



FAIR GUIDE & COUPON BOOK



MONTGOMERY GENTRY
FEATURING EDDIE MONTGOMERY
8PM | WEDNESDAY



HAIRBALL
8PM | THURSDAY



FLO RIDA
8PM | FRIDAY



FOREIGNER
8PM | SATURDAY

WELCOME TO THE FAIR!

\$10 Daily Admission | Ages 5 and Under Free | \$25 5-Day Wristband

East Gate/Agriculture Campus Opens Daily at 7:00am

Main Gate Entrance Opens Daily at 9:00am

West Gate Entrance (Walk Up) Opens Daily at 11:00am

Vendor & Exhibit Building Hours of Operation

WEAU 13 News Building & Building C - Wednesday-Saturday 10am-9pm

RCU Building & Building D - Wednesday-Saturday 10am-8pm

Youth & School Exhibits Building – Wednesday-Saturday 10am-8pm

Sunday (All Buildings) 10am-5pm

North American Midway Entertainment Carnival

Wednesday-Saturday Noon-11:00pm | Sunday Noon-5:00pm

FREE FAIR SHUTTLE & PARKING INFO

TAKE ADVANTAGE OF FREE PARKING & SHUTTLE SERVICES

Valuing your safety and convenience, GO RiteWay Transportation Services will be in rotation picking up and dropping off Fair visitors throughout the Fair dates.

Save yourself some money and hassle when you use our FREE shuttle services!

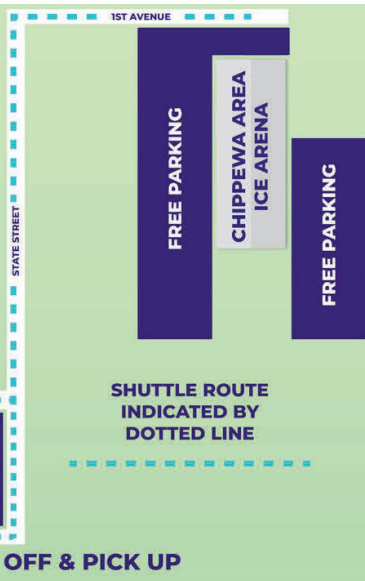
Free Fair Shuttle Schedule:

Wednesday, July 9 • 4:00pm-12:00am

Thursday, July 10 • 4:00pm-12:00am

Friday, July 11 • 4:00pm-12:30am

Saturday, July 12 • 4:00pm-12:30am



**EAST
GATE**

★ **SHUTTLE DROP OFF & PICK UP**

Welcome to the 127th edition of the Northern Wisconsin State Fair! We are very excited to present the largest family get-together in Western Wisconsin. Check out the Ag Campus showcasing the best animal exhibitions from youth and farms across the Chippewa Valley.

Enjoy national entertainment and first-class carnival rides while pleasing your appetite with a smorgasbord of fair foods. We are here to serve you, so tell your friends to come and enjoy the fun at the Northern Wisconsin State Fair!

- Ramblin' Rusty



RUSTY VOLK, CFE
NWSFA Executive Director

FAIREST OF THE FAIR

The Northern Wisconsin State Fair Fairest of the Fair and Attendant serve as the official ambassadors of the Fair at events including area events, parades, and the Wisconsin State Fair. The Fairest also represents the Northern Wisconsin State Fair at the Wisconsin Association of Fairs Convention and participates in the Wisconsin Fairest of the Fairs competition while participating in professional development training workshops.



MORGAN WIRTZ
2025 NWSF Fairest of the Fair

ADELINE FRANK
2025 NWSF Fairest of the Fair
Attendant

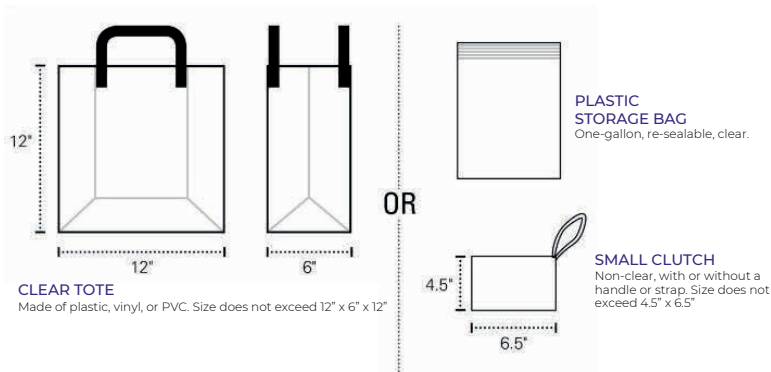
YOUR SAFETY REMAINS OUR TOP PRIORITY

IN OUR CONTINUED EFFORT TO KEEP VISITORS SAFE, WE ARE PROUD TO PARTNER WITH TALON SECURITY

The Leinenkugel's Main Stage area will again enforce a no-weapon and small-bag policy. Upon entry to the Leinenkugel's Main Stage, all attendees and their belongings will be subject to search.

Approved Bags:

- Clear, reusable plastic bag (*maximum size of 12" x 12" x 6"*)
- Clear backpacks are approved only if they fall within the maximum size dimensions of 12" x 12" x 6"
- Small clutch or bag with wrist or shoulder strap (*maximum size of 4.5" x 6.5"*) **Approved small clutches do not need to be clear.**



Non-Approved Bags:

- Backpacks
- Large Purses
- Camera Bags

An exception will be made for medically necessary items after proper inspection. Talon Security will make all final decisions related to medically-necessary equipment and bags.



CAMERA BAGS



LARGE PURSES



BACKPACKS

Indemnification & Photo Release: By attending this event (*the Northern Wisconsin State Fair*) you indemnify the Northern Wisconsin State Fair Association, Inc. Board of Directors, staff, volunteers, and associated governing organizations from any and all legal action. Additionally, you authorize the use of your image in pictures, audio, and video productions for advertising and marketing needs of the NWSF, Sponsors, or Vendors of the Fair.

VENDORS

WEAU 13 NEWS BUILDING

Aerus
American Waterworks
Apex Chiro
Best Solution 82 LLC
Chippewa Area Historical Society
Sterling Culligan Water
Cutco Cutlery
DoTerra (Healthy Life Coaching)
Eau Claire County Chapter of Wisconsin Right to Life
Edina Realty

German Gourmet Nuts, LLC
Gideons International
Insurance Associates
Jehovah's Witnesses
KG Wholesale LLC
Leaf Filter Gutter Protection
Messiah Lutheran Church and School
Norwex
OneFest
PaperPie
Real Time Pain Relief
Rebex Cutlery

Refined Divine
Sam's Club
Scentsy Fragrance
A Spice Above Wisconsin
Thrivent Financial
Tundraland Home Improvement
Window World
Woods & Water Realty
Xcel Energy / Focus on Energy

ROYAL CREDIT UNION BUILDING KID'S CORNER

Chippewa Falls Public Library
Colfax Railroad Museum
Fun on the Run

Kevin's Juggling and Balloons
Paint Me First
Three Seasons Treasure Hunters



BUILDING C

Alcoholics Anonymous
BathFitter
Berean Bible Church
Celebrate Recovery - Chippewa Valley SDA Church
Chippewa Valley Bee Expo
Chiros One Wellness Center - TVG Medulla
Civic Media
Democratic Party
Chippewa County

Designs & Imports by Peach
Enliven Permanent Jewelry
Garage Force
Gibson's Watercare
Kitchen Craft
Llanas Sewn Creations
M & E Sales
Out of the Woods Goods
Prime Cuts Meat Market
Pure Living LLC

