

Rock County 4-H Fair

2023 CORPORATE SPONSORSHIP PACKAGE



To Our Sponsors

2023 ROCK COUNTY 4-H FAIR

It is hard to believe that preparations have already begun for our annual Rock County 4-H Fair! The partnership from our sponsors in 2022 continued to grow. We are so grateful for the special role our sponsors play in preserving our mission to provide learning and leadership opportunities to the youth of Rock County. Your partnership is allowing us to once again reinvest in our fair with new attractions for our fairgoers and capital upgrades to our facilities enabling a great experience for our exhibitors.

The fair is an annual tradition, celebrating our 94th year in 2023. Last year, we welcomed 84,000 visitors to our fair; a ten year attendance record with Friday hitting the charts at the number 3 all time attendance record. We hope to continue the momentum in 2023 with new attractions including a Monster Truck Show, a basketball court sized Jump Pad, a new interactive experience where patrons participate in preparing: a cow for milking, milking by hand or machine, and pasteurizing for a finished product. We are also bringing back Outdoor Movie Night, Veterans Appreciation Day, Bingo and many of our contests and ways for adults to participate. We are inspired and we believe this fair will continue to inspire our communities future leaders.

As we prepare for the 2023 Rock County 4-H Fair, July 25-July 30, we invite you to become a corporate sponsor. We have added sponsorship opportunities this year to support our growing list of new activities. As always, if you don't see something that suits your business, we'd be happy to create a custom package for you.

Sincerely,

The Rock County 4-H Fair

EST 1930

94TH ROCK COUNTY 4-H FAIR

**PROVIDING LEARNING AND
LEADERSHIP OPPORTUNITIES TO THE
YOUTH OF ROCK COUNTY**

Rock County 4-H Fair Mission

About US

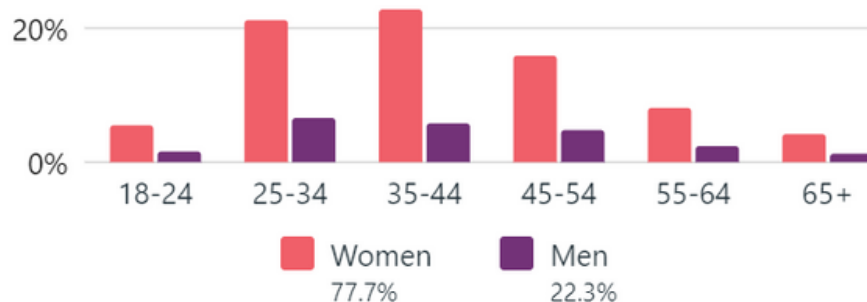
2023 ROCK COUNTY 4-H FAIR

We Are the Oldest 4-H Fair in the United States

Each year the Rock County 4-H Fair provides an opportunity for over 1,000 youth enrolled in 4-H, FFA, Girl Scouts, Boy Scouts, or School Educational Departments to exhibit projects in 35 different departments at the Rock County 4-H Fair. We also provide a family friendly summer event for our community.

Record Attendance in 2022 with 84,000 Visitors

In 2022, we set a ten year attendance record with 84,000 visitors attending the fair. On Friday, we topped the charts with a #3 all time daily attendance record. Our visitors are primarily from Southern Wisconsin and Northern Illinois. People of all ages come to our fair. Online we have over 18,500 followers on facebook and instagram. Our key demographic online is women (77%) in age categories 25 - 44. In 2022 we saw over 600,000 unique visitors to our facebook page and 1.8 million total visits.



There is No Other Event Like Us in Rock County

The Rock County 4-H Fair allows visitors one special week a year to learn from the county's youth. We offer a variety of activities for the whole family to enjoy from food, to animals, to music and the carnival. This year we will focus on the value we offer to our community by highlighting the plethora of free activities included with gate admission. The fair can be fun and affordable for everyone!

