern Wisconsin State Fair set records in nearly every category from gate attendance, Leinenkugel Main Stage (two sold-out concerts), Carnival Rides, and Free Entertainment. The biggest attraction, however, was showcasing our new Agriculture Campus facilities. The new barn facilities are beautiful, safe, and very accommodating for exhibitors as well as the public. With these facilities, we will grow each year as already our initial exhibit numbers for animals to be shown are up 25% for 2024.

The annual Fair presents an ideal opportunity to **gain new customers, display products, increase recognition and sales, and support youth in our region**. We are pleased to offer a variety of sponsorship levels to meet your marketing and / or community awareness needs.

As you review our sponsor levels, please note our **VIP Experience has added value and includes seats in the first five rows (center section)** for the best Leinenkugel's Main Stage concert experience. Our Platinum and Diamond level sponsorships include a 30-second commercial to be featured on Jumbotrons and a complimentary ad in our IAFE first-place award-winning Fair Visitor Guide. While we cannot announce our Main Stage lineup at this time, we can inform you that we are committed to retaining quality entertainment for all shows.

Our Sponsor packages have ticketing and advertising values to **meet a variety of budgets**. Our sponsors receive high recognition through a multitude of media(s) and over 120,000 visitors attend the Fair. We are open to a customized sponsorship package to fit your needs, so please feel free to contact us for any special requests. Make sure your business is represented. Check our website for more details and let us help you grow your business.

The economic impact of the annual fair event is over \$9,000,000 and together we will continue to see growth in our community. Enclosed are our 2024 Sponsor levels and values for your review. Remember **"Come to the Fair as everyone will be there"**.

Thank you for your continued support,

Rusty Volk CFE, Executive Director

YES! I WANT TO BUILD MY BRAND AT THE 2024 NORTHERN WISCONSIN STATE FAIR

- | | | |
|---|--|---|
| <input type="radio"/> Platinum Sponsor (\$10,000) | <input type="radio"/> Gold Sponsor (\$3,000) | <input type="radio"/> Junior Fair/MAP Auction (\$500) |
| <input type="radio"/> Diamond Sponsor (\$7,500) | <input type="radio"/> Silver Sponsor (\$1,000) | <input type="radio"/> Visitor Guide Advertisement (\$250) |

Available only for vendors and \$1000+ Sponsors.

Business Name (to be printed as noted): _____

Contact Name: _____

E-mail: _____

Mailing Address: _____

- | | | |
|--|--|---|
| <input type="radio"/> Invoice Me, Please | <input type="radio"/> Payment Enclosed | <input type="radio"/> Call for Payment Arrangements |
|--|--|---|

Please complete and mail to: NWSF | Attn: Cindy Boggess | 225 Edward St. | Chippewa Falls, WI 54729
Send a vector version of your business logo to: cboggess@nwsfa.com | Your commitment is appreciated by 3/1/24