TDS Fiber
That One Company
Tractor Central
Wisconsin Poison Center
WI DATCP
World Wide Exotic Insect Collection
YMCA of the Chippewa Valley

BUILDING D

Anders Landscaping

Land Conservation and Forest Management

Our Nawakwa

OUTDOOR

Ace Helicopters
Airtec Sports
American Legion Post 77
American Promise
Barron-Chetek Youth
Hockey
Bobcat Plus
Cellular Sales of WI LLC
Fantasy Corral
Flagpole Farm
GO Riteway Transportation
Kobussen Buses
Mad City Windows and
Bath

Maria's Sweaters
Markquart RV
Midwest Taxidermy
Mike's Repair and
Renewable Energy
Native Feather Arts
NextGen Powersports
NWSF Merch Booth
Steam Rock Saunas
Syryczuk's Carvings
Tipty Toes
US Air Force
US Army

Vertical Amusements
VSA - Valley Sports
Academy
We Art Stuff
Wildflower Wonders
Wolfe Rige Mfg

OUTDOOR FOOD & BEVERAGE

Adam & Eve's Cookie Wagon

Fresh Chocolate Chip Cookies, Milk, Edible Cookie
Dough

Any Street Grill

Hamburgers, Cheeseburgers, Bacon Cheeseburger,
Mac N Cheese Burger, Wisconsin Streetburger,
Burnout Burger, Cheese Curds, Beer Battered
French Fries, Hot Dogs

Auntie A's Sweets & Treats

Freeze Dried Candy & Treats

Beez Neez Cheesecake & Sweets

Cheesecake Cupcakes, Dessert Bars, Cookies,
Cinnamon Rolls

Big Papa BBQ

Southern Barbeque, Pulled Pork Sandwiches,
Loaded Potato, Loaded Mac N Cheese, Soda, Water

Boki Food Service

Turkey Legs; Gluten Free Fair Food (Corn Dogs, Deep
Fried Oreos, Cheese Curds, Funnel Cake, Lemonade);
Rice Bowls; Seafood Options (Lobster Dog, Alligator/
Alligator Bites, Catfish Dinner, Frog Legs)

Bryan's Concessions

Tacos, Burritos, Fajitas, Quesadillas, Salads, Nachos,
Soft Drinks, Lemon Shake Ups

Cheese Curd Tacos

Cheese Curd Tacos (The Wisconsin, Richie's Fire Taco,
The Big Easy, Buffalo Chicken Taco)

Chippewa Co. 4-H Leaders Assoc.	Pancakes, Eggs, Toast, Ham, Croissant Sandwiches (Egg, Ham, Cheese), Coffee, Milk, Hamburgers, Cheeseburgers, Hot Dogs, Grilled Cheese, Grilled Ham & Cheese, Pretzel With Cheese, Walking Tacos, Large Pickles, Malts, Single Scoop Ice Cream, Kid's Pack (Carrots, Cookie, Apple Slices)
Chippewa Falls Kiwanis Club	Ice Cream, Caramel Apples, Popcorn, Coffee, Soda, Water, Main Street Café Pies
Da Lemon	Fresh Squeezed Lemonade
Domino's Pizza	Pizza, Chicken, Soda, Water
Egg Roll Express	Egg Rolls, Fried Rice, Boba Tea, Water, Bahn Mi, Korean Corn Dog
Goldsmith Cafe	Bar Snacks, Sandwiches, Sweets
Holy Ghost Parish	Hot Dog, Chili Dog, Bbq, Hamburger, Cheese Burger, Hot Beef Sandwich, French Fries, Onion Rings, Chicken Strips, Mac & Cheese, Juice, Water, Coffee, Milk, Pop
Hopper's Mini Donuts	Bag Of Mini Donuts, Bucket Of Mini Donuts
Island Vibe	Jerk Chicken, Jerk Pork, Pulled Pork Sandwich, Brown Stew Beef, Rice & Beans, French Fries, Steamed Cabbage, Fried Plantains
Kate's Coffee Koop #1	Specialty Coffee Beverages, Popping Boba, Italian Sodas, Baked Goods, Shirts, Cups, Hats
Kate's Coffee Koop #2	Specialty Coffee Beverages, Popping Boba, Italian Sodas, Baked Goods, Shirts, Cups, Hats
Keeping it Fair Concessions	Sirloin Tips, New Potatoes, Sauteed Mushrooms, Grilled Onions & Peppers, Sandwiches, Bourbon Chicken, Rice, Iced Tea, Lemonade, Soda, Water
Libby's Soft Serve	Flavor Burst Ice Cream, Cones, Waffle Cones, Shakes, Flurries, Sundaes, Chocolate Covered Bananas, Slush, Soda, Water, Chocolate Covered Cheesecake
Lion's Club	Intimidator (Large Hot Dog), Steak Sandwich, Brats, Hot Dogs, Corn on the Cob, Root Beer, Root Beer Floats, Pretzel, Nachos, Water, Coffee, Chips, Dilly Bars
Live Great Food	Gluten Free Cheese Curds, Cauliflower Poppers, Farmburger, Frybread Taco, Pulled Pork Sliders, Summer Salad, Veggie Burger
Lunch Boxx	Poke Bowls (Salmon, Crab, Shrimp, Chicken, Veggie)
NWSF Beverage Concessions	Soda, Beer, Water, NWSF Merchandise
Okoboji Soda Co.	Root Beer, Sasparilla, Cream Soda, Birch Beer, Cherry Wine (Soda), Orange Zippy, Diet Root Beer, Blue Lightening, Strawberry, Lemonade, Iced Tea, Cheesy Nachos, Water, Stainless Collectible Mug, Collectible Brown Jug, Mason Jar

Optimist Club of Chippewa Falls	Fried Cheese Curds, Hot Dogs, Chili Dogs, Brats, French Fries, Chili Fries, Soda & Water
Paizi's Concession	Greek Gyros (Lamb, Beef, Chicken, Shrimp), Salads, Rice Bowls With Choice Of Meat, Water, Soda
Schroder Concessions #1	Corn Dogs, Foot Long Hot Dogs, Cold Drinks
Schroder Concessions #2	Corn Dogs, Lemonade
Schroder Concessions #3	Cheese Curds, Onion Rings, Lemonade ("Flavored Cheese Curds")
Schroder Concessions #4	Corn Dogs, Lemonade
Schroder Concessions #5	Cheese Curds, Blooming Onions, Lemonade ("Big Cheese")
Schroder Concessions #6	Carmel Corn, Popcorn, Cold Drinks
Schroder Concessions #7	Corn Dogs, Foot Long Hot Dogs, Cold Drinks
Schroder Concessions #8	Cheese Curds, Onion Rings, Lemonade
Shill's Chill Drinks	Ice Blended Coffee, Ice Blended Cremes, Smoothies, Shaved Ice, Frozen Lemonade, Lemonade, Slushies, Chai Tea, Bottled Water, Bottled Pop
Shill's Chill Treats	Funnel Cakes (Toppings - Powdered Sugar, Maple, Bacon, Oreo, Strawberry Cheesecake), Deep Fried - Oreos & Snickers Mini Donuts (Toppings - Cinnamon & Sugar, Maple, Bacon, Chocolate, Oreo, Cheesecake, Strawberry), Stuffed Cookies, Freeze Dried Candy, Water, Bottled Soda
Something Sweet Lemonade #1	Citrus Cyclone Drink
Something Sweet Lemonade #2	Citrus Cyclone Drink
Tessy's Popcorn Delights	Fresh Kettle Corn, Flavored Kettle Corn, Gourmet Popcorn, Water, Soda, Bill'S Lemonades
Tom Thumb Donut #1	Mini Donuts, Water, Soda, Pink Lemonade
Tom Thumb Donut #2	Mini Donuts, Water, Soda, Pink Lemonade
Triple J Concessions #1	French Fries, Loaded Fries, Cheese Fries, Soda, Water, Strawberry And Blue Raspberry Lemonade
Triple J Concessions #2	Fries And Soda, Strawberry Lemonade And Blue Raspberry Lemonade
Triple J Concessions #3	Funnel Cakes (Toppings-Strawberry, Apple, Whipped Cream, Chocolate), Deep Fried Oreos, Elephant Ears, Fresh Squeezed Lemonade, Cherry Limeade, Soda, Water, Iced Tea. Nachos With Cheese
V&M Sales	Poutine, Cheese Curds, French Fries, Deep Fried Pickles, Nachos, Big Pickle, Slushies, Bacon Cheese Fries, Cauliflower



LIVE MUSIC ENTERTAINMENT



THE DWEBBS

Tuesday, July 8 - 7:00pm-10:00pm
Leinie Lodge Tent
Tuesday is not an official Fair date.