Sponsorship Levels

2023 ROCK COUNTY 4-H FAIR

Grand Champion Sponsor

\$5,000

Grandstand Performances

- Grandstand banner (Tue - Sat) (sponsor supplied)
- Name placement in all print, radio and billboard ads
- Sponsor name mentions before each live grandstand performance (Tue - Sat)
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Ten (10) Dylan Scott preferred admission tickets and ten (10) Granger Smith preferred admission tickets (valued at \$500).
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor

Bingo Tent

- Bingo tent banner (sponsor supplied)
- Naming rights on Bingo tent for the 2023 Fair
- Name placement in all advertisements related to Bingo
- Sponsor name mention multiple times per night as Bingo is played
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Rock County 4-H Fair
- Recognition in the Rock County 4-H Fair website and fair brochure
- Fifty (50) daily tickets to the Rock County 4-H Fair (valued at \$500)
- Limited to 1 sponsor

Self Service Ticket Kiosks (NEW)

- Logo Printed on Self Service Kiosk at each gate (4)
- Logo Printed on back of all gate worker t-shirts
- Special placement on our website and social media pages as we communicate "Now accepting credit cards"
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Rock County 4-H Fair
- Recognition in the Rock County 4-H Fair website and fair brochure
- Fifty (50) daily tickets to the Rock County 4-H Fair (valued at \$500)
- Limited to 1 sponsor

Monster Trucks & Pit Party (NEW)

- Banner Display on Sunday during Monster Truck Show and Pit Party (sponsor supplied)
- Name placement in all advertisements related to Monster Trucks
- Sponsor name mentions before the Monster Truck Show.
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Reserved seating for twenty (20) people at Monster Truck show
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor

Sponsorship Levels

2023 ROCK COUNTY 4-H FAIR

Reserve Grand Champion Sponsor \$2,500

Daily Sponsorship

- Sponsor a day at the Rock County 4-H Fair
- Logo/name on hand stamp for all patrons entering the fair that day
- Signage provided by sponsor at all (4) Gates
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor per day

Veterans Appreciation Day

- Sponsor our Veterans Appreciation Day Program
- "We Appreciate our Veterans" photo backdrop, placed on fairgrounds on Thursday (sponsor supplied)
- Recognition during Rock County Veterans ceremony
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Rock County 4-H Fair
- Recognition in the Rock County 4-H Fair website and fair brochure
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor

Top Showman Sponsor \$2,000

- Sponsor an entertainment side stage. Choose from the Craig Avenue Stage, Food Fair Stage, Pig Races, Lumberjack Show, Outdoor Movie Night, Jump Pad (NEW), or Cow Town USA (NEW). (Limited to 1 sponsor per location)
- Signage provided by sponsor at the entertainment location
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Twenty Five (25) daily tickets (valued at \$250)

Champion Sponsor \$1,500

- Sponsor a banner on a fair barn of your choice during fair week (sponsor supplied) or
- Sponsor 60 hand washing stations throughout the Fairgrounds for 6 days (signage sponsor supplied) or
- Sponsor (2) 6 person golf carts for senior transport on all 6 days (signage sponsor supplied)
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Fifteen (15) daily tickets (valued at \$150)

Sponsorship Levels

2023 ROCK COUNTY 4-H FAIR

Reserve Champion Sponsor

\$1,000

- Sponsor a livestock program on show day with a full page black and white add on the back cover of the program. Choose from Beef, Sheep, Swine, Poultry, Dairy, Goat or;
- Sponsor the kids pedal tractor pull competition
- Your logo on our website
- Website link provided from our website to yours
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Ten (10) daily tickets (valued at \$100)

Blue Ribbon Sponsor

\$500

- Your logo on our website
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Two (2) season passes (valued at \$70)

Friend of the Fair Sponsor

\$300

- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Two (2) season passes (valued at \$70)

Judges Choice Sponsor

\$250

- Sponsor a contest or special event
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on Rock County 4-H Fair website special events / contests page
- Choose from Pie Contest, Photo Contest, Quilt Contest, Cutest Badger Fan Contest,

**For more information or to create a custom package please contact us at
info@rockcounty4hfair.com or 608-755-1470**

Sponsorship Agreement

2023 ROCK COUNTY 4-H FAIR

Sponsor Name _____
Contact Person _____
Address _____
City/State/Zip _____
Phone _____
Email _____

