

BUILD Your Brand WITH THE



PLATINUM

24 Leinenkugel's Main Stage VIP Tickets – 6 per show
Logo featured on Leinenkugel's Main Stage Banner and two jumbotrons
One :30 commercial to be featured on two jumbotrons and NWSF Facebook
50 Fair Daily Admission Tickets
40 Infield Seats Leinenkugel's Main Stage – 10 per show
25 Parking passes (Not guaranteed during busy times)
Complimentary advertisement within Fair Visitor Guide
Logo inclusion in select Fair digital, print, radio, and television promotional items
Business logo featured on Fair's website
Opportunity for business to be featured on-site for the duration of the fair

Financial Investment: \$10,000

Total Ticket Value: \$6,025

JULY 12-16, 2023

LEINENKUGEL'S MAIN STAGE VIP EXPERIENCE INCLUDES:

The best view and experience!

VIP Seating within in the first four rows

Ticket includes Fair Gate Admission

Free Parking
(Not guaranteed at busy times)

Catered Meal and Unlimited
Refreshments (Beer, Wine, Soda)

Private Entry and Lounge Area
(Accessible 5:00pm – 10:00pm)

VIP Exclusive Air Conditioned Restrooms

VIP Gift Package

Limited Occupancy



DIAMOND

16 Leinenkugel's Main Stage VIP Tickets – 4 per show
Logo featured on Leinenkugel's Main Stage Banner and two jumbotrons
One :30 commercial to be featured on two jumbotrons and NWSF Facebook
40 Fair Daily Admission Tickets
32 Infield Seats Leinenkugel's Main Stage – 8 per show
20 Parking passes (Not guaranteed during busy times)
Complimentary advertisement within Fair Visitor Guide
Logo inclusion in select Fair digital, print, radio, and television promotional items
Business logo featured on Fair's website
Opportunity for business to be featured on-site for the duration of the fair

Financial Investment: \$7,500

Total Ticket Value: \$4,500



GOLD

40 Fair Daily Admission Tickets
16 Infield Seats Leinenkugel's Main Stage – 4 per show
10 Parking passes Parking is not guaranteed during busy times
Business Name inclusion in select Fair digital, print, radio, and television promotional items
Business logo featured on Fair's website
Opportunity to purchase priority advertisement space within Fair Visitor Guide

Financial Investment: \$3,000

Total Ticket Value: \$1,050



SILVER

16 Fair Daily Admission Tickets
16 Infield Seats Leinenkugel's Main Stage – 4 per show
Business logo featured on Fair's website
Opportunity to purchase priority advertisement space within Fair Visitor Guide

Financial Investment: \$1,000

Total Ticket Value: \$760

Media Partnerships and In-Kind Sponsorship levels begin at \$1,000.
Please reach out directly to Rusty (rvolk@nwsfa.com)
or Cindy (cboguess@nwsfa.com) to arrange.

**SUPPORTING NWSF MARKETING PREPARATION,
YOUR COMMITMENT IS APPRECIATED BY 3/17/2023**



NEW Advertising Opportunities



JUNIOR FAIR AND MEAT ANIMAL PROGRAM & AUCTION SPONSOR

- 4 Complementary Fair Gate Admission tickets
- Business logo featured on t-shirts given to all Meat Animal Program (Junior Fair Program) exhibitors
- Business logo featured on a banner hung in NWSF Custer Coliseum for the week of Fair
- Opportunity to purchase priority advertisement space within Fair Event Booklet
- Business name in MAP marketing materials and announced throughout the Junior Fair shows and Auction

Financial Investment: \$500 Total Ticket Value: \$40



ADVERTISE IN THE 2023 FAIR VISITOR GUIDE

Limited Space Available!

Included as complimentary within the Platinum and Diamond NWSF Partnership Packages, highlight your business in this year's Event Brochure. Simply register to commit and send your 4"x3" print ready advertisement to cboguess@nwsfa.com by Friday, May 19, 2023.

Required to be a \$1000+ level NWSF Sponsor or Vendor to reserve ad. space within the 2023 NWSF Event Booklet.

Financial Investment: \$250

2023 NWSF SPONSOR OPPORTUNITIES

	Platinum	Diamond	Gold	Silver	Junior Fair & MAP Sponsor
Investment	\$10,000	\$7,500	\$3,000	\$1,000	\$500
Opportunity for On-Site Business Presence	Yes	Yes	-	-	-
VIP Tickets	24 (6/Show)	16 (4/Show)	-	-	-
Premium Tickets	-	-	-	-	-
Infield Tickets	40 (10/Show)	32 (8/Show)	16 (4/Show)	16 (4/Show)	-
Daily Admission Passes	50	40	40	16	4
Parking Passes*	25	20	10	-	-
Logo on Leinenkugel's Main Stage Skrimps	Yes	Yes	-	-	-
:30 Commercial on Jumbotrons	Yes Due by 6/30/23 to cboguess@nwsfa.com	Yes Due by 6/30/23 to cboguess@nwsfa.com	-	-	-
4"x3" Advertisement within 2023 Fair Visitor Guide	Complementary Due by 5/19/23 to cboguess@nwsfa.com	Complementary Due by 5/19/23 to cboguess@nwsfa.com	Available to Purchase	Available to Purchase	Available to Purchase
Inclusion in Radio Advertisements	Yes	Yes	-	-	-
Inclusion in Television Advertisements	Logo	Logo	-	-	-
Fair Direct Mailer	Logo	Logo	Business Name	Business Name	Business Name
Fair Poster	Logo	Logo	Business Name	Business Name	-
Fair Visitor Guide	Logo	Logo	Business Name	Business Name	Business Name
Social Media	Logo	Logo	Business Name	-	Business Name
Logo on Junior MAP Exhibitor T-shirts	-	-	-	-	Logo
Inclusion within NWSF Custer Coliseum	-	-	-	-	Banner for Week of Fair
Logo on Fair Website	Yes	Yes	Yes	Yes	Yes
Daily Announcements	Yes	Yes	Yes	Yes	Yes
Ticket Value	\$6,025.00	\$4,500.00	\$1,050.00	\$760.00	\$40.00