CLASSIC ROADS

Friday, July 11 - 3:00pm-5:00pm
Saturday, July 12 - 2:00pm-5:00pm
Leinenkugel's Pavilion



CONRAD & THE COMRADES

Wednesday, July 9
2:00pm-5:00pm
Thursday, July 10
2:00pm-5:00pm
Leinie Lodge Tent



EMBER

Friday, July 11 - 9:30pm-Midnight
Leinie Lodge Tent



NORTH OF DIXIE

Wednesday, July 9 - 4:00pm-6:00pm and 9:30pm-11:00pm
Thursday, July 10 - 4:00pm-6:00pm and 9:30pm-11:00pm
Leinenkugel's Pavilion



DAVID GRAHAM & THE ESKIMO BROTHERS

Friday, July 11 - 9:00pm-11:30pm
Saturday, July 12 - 9:00pm-11:30pm
Leinenkugel's Pavilion



BRADY LUKE BAND

Wednesday, July 9 - 9:30pm-Midnight
Leinie Lodge Tent



THE BRIANNA RAE BAND

Saturday, July 12
9:30pm-Midnight
Leinie Lodge Tent



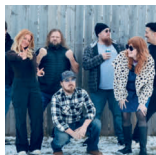
BUMBLEFIST

Thursday, July 11 - 9:30pm-Midnight
Leinie Lodge Tent



THE GATORS BAND

Sunday, July 13 - 2:00pm-5:00pm
Leinenkugel's Pavilion



CRIMSON THEORY

Friday, July 11 - 3:00pm-6:00pm
Saturday, July 12 - 3:00pm-6:00pm
Leinie Lodge Tent



30-MINUTE DIFFERENCE

Sunday, July 13 - 2:00pm-5:00pm
Leinie Lodge Tent

NEW THIS YEAR



**Join the Fair Fun
in the RCU Building!**

**ACTIVITIES INTENDED FOR
OUR YOUNGER FAIR VISITORS**

FACE PAINTING | CARNIVAL GAMES
BALLOONS | BOUNCY HORSES

PIG PALS MENTOR PROGRAM & SHOW

WEDNESDAY, JULY 9 | CUSTER COLISEUM
5PM WELCOME AND INTRODUCTIONS
6PM PIG PALS SHOW

SPONSORED IN PART BY CHIPPEWA RIVER INDUSTRIES

The Pig Pals Exhibitor Mentor Program offers the opportunity for students with special needs to connect with Junior Fair Exhibitors and take part in a fun, hands-on swine exhibition experience.

Participants will get up close with a well-trained fair pig and learn about the preparation process for showing at the fair. They'll also assist their youth mentors in getting the pig ready for the special Pig Pal show. To make the experience even more personalized, participants can choose their own "walk-in song" and share fun facts about themselves during their exhibition.

This unique event creates unforgettable memories for both the participants and their mentors, celebrating learning, teamwork, and joy in a truly special way.



JUNIOR MASTER SHOWMAN

THURSDAY, JULY 10 | 2:00PM | CUSTER COLISEUM



Each Senior Showmanship Champion representing Beef, Swine, Sheep, and Dairy will have the chance to compete against one another for the highest honor of NWSF Junior Animal Exhibition. The title of Master Showman is awarded to the Junior Exhibitor who is well-rounded and knowledgeable in all four livestock species.

Pictured is Morgan Hilger, who earned the 2024 competition's inaugural year's honors



NORTHERN WISCONSIN STATE FAIR
MEAT ANIMAL PROGRAM

AUCTION

CUSTER COLISEUM | THURSDAY, JULY 10
4PM REGISTRATION OPENS | 6PM AUCTION BEGINS



2024 GRAND CHAMPION BEEF
MATILDA ROYCRAFT
EDSON HILLTOP 4-H
PURCHASED BY CLOSE HARVESTING



2024 GRAND CHAMPION DAIRY
BEN WICKEN
DUNCAN CREEK 4-H
PURCHASED BY SYNERGY CO-OP



2024 GRAND CHAMPION LAMB
ERVIN TUSCHEL
JIM TOWN JUMPERS 4-H
PURCHASED BY VALLEY FEED SUPPLY



2024 GRAND CHAMPION SWINE
MORGAN HILGER
WOODMOHR 4-H
PURCHASED BY SHADDICK'S PRICE RITE

JOIN THE FUN AT THE FAVORITE FAIR FOOD CONTEST

TUESDAY, JULY 8 | 6PM
Leinenkugel's Pavilion



EASILY ACCESS IMPORTANT FAIR INFORMATION ONLINE
QUICK ACCESS QR CODES



BUY TICKETS



FAIR MAP



VENDOR LISTING



TUESDAY, JULY 8

NOT AN OFFICIAL FAIR DATE - CARNIVAL IS NOT OPEN

SCHEDULE KEY - SEE FAIR MAP FOR LOCATION

FP WESTconsin Credit Union Front Porch	A WEAU 13 News Building	B1 Horses, Poultry, & Rabbits
ST Leinenkugel's Main Stage	B RCU Building Kid's Corner	B4 Custer Coliseum
BC Leinenkugel's Pavilion	C Building C	B6 Hepfler Arena
G Leinie Lodge Tent	E Youth & School Exhibits	6 Draft Horse & Llama Tent

9:00am

Show – Junior Swine

Custer Coliseum

2:00pm

Show - Junior Sheep

Custer Coliseum

2:00pm - 4:00pm

4-H Education Station Activity

Youth Building

4:00pm - 7:00pm

Favorite Fair Food Contest

Leinenkugel Pavilion

5:00pm - 11:00pm

Leinie Lodge Opens

Leinie Lodge Tent

7:00pm - 10:00pm

The Dweebs

Leinie Lodge Tent



THE DWEEBs!

TUESDAY, JULY 8 AT 6PM
LEINIE'S TENT

FREE ADMISSION!



WEDNESDAY, JULY 9

MAIN GATE ENTRANCE OPENS AT 9AM | CARNIVAL IS OPEN NOON-11PM

SCHEDULE KEY - SEE FAIR MAP FOR LOCATION

FP WESTconsin Credit Union Front Porch	A WEAU 13 News Building	B1 Horses, Poultry, & Rabbits
ST Leinenkugel's Main Stage	B RCU Building Kid's Corner	B4 Custer Coliseum
BC Leinenkugel's Pavilion	C Building C	B6 Hepfler Arena
G Leinie Lodge Tent	E Youth & School Exhibits	6 Draft Horse & Llama Tent

9:00am	Show - Junior Beef	Custer Coliseum
9:00am	Show - Open Llama	Hepfler Arena
10:00am - 7:00pm	Pony Cycle - Fun on the Run \$	Royal Credit Union Building
10:00am - 8:00pm	Petting Zoo - Fantasy Corral	Near Custer Coliseum
10:00am - 9:00pm	World-Wide Exotic Insects	Building C
10:00am - Noon	4-H Programming	Youth Building
11:00am	Flag Raising Ceremony	Flag Poles/Main Entrance
11:00am - 11:30am	Szyrczuk's Wood Carving	Near Building D
11:00am - 3:00pm	CF Public Library Adventure Lab	Royal Credit Union Building
11:00am - 4:30pm	Paint Me First - Face Painting \$	Royal Credit Union Building
11:00am - 6:00pm	Kid's Corner Games	Royal Credit Union Building
11:30am - Noon	The Real Beal's One Man Band	Roaming
Noon	Show - Junior Horses	Hepfler Arena
Noon - 12:30pm	Wolfe Ridge Mfg - Demo	Near Building D
Noon - 12:45pm	The Bubbler	Roaming
Noon - 7:00pm	Pony Rides - Fantasy Corral \$	Near Custer Coliseum
12:30pm - 1:00pm	Pedal Tractor Pull - Register	Near Leinenkugel's Pavilion
1:00pm - 1:30pm	Szyrczuk's Wood Carving	Near Building D
1:00pm - 3:00pm	Wally's Pedal Tractor Pulls (Wisconsin Sanctioned)	Near Leinenkugel's Pavilion
1:15pm - 1:45pm	The Real Beal's One Man Band	Roaming
2:00pm - 2:30pm	Wolfe Ridge Mfg - Demo	Near Building D
2:00pm - 2:45pm	Groove Merchants	WESTconsin Front Porch
2:00pm - 2:45pm	The Bubbler	Roaming
2:00pm - 4:00pm	Cookies & Crowns Kids Event	Near 4-H Snack Bar
	NWSF Fairest of the Fair	
2:00pm - 5:00pm	Conrad and the Comrades	Leinie Lodge Tent
2:00pm - 7:00pm	Kevin's Juggling & Balloons	Royal Credit Union Building
2:00pm - 8:00pm	Indoor Micro Beer Garden	Building C

2:45pm - 3:15pm	Animal Races
2:45pm - 3:15pm	The Real Beal's One Man Band
3:00pm	Bike Giveaway Coordinated by Area EMS
3:30pm - 4:15pm	Groove Merchants
4:00pm	Judging Open Beer, Wine, Honey & Syrup
4:00pm	Show - Junior Poultry
4:00pm - 6:00pm	Show - Junior & Open Goats
4:15pm - 5:00pm	North of Dixie
5:00pm - 9:00pm	The Bubbler
5:00pm - 5:30pm	Ace Helicopter Rides \$
5:00pm - 5:30pm	Animal Races
5:00pm - 5:30pm	Wolfe Ridge Mfg - Demo
5:30pm - 6:15pm	The Real Beal's One Man Band
5:30pm - 6:15pm	Groove Merchants
6:00pm	NWSF Pig Pals Show in partnership with Chippewa River Industries
6:30pm - 7:00pm	Animal Races
8:00pm	Montgomery Gentry featuring Eddie Montgomery
9:30pm - 11:00pm	North of Dixie
9:30pm - Midnight	Brady Luke Band

Near WESTconsin Front Porch
Roaming
EMS Building

WESTconsin Front Porch
Building C

Poultry/Rabbits Area
Custer Coliseum
Leinenkugel's Pavilion
Roaming

Near Main Gates
Near WESTconsin Front Porch
Near Building D
Roaming
WESTconsin Front Porch
Custer Coliseum

Near WESTconsin Front Porch
Leinenkugel's Main Stage

Leinenkugel's Pavilion
Leinie Lodge Tent



MONTGOMERY GENTRY

FEATURING EDDIE MONTGOMERY

GATES OPEN AT 6:30pm
CONCERT BEGINS AT 8pm

PURCHASE TICKETS AT
[NWSFA.COM/TICKETS](https://www.nwsfa.com/tickets)



THURSDAY, JULY 10

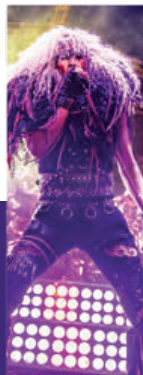
MAIN GATE ENTRANCE OPENS AT 9AM | CARNIVAL IS OPEN NOON-11PM

SCHEDULE KEY - SEE FAIR MAP FOR LOCATION

FP WESTconsin Credit Union Front Porch	A WEAU 13 News Building	B1 Horses, Poultry, & Rabbits
ST Leinenkugel's Main Stage	B RCU Building Kid's Corner	B4 Custer Coliseum
BC Leinenkugel's Pavilion	C Building C	B6 Hepfler Arena
G Leinie Lodge Tent	E Youth & School Exhibits	6 Draft Horse & Llama Tent

8:00am	Show - Junior Dairy	Custer Coliseum
9:00am	Show - Junior Horses	Horse Arena
9:00am	Show - Junior Rabbits	Poultry/Rabbits Area
10:00am - 7:00pm	Pony Cycle - Fun on the Run \$	Royal Credit Union Building
10:00am - 8:00pm	Petting Zoo - Fantasy Corral	Near Custer Coliseum
10:00am - 9:00pm	World-Wide Exotic Insects	Building C
10:00am - Noon	4-H Programming	Youth Building
11:00am - 11:30am	Szyrczuk's Wood Carving	Near Building D
11:00am - 3:00pm	CF Public Library Adventure Lab	Royal Credit Union Building
11:00am - 4:30pm	Paint Me First - Face Painting \$	Royal Credit Union Building
11:00am - 6:00pm	Kid's Corner Games	Royal Credit Union Building
11:15am - 11:45am	The Real Beal's One Man Band	Roaming
Noon - 12:30pm	Animal Races	Near WESTconsin Front Porch
Noon - 12:30pm	Wolfe Ridge Mfg - Demonstration	Near Building D
Noon - 12:45pm	The Bubbler	Roaming
Noon - 7:00pm	Pony Rides - Fantasy Corral \$	Near Custer Coliseum
12:30pm - 1:15pm	Northwoods Quartet	wWESTconsin Front Porch
12:30pm - 1:00pm	Pedal Tractor Pull - Register	Near Leinenkugel's Pavilion
Noon - 2:00pm	WI Farm Bureau Story Walk & Activity	Youth Building
1:00pm	NWSF Junior Master Showmanship	Custer Coliseum
1:00pm - 1:30pm	Szyrczuk's Wood Carving	Near Building D
1:00pm - 3:00pm	Wally's Pedal Tractor Pulls (Wisconsin Sanctioned)	Near Leinenkugel's Pavilion
1:15pm - 1:45pm	The Real Beal's One Man Band	Roaming
1:45pm - 2:15pm	Animal Races	Near WESTconsin Front Porch
2:00pm	Master Showman	Custer Coliseum
2:00pm - 2:30pm	Wolfe Ridge Mfg - Demo	Near Building D
2:00pm - 2:45pm	The Bubbler	Roaming

2:00pm - 4:00pm	4-H Education Station Activity	Youth Building
2:00pm - 5:00pm	Conrad and the Comrades	Leinie Lodge Tent
2:00pm - 7:00pm	Kevin's Juggling & Balloons	Royal Credit Union Building
2:00pm - 8:00pm	Indoor Micro Beer Garden	Building C
2:30pm - 3:15pm	Resonate	WESTconsin Front Porch
2:45pm - 3:15pm	The Real Beal's One Man Band	Roaming
3:00pm	Bike Giveaway, Coordinated by Area EMS	EMS Building
4:00pm	Bidder Registration	Custer Coliseum
	NWSF Meat Animal Program Auction	
4:00pm - 4:45pm	Northwoods Quartet	WESTconsin Front Porch
4:00pm - 6:00pm	North of Dixie	Leinenkugel's Pavilion
4:30pm - 5:15pm	The Bubbler	Roaming
5:00pm - 5:30pm	Animal Races	Near WESTconsin Front Porch
5:00pm - 5:30pm	Wolfe Ridge Mfg - Demonstration	Near Building D
5:00pm - 9:00pm	Ace Helicopter Rides	Near Main Gates
5:30pm - 6:00pm	The Real Beal's One Man Band	Roaming
5:30pm - 6:15pm	Resonate	WESTconsin Front Porch
6:00pm	NWSF Meat Animal Program Auction	Custer Coliseum
6:30pm - 7:00pm	Animal Races	Near WESTconsin Front Porch
8:00pm	Hairball	Leinenkugel's Main Stage
9:30pm - 11:00pm	North of Dixie	Leinenkugel's Pavilion
9:30pm - Midnight	Bumblefist	Leinie Lodge Tent



HAIRBALL

GATES OPEN AT 6:30pm | CONCERT BEGINS AT 8pm

PURCHASE TICKETS AT [NWSFA.COM/TICKETS](https://www.nwsfa.com/tickets)



FRIDAY, JULY 11

MAIN GATE ENTRANCE OPENS AT 9AM | CARNIVAL IS OPEN NOON-11PM

SCHEDULE KEY - SEE FAIR MAP FOR LOCATION

FP WESTconsin Credit Union Front Porch	A WEAU 13 News Building	B1 Horses, Poultry, & Rabbits
ST Leinenkugel's Main Stage	B RCU Building Kid's Corner	B4 Custer Coliseum
BC Leinenkugel's Pavilion	C Building C	B6 Hepfler Arena
G Leinie Lodge Tent	E Youth & School Exhibits	6 Draft Horse & Llama Tent

10:00am - 7:00pm	Pony Cycle - Fun on the Run \$	Royal Credit Union Building
10:00am - 8:00pm	Petting Zoo - Fantasy Corral	Near Custer Coliseum
10:00am - 9:00pm	World-Wide Exotic Insects	Building C
10:00am - Noon	4-H Programming	Youth Building
11:00am - 11:30am	Szyrczuk's Wood Carving	Near Building D
11:00am - 3:00pm	CF Public Library Adventure Lab	Royal Credit Union Building
11:00am - 4:30pm	Paint Me First - Face Painting \$	Royal Credit Union Building
11:00am - 6:00pm	Kid's Corner Games	Royal Credit Union Building
11:15am - 11:45am	The Real Beal's One Man Band	Roaming
Noon - 9:00pm	Ace Helicopter Rides \$	Near Main Gates
Noon - 12:30pm	Animal Races	Near WESTconsin Front Porch
Noon - 12:45pm	The Bubbler	Roaming
Noon - 12:30pm	Wolfe Ridge Mfg - Demonstration	Near Building D
Noon - 7:00pm	Pony Rides - Fantasy Corral \$	Near Custer Coliseum
12:30pm - 1:00pm	Pedal Tractor Pull - Register	Near Leinenkugel's Pavilion
12:30pm - 1:15pm	Cadott HS Jazz Band	WESTconsin Front Porch
1:00pm - 1:30pm	Szyrczuk's Wood Carving	Near Building D
1:00pm - 3:00pm	Wally's Pedal Tractor Pulls (Wisconsin Sanctioned)	Near Leinenkugel's Pavilion
1:15pm - 1:45pm	The Real Beal's One Man Band	Roaming
1:45pm - 2:15pm	Animal Races	Near WESTconsin Front Porch
2:00pm - 2:30pm	Wolfe Ridge Mfg - Demonstration	Near Building D
2:00pm - 2:45pm	The Bubbler	Roaming
2:00pm - 4:00pm	4-H Education Station Activity	Youth Building
2:00pm - 7:00pm	Kevin's Juggling & Balloons	Royal Credit Union Building
2:00pm - 8:00pm	Indoor Micro Beer Garden	Building C
2:45pm - 3:15pm	The Real Beal's One Man Band	Roaming
3:00pm	Bike Giveaway, Coordinated by Area EMS	EMS Building

3:00pm - 6:00pm

3:00pm - 6:00pm

4:00pm - 4:45pm

4:00pm - 6:00pm

4:30pm - 5:15pm

5:00pm - 5:30pm

5:00pm - 5:30pm

5:15pm - 5:45pm

6:30pm - 7:00pm

8:00pm

9:00pm - 11:30pm

9:30pm - Midnight

Classic Roads

Crimson Theory

Cadott HS Jazz Band

4-H Education Station Activity

The Bubbler

Animal Races

Wolfe Ridge Mfg - Demonstration

The Real Beal's One Man Band

Animal Races

FLO RIDA

David Graham & the Eskimo Brothers
ember

Leinenkugel's Pavilion

Leinie Lodge Tent

WESTconsin Front Porch

Youth Building

Roaming

Near WESTconsin Front Porch

Near Building D

Roaming

Near WESTconsin Front Porch

Leinenkugel's Main Stage

Leinenkugel's Pavilion

Leinie Lodge Tent

FLO RIDA

GATES OPEN AT 6:30pm
CONCERT BEGINS AT 8pm

PURCHASE TICKETS AT
[NWSFA.COM/TICKETS](https://www.nwsfa.com/tickets)





SATURDAY, JULY 12

MAIN GATE ENTRANCE OPENS AT 9AM | CARNIVAL IS OPEN NOON-11PM

SCHEDULE KEY - SEE FAIR MAP FOR LOCATION

FP WESTconsin Credit Union Front Porch	A WEAU 13 News Building	B1 Horses, Poultry, & Rabbits
ST Leinenkugel's Main Stage	B RCU Building Kid's Corner	B4 Custer Coliseum
BC Leinenkugel's Pavilion	C Building C	B6 Hepfler Arena
G Leinie Lodge Tent	E Youth & School Exhibits	6 Draft Horse & Llama Tent

9:00am	Show - Open Beef	Custer Coliseum
10:00am	Show - Open Draft Horses - Halter	Horse Arena
10:00am - 7:00pm	Pony Cycle - Fun on the Run \$	Royal Credit Union Building
10:00am - 8:00pm	Petting Zoo - Fantasy Corral	Near Custer Coliseum
10:00am - 9:00pm	World-Wide Exotic Insects	Building C
10:00am - Noon	4-H Programming	Youth Building
11:00am - 11:30am	Szyrczuk's Wood Carving	Near Building D
11:00am - 3:00pm	CF Public Library Adventure Lab	Royal Credit Union Building
11:00am - 4:30pm	Paint Me First - Face Painting \$	Royal Credit Union Building
11:00am - 6:00pm	Kid's Corner Games	Royal Credit Union Building
11:15am - 11:45am	The Real Beal's One Man Band	Roaming
11:30am - Noon	Pedal Tractor Pull - Register	Near Leinenkugel's Pavilion
11:30am - 12:15pm	The Bubbler	WESTconsin Front Porch
Noon - 9:00pm	Ace Helicopter Rides \$	Near Main Gates
Noon - 12:30pm	Animal Races	Near WESTconsin Front Porch
Noon - 12:30pm	Wolfe Ridge Mfg - Demonstration	Near Building D
Noon - 5:00pm	Kevin's Juggling & Balloons	Royal Credit Union Building
Noon - 7:00pm	Pony Rides - Fantasy Corral \$	Near Custer Coliseum
Noon - 2:00pm	Wally's Pedal Tractor Pulls (Wisconsin Sanctioned)	Near Leinenkugel's Pavilion
12:30pm - 1:15pm	ClearWater Connection Quartet	WESTconsin Front Porch
1:00pm	Show - Open Draft Horses	Horse Arena
	Small Hitch & All Youth Driving Classes	
1:00pm	Show - Open Poultry	Poultry/Rabbits Area
1:00pm - 1:30pm	Szyrczuk's Wood Carving	Near Building D
1:15pm - 1:45pm	The Real Beal's One Man Band	Roaming
1:45pm - 2:15pm	Animal Races	Near WESTconsin Front Porch
1:45pm - 2:30pm	The Bubbler	Roaming
2:00pm	Show - Open Sheep	Custer Coliseum