Sponsorship Level

Circle desired sponsorship level

Grand Champion (\$5,000)
Limit 1 sponsor per event

Reserve Grand Champion (\$2,500)
Limit 1 sponsor per day/event

Top Showman (\$2,000)
Limit 1 sponsor per stage

Champion (\$1,500)
Limit 1 sponsor per location

Reserve Champion (\$1,000)
Limit 1 sponsor per program

Blue Ribbon (\$500)

Friend of the Fair (\$300)

Judges Choice (\$250)

Options (PLEASE CIRCLE SELECTION)

Selections will be awarded on a first-come first-serve basis

Grandstand
Bingo Tent

Monster Trucks & Pit Party (NEW)
Self Service Ticket Kiosks (NEW)

Tuesday July 25
Wednesday July 26
Thursday July 27

Friday July 28
Saturday July 29
Sunday July 30

Veterans Appreciation Day

Grandstand Movie Night
Cow Town USA (NEW)
Jump Pad (NEW)

Pig Races
Lumberjack Show

Food Fair Stage
Craig Avenue Stage

Beef Barn
Dairy Barn North / South
Hand Wash Stations
Senior Transport Golf Carts (NEW)

Sheep Barn
Swine Barn
Goat Barn

Rabbit Barn
Poultry Barn

Beef
Sheep
Swine
Meat Animal Sale

Dairy
Poultry
Rabbit
Fur and Feather Sale

Goat
Pedal Pull

Sponsor Signature

Title

Date

Please sign and date the Sponsorship Agreement and return with payment to:

Rock County 4-H Fair, P.O. Box 606, Janesville, WI 53547-0606 or online at
www.rockcounty4hfair.com/p/tickets/sponsorship-opportunities

Payment in full is appreciated by June 9, 2023

All artwork must be approved by the Rock County 4-H Fair

Thank You

2023 ROCK COUNTY 4-H FAIR

We greatly appreciate our past sponsors...

Grand Champion Sponsors

Amazon
Johnson Tractor
Radke Real Estate
TDS

Reserve Grand Champion Sponsors

Blackhawk Community Credit Union
Blain's Farm & Fleet
Dollar General Distribution Center
Klitzman Seed
Mary & Bob Arndt

Top Showman Sponsors

American Family Insurance - Colleen Frentzel
American Family Insurance - Shannon Aherns
Bjoin Limestone Inc.

Champion Sponsors

24 Hour Comfort
Cargill Animal Nutrition
Frank Silha & Sons
Grams Insurance
IFF
Larson Acres
Mercy Health System
Rock Road Companies Inc. & Kennedy Family Foundation, Inc
SSM Health & St. Mary's Hospital
State Bank of Cross Plains

Reserve Champion Sponsors

Blain's Farm & Fleet
Lloyd's Plumbing & Heating Corp
Mid-State Equipment
Robinson & Prijic Family Dental Associates SC
Sauk Valley Bank
State Bank of Cross Plains
The DeLong Co. Inc.

Blue Ribbon Sponsors

33 Feeds, LLC
ALCIVIA
American Family Insurance - Beau Tway
Big Radio
Carolyn Butts
Congress Glass
Country Pride Meats
Dairyland Seed
Eric & Teresa Johnson
Frank Distributors
George Auction & Realty
George Auction Service
Jacob Homes
Jim & Fran Huisheere
Kathryn Roberson
Pelsue Orthodontics
South Central Well & Pump
Terry & Jane Metcalf
Town Bank
Wisconsin Corn Producers
Ziegler Ag Equipment

Friends of the Fair Sponsors

Anew Insurance agency
Bank of Milton
Dolores Barlass
Eric Conway
Henke-Clarson Funeral Home
Jan Lubow
Josh Bergendal Septic Service
Leo & Marcy Marklien
MacFarlane Pheasant Farm
Marilyn & Kirk Leach
Michael's Cycles
Morrison's Auto Parts
Robin Heath
Scot Forge
Tom Reed
Triebold Implement

Thank You

2023 ROCK COUNTY 4-H FAIR

The impact of your sponsorship is significant

The support from our community in 2022 has allowed us to reinvest in our fair in 2023. Below are some examples of how your sponsorship has impacted the Rock County 4-H Fair.

- For the second year in a row, we've increased our entertainment budget.
- We are again expanding special events like the children's pedal pull, outdoor movