



We are elated to announce our 125th edition of the Northern Wisconsin State Fair. Highlighting our new Agricultural Campus facilities, we invite you to be our partner to “Experience New Traditions” celebrating 125 years of animal and talent exhibitions competing for the best of the best in the region. In 2023 we are going back to a five-day Fair with animal judging starting on Wednesday, July 12th, and finishing on Sunday, July 16th. The annual Fair event presents an ideal opportunity to gain new customers, display new products, increase recognition & sales, and say thank you to past customers. We are pleased to offer sponsorship opportunities at a variety of levels to meet your marketing and/or community awareness needs.

While reviewing the sponsorship levels, please note our VIP Experience has added value and includes seats in the first four rows for the best Leinenkugel Main Stage concert experience. A benefit for Platinum and Diamond level sponsors, we are offering a complementary :30 second commercial to be featured on the Leinenkugel Main Stage jumbotrons and a complementary advertisement 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 the ticket value will be greatly increased due to featured artists, for our 125th edition of the Northern Wisconsin State Fair.

Our Sponsor packages have ticketing and advertising values to meet a variety of budgets. Our sponsors receive high recognition through a multitude of media and over 100,000 visitors attending the Fair. We are open to a customized sponsorship package to fit your needs so please contact us for any special requests. 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.

Thank you for your continued support,

Rusty Volk CFE, Executive Director

**YES! I'M INTERESTED IN BUILDING MY BRAND AT THE
2023 NORTHERN WISCONSIN STATE FAIR!**

- | | |
|--|--|
| <input type="checkbox"/> Platinum Sponsor (\$10,000) | <input type="checkbox"/> Silver Sponsor (\$1,000) |
| <input type="checkbox"/> Diamond Sponsor (\$7,500) | <input type="checkbox"/> Junior Fair/MAP Auction (\$500) |
| <input type="checkbox"/> Gold Sponsor (\$3,000) | <input type="checkbox"/> Visitor Guide Advertisement (\$250) |
| | Available only for vendors and \$1000+ Sponsors |
| | *Refer to flyer for more information |

Business Name (to be printed as noted): _____

Contact Name & E-mail: _____

Complete and mail to: NWSF | Attn: Cindy Boggess | 225 Edward St. | Chippewa Falls, WI 54729
Send business logo to cboggess@nwsfa.com | **Your commitment is appreciated by 3/17/2023**



BUILD Your Brand WITHIN THE Fair Visitor Guide!

Suggested advertisements could include sharing Good Luck & Congratulations to Fair exhibitors, a message or photo strengthening your brand or a coupon encouraging visitors to your booth!



EXCLUSIVE ADVERTISEMENT
OPPORTUNITY WITH
POTENTIAL TO REACH
100,000+ FAIR ATTENDEES

\$250.00 INVESTMENT

4" X 3" COLOR PRINT AD

The print-ready advertisement file is due by Friday, May 19, 2023, to cbogges@nwsfa.com.

Fair Visitor Guide advertisers are required to be a \$1000+ level NWSF Sponsor or Vendor. One advertisement is complementary to NWSF Platinum and Diamond Sponsors.

*Limited Space
Available!*