2:00pm - 2:30pm
2:00pm - 3:00pm
2:00pm - 4:00pm
2:00pm - 5:00pm
3:00pm - 6:00pm
2:00pm - 8:00pm
2:30pm - 3:15pm
3:00pm
3:00pm - 3:30pm
3:30pm - 4:15pm
4:00pm - 4:30pm

4:00pm - 6:00pm
4:30pm - 5:00pm
5:00pm - 5:30pm
5:00pm - 5:45pm
5:15pm - 5:45pm
6:30pm - 7:00pm

8:00pm

9:00pm - 11:30pm
9:30pm - Midnight

Wolfe Ridge Mfg - Demonstration
ClearWater Connection Quartet
4-H Education Station Activity
Classic Roads
Crimson Theory
Indoor Micro Beer Garden
Mactir Academy of Irish Dance
Bike Giveaway, Coordinated by Area EMS
The Real Beal's One Man Band
The Bubbler
Featured FOREIGNER
Choir Contest Winner

4-H Education Station Activity
Animal Races
Wolfe Ridge Mfg - Demonstration
Mactir Academy of Irish Dance
The Real Beal's One Man Band
Animal Races

Foreigner

David Graham & the Eskimo Brothers
The Brianna Rae Band

Near Building D
Roaming
Youth Building
Leinenkugel's Pavilion
Leinie Lodge Tent
Building C
WESTconsin Front Porch
EMS Building
Roaming
Roaming
WESTconsin Front Porch

Youth Building
Near WESTconsin Front Porch
Near Building D
WESTconsin Front Porch
Roaming
Near WESTconsin Front Porch

Leinenkugel's Main Stage

Leinenkugel's Pavilion
Leinie Lodge Tent



FOREIGNER

GATES OPEN AT 6:30pm | CONCERT BEGINS AT 8pm

PURCHASE TICKETS AT [NWSFA.COM/TICKETS](https://www.nwsfa.com/tickets)



2025 FAIR MAP QUICK FIND KEY

- A** - WEAU 13 News Building
- B** - Royal Credit Union Building - Kid's Corner
- C** - Building C
- D** - Building D
- E** - Youth & School Exhibits
- F** - Comfort Station
- G** - Leinie Lodge
- H** - Northwestern Bank Grandstand
- ST** - Leinenkugel's Main Stage
- FP** - WESTconsin Credit Union Front Porch
- BG** - Leinenkugel's Pavilion

- R-1** - Restrooms (ADA)
- R-2** - Community Saferoom & Restrooms (ADA)
- R-3** - Restrooms

NWSFA AGRICULTURE CAMPUS

- B-1** - Horses, Poultry, & Rabbits
- B-2** - Rooney Grain (Dairy)
- B-3** - Beef
- B-4** - Custer Coliseum
- B-5** - L.E. Phillips (Small Livestock)
- B-6** - Hepfler Arena

- 1** - Fair Merch & Information (2 Locations)
- 2** - Rotary Office
- 3** - VIP, Premium, & Infield Seating
- 4** - VIP Tent
- 5** - Leinie Lodge Tent
- 6** - Draft Horse & Llama Tent
- 7** - Petting Zoo Tent

MAIN ENTRANCE



**HELICOPTER
RIDES**

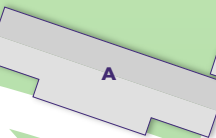
EMS

**ANIMAL
RACES**

**WEST GATE
ENTRANCE
(WALK-UP)**

JEFFERSON AVENUE / HWY 124

FP



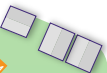
i

1

2

G

5



KIDDYLAND







SUNDAY, JULY 13

MAIN GATE ENTRANCE OPENS AT 9AM | CARNIVAL IS OPEN NOON-5PM

SCHEDULE KEY - SEE FAIR MAP FOR LOCATION

- | | | |
|---|------------------------------------|--------------------------------------|
| FP WESTconsin Credit Union Front Porch | A WEAU 13 News Building | B1 Horses, Poultry, & Rabbits |
| ST Leinenkugel's Main Stage | B RCU Building Kid's Corner | B4 Custer Coliseum |
| BC Leinenkugel's Pavilion | C Building C | B6 Hepfler Arena |
| G Leinie Lodge Tent | E Youth & School Exhibits | 6 Draft Horse & Llama Tent |

8:30am	NWSF Ferris Wheel 5K in partnership with Chippewa Falls YMCA	Main Gate Entry Area
9:00am	Show - Open Dairy	Custer Coliseum
10:00am	Church at the Fair Featuring Past Green Bay Packers Chaplain Arni Jacobson	Leinenkugel's Main Stage
10:30am	Show - Open Draft Horse - Hitch Classes	Horse Arena
10:00am - 5:00pm	Pony Cycle - Fun on the Run \$	Royal Credit Union Building
10:00am - 5:00pm	Petting Zoo - Fantasy Corral	Near Custer Coliseum
10:00am - 5:00pm	World-Wide Exotic Insects	Building C
11:00am - 11:30am	Syryczuk's Wood Carving	Near Building D

FERRIS WHEEL 5K

CHIPPEWA FALLS YMCA
SUNDAY, JULY 13

CHECK-IN & REGISTRATION: 8:00 AM
5K RUN/WALK BEGINS: 8:30 AM

PRICE INFORMATION:

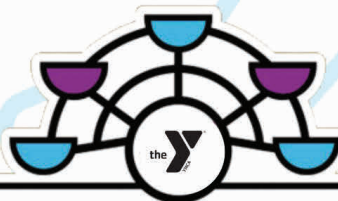
ADULTS	\$25.00
YOUTH (5-17)	\$20.00
FAMILIES (MAX.5)	\$75.00

PARTICIPANTS RECEIVE:

- NWSF ADMISSION TICKET
- RACE T-SHIRT (T-SHIRT NOT GUARANTEED IF REGISTERING AFTER JULY 1)



YMCA-CV.ORG/EVENTS



NORTHERN WISCONSIN STATE FAIR

FERRIS WHEEL 5K

CHIPPEWA FALLS YMCA
2025

11:00am - 3:30pm	Paint Me First - Face Painting \$	Royal Credit Union Building
11:00am - 5:00pm	Kid's Corner Games	Royal Credit Union Building
11:00am - 5:00pm	Ace Helicopter Rides \$	Near Main Gates
11:15am - 11:45am	The Real Beal's One Man Band	Roaming
Noon - 12:30pm	Wolfe Ridge Mfg - Demonstration	Near Building D
Noon - 12:30pm	Animal Races	Near WESTconsin Front Porch
Noon - 5:00pm	Pony Rides - Fantasy Corral \$	Near Custer Coliseum
Noon - 5:00pm	Kevin's Juggling & Balloons	Royal Credit Union Building
12:30pm - 1:00pm	The Real Beal's One Man Band	Roaming
12:30pm - 1:15pm	ClearWater Connection Quartet	WESTconsin Front Porch
1:00pm - 1:30pm	Szyrczuk's Wood Carving	Near Building D
1:15pm - 1:45pm	Animal Races	Near WESTconsin Front Porch
1:30pm - 2:30pm	ClearWater Connection Quartet	Roaming
2:00pm - 2:30pm	The Real Beal's One Man Band	Roaming
2:00pm - 2:30pm	Wolfe Ridge Mfg - Demonstration	Near Building D
2:00pm - 2:45pm	Matt Wahl	WESTconsin Front Porch
2:00pm - 5:00pm	Indoor Micro Beer Garden	Building C
2:00pm - 5:00pm	30-Minute Difference	Leinie Lodge Tent
2:00pm - 5:00pm	The Gators Band	Leinenkugel's Pavilion
3:00pm	Bike Giveaway, Coordinated by Area EMS	EMS Building
3:00pm - 3:30pm	Animal Races	Near WESTconsin Front Porch
3:30pm - 4:15pm	Matt Wahl	WESTconsin Front Porch
4:00pm	All Animals and Junior Exhibits can depart the Fairgrounds	

Presented by the Northern WI State Fair, One Fest and the Churches of the Chippewa Valley

WORSHIP

RIVER CITY WORSHIP

SPEAKER

ARNI JACOBSON

**FORMER CHAPLAIN
GREEN BAY PACKERS**



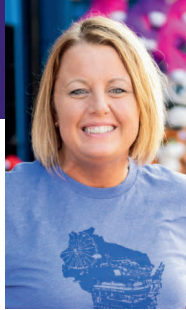


7.13.25 10AM
FREE FAIR ENTRY
UNTIL 9:55AM

CHURCH
AT THE
FAIR



MEET THE FAIR ASSOCIATION TEAM



NWFSA Yearround Staff Includes: **Rusty Volk**, Executive Director; **Debbie Baier**, Office & Finance Manager; **Cindy Boggess**, Assistant Executive Director / Junior & Open Fair Manager; **Beth Welke**, Events & Fair Vendor Manager; and **Joe Seckora**, Facilities Manager

VENUE POLICIES | FOR EMERGENCIES, CALL 911

Inclement Weather: Seek shelter in concrete structures or permanent restrooms.

Recommended by Chippewa County Emergency Services, please download the free CodeRED QR safety app to receive emergency alerts directly to your phone.

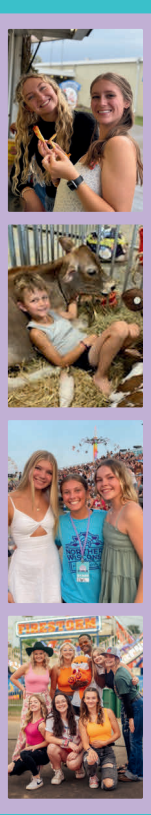
Reserved Parking Areas: These areas are necessary for safety and emergency personnel. Vehicles will be towed at the owner's expense if parked in the Reserved Parking Area.

NO Smoking / Vaping: Inside or within 25 feet of any door or entryway of buildings, barns, tent structures, or in highly congested outdoor areas where patrons are gathered. The concert area is entirely NO Smoking or Vaping. Please be respectful and courteous to those around you.

Alcohol Age Verification: For guests 21 years of age and older, an approved wristband is required to purchase and consume alcoholic beverages. Look for ID verification wristband stations.

No coolers, food or beverage carry-ins. No dogs or pets are allowed on the fairgrounds during the Fair. Approved ADA Service Dogs only.

PLEASE keep the grounds and parking areas clean by using the trash and recycle bins. Help us be a part of our sustainability practices.



@Northern Wisconsin State Fair

BBQ FEST

CHIPPEWA FALLS, WI

FREE ADMISSION
NORTHERN WISCONSIN STATE FAIRGROUNDS
SEPTEMBER 6 | NWSFA.COM/BBQFEST



CONTINUING THE FUN & HERITAGE CELEBRATIONS

NORTHERN WISCONSIN STATE FAIRGROUNDS
SEPTEMBER 19+20 | [NWSFA.COM/OKTOBERFEST](https://nwsfa.com/oktoberfest)

See if you can spot
Greg out there!



BUILDING STRONGER COMMUNITIES
WHERE PEOPLE MATTER

Best wishes to everyone
presenting in the fair this year!

NORTHWESTERNBANK.COM

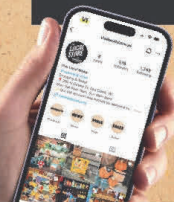


LOCAL LOVIN'



» follow on our NEW instagram:
@THELOCALSTORE.WI

the
**LOCAL
STORE**
at the
VolumeOne
WORLD HEADQUARTERS



**QUALITY
LOCALLY-INSPIRED
APPAREL!**



15% OFF*
YOUR PURCHASE!

*Offer expires on 12-31-25, and cannot be combined with other offers or discounts. One redemption per purchase.

205 N. Dewey Street Eau Claire, WI | 715.552.0457

Mon - Sat: 9am-9pm + Sunday: 9am-6pm | thelocalstore.org

the
**LOCAL
STORE**
at the
VolumeOne
WORLD HEADQUARTERS

Mon - Sat: 9am-9pm

Sunday: 9am-6pm

205 N. Dewey Street, Eau Claire

715.552.0457 | thelocalstore.org



**Serving
Central
Wisconsin**



**Haas, Inc.
Haas Redi-Mix
Haas Transport**



**Aggregate Production • Excavation • Site Utilities
Street & Road Construction • Redi-Mix Concrete • Trucking
Concrete Pumping & Conveying • Pulverizing, Vac & Televising**



715.669.5496



www.Haas4.com



ONE FEST
AUGUST 1-3
 CADOTT, WISCONSIN



TAUREN WELLS
WE THE KINGDOM
 AND THESE GREAT ARTISTS!



LEARN MORE



BIG DADDY WEAVER



DANNY GOKEY



KATY NICHOLE



JORDAN FELIZ

GET TICKETS AT
ONE-FEST.COM



THE AFTERS



JOSEPH HABEDANK



ELI GABLE



EMERSON DAY

ONE GOD. ONE SONG. ONE VOICE. I FOLLOW US ON SOCIAL MEDIA  

HERON'S CONCESSIONS



\$2 OFF

**LEMONADE &
 DESSERT COMBO**

(FUNNEL CAKE OR DEEP FRIED OREOS)



SHOP | STAY | PLAY
EXPLORE

Discover more of Chippewa
Falls beyond the Northern
Wisconsin State Fair!

- ➡ Eat + Shop Downtown
Chippewa Falls
- ➡ Lake Wissota State Park
- ➡ Four Nearby Wineries
- ➡ Local Attractions
- ➡ Dine on the Water

IT'S **GO** TIME



gochippewacounty.com





Durand's Hometown Radio Station
Featuring
Local News
High School Sports
and Farm News & Markets



Empowering and supporting individuals to work and live
as independently as possible in the community.

Eau Claire, Chippewa Falls, Rice Lake

www.crind.org 715-726-7822

33

connecting with God, each other and our community

Services
SUNDAYS
@10AM



There's a place for you at River City

RIVERCITYCHIPPEWA.COM

1200 W River St
Chippewa Falls

CF PRODUCTS

A Division of ChemCeed

Janitorial Products • All Purpose Cleaners • Health Care Cleaners • Floor Cleaners
Toilet Bowl Cleaners • Laundry • Automotive • And More...



LAND of ORIGINALITY



H&R Electric

A Division of  HUNT
ELECTRIC



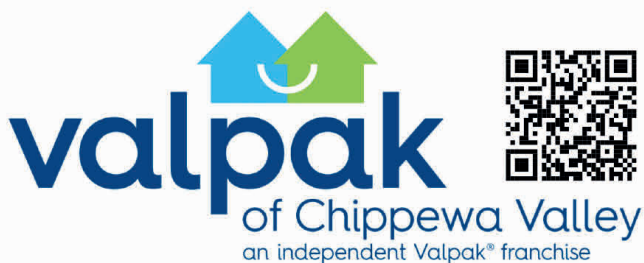
**LISTEN TO MIKE MCKAY
IN THE MORNINGS!**

6:00-10:00 AM

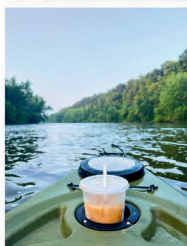
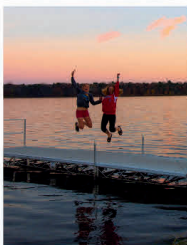
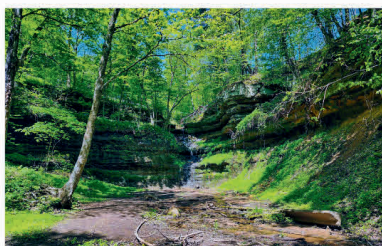


FREE MAILING^{*} FOR NEW CLIENTS

*New Blue Envelope Clients Receive the 6th Consecutive Month Free



CHIPPEWA_VALLEY@VALPAK.COM
715.379.2528



explore menomonie

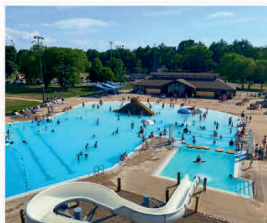
PLAN YOUR TRIP TODAY

Relax & Unwind

Spend your summer kayaking on Lake Menomin, shopping fresh at the Menomonie Farmers Market, and exploring natural gems like Devil's Punchbowl and Hoffman Hills. Adventure, flavor, and relaxation all in one place in Menomonie, Wisconsin.



Scan this code with
your phone to learn
more about
Menomonie!



(715) 235 9087



exploremenomonie.com

menomonie area
CHAMBER & VISITOR CENTER

SUBMIT A QUESTION TO US AND WE'LL DO OUR BEST TO ANSWER IT ON AIR!

Q & A YOU?

ASK!

WE ANSWER.



**Mid-West
Family
Eau Claire**

MIDWESTFAMILYEAUCLAIRE.COM





iHeart Radio

B*95
HOT
COUNTRY

FAN
EAU CLAIRE 98.7/1400

MOOSE COUNTRY
106.7 FM

WMEQ
NewsTalk
880AM | 106.3FM

100
eau claire

92.1
The Valley's Rock Station



YOUR VISION...OUR GOAL



TDSFIBER.COM

All-Fiber Internet | TV | Phone

TDS® is a registered trademark of Telephone and Data Systems, Inc. Copyright © 2022, TDS Telecommunications LLC, All Rights Reserved. 206898/2-22/12132



Proudly Serving Northwest Wisconsin

Miller
Lite

Leinenkugel's



99.9
Eau Claire

***Hope, Strength &
Encouragement®***

www.TheFamily.net



The Camping Experts.

MarkquartRV.com

Portable Restrooms
Luxury Restroom Trailers
Shower Trailers
Event Specialists



3153 118th St, Chippewa Falls, WI 54729

715-723-3449

www.cesspoolcleaners.com

70 years in Business
3rd Generation Family Owned By
Troy & Tricia Dresel

Rent
By the Day, Weekend,
Week, or Monthly

New & Used Units
For Sale



Residential & Commercial
New Construction & Remodels
Weddings, Graduation Parties, Organizations,
Clubs, Sport Activities, Festival's, Fairs,
Campgrounds, Tree Farms, Orchards, Farms, Vineyards



Standard Units, Flush Toilets with Sink, Handicap Units, ADA Certified Units,
Men's Walk Thru Urinals, Luxury Restroom Trailers, Shower Trailers

PROUD SUPPORTER

 **MORRIE'S**
Auto Group

MorriesAuto.com



Leinenkugel's

**BUY 1 PINT
GET 1 FREE**

**COME RELAX ON THE
LEINIE LODGE PATIO!
ONLY SHORT WALK
FROM THE FAIR!**

THIRSTY FOR MORE? LEINIE.COM

*21+. FAIR BOGO IS VALID AT THE LEINIE LODGE ONLY.
CANNOT BE COMBINED WITH DISCOUNTS OR COUPONS.
1/PERSON A DAY. VALID THROUGH 8/31/25.



**PROUD
TO POWER
YOUR FAIR
EXPERIENCE**

At Xcel Energy, we're leading the way toward 100% carbon-free electricity by 2050. From powering the fairgrounds to supporting local economies, we're committed to delivering reliable, affordable and clean energy across Wisconsin.



©2025 Xcel Energy Inc.



CONGRATULATIONS ON YOUR RETIREMENT, RUSTY!



We celebrate not just a remarkable career, but a truly remarkable person. After over 18 years of dedicated service, we honor Rusty Volk, Executive Director of the Northern Wisconsin State Fair Association, for his commitment, leadership, and vision.

Rusty, your passion for the Fair, the community, and the people behind the scenes has left a lasting impact that will be felt for generations. Under your guidance, the Northern Wisconsin State Fair Association has not only grown in size and scope but also in heart and spirit. You've turned challenges into opportunities, implemented ideas into action, and made the Northern Wisconsin State Fair a beloved tradition for countless visitors and families across the nation.

Your committed vision and laughter have inspired all who have had the privilege to work alongside you. As you transition into this well-deserved new chapter, know that your legacy will live on in every event, every smile, and every fond memory created on the Fairgrounds.

THANK YOU FAIR PARTNERS



Airtec Sports - AMC Partners-Rice Lake - Badgerland Printing - Country RV -
 Fries Financial Group - GO Riteway Transportation Services -
 Great Northern Corporation - iHeartRadio - Kwik Trip - Morrie's Auto Group -
 Midwest Family Eau Claire - Stelter, Inc. - Toycen Ford - Tractor Central -
 WEAU 13 News - Wolfe Ridge Mfg - WQOW News 18 - WRDN Radio -
 YMCA of the Chippewa Valley Chippewa Falls - Security Financial Bank -
 Schroder Concessions - Ace Ethanol LLC - Advantage Door - Advisor Marketing
 Ashley Furniture - Badgerland Promotions - Bobcat Plus -
 Cellular Sales of Wisconsin - Civic Media WCFW - Custer Farms, Inc. -
 Go Chippewa County - Leader Telegram - Mason Companies Inc. -
 McDonell Area Catholic Schools - Menomonie Area Chamber & Visitor Center -
 Northpark Dental - OneFest - Paizis Concessions (Gyros) -
 Pederson-Volker Funerals Chapel & Cremation Services - Premium Waters -
 R&S Flooring Installation LLC - The Family Radio Network, Inc. -
 TTM Technologies - Valpak of Chippewa Valley - Visit Eau Claire - Volume One -
 Zacho Sports - Associated Milk Producers - Chippewa River Industries -
 Close Farms LLC - Derks Farms Beef - Fireworks Liquidators - H & R Electric -
 NextGen Powersports - Security Bank - Skogen's Festival Foods -
 Steel Towne - Wisconsin Farmers Union -
 Chippewa Valley Electric Co-op - Cornell Vet Clinic

Are you interested in learning about NWSFA Event Partnership Opportunities? Contact Rusty Volk or Cindy Boggess at 715-723-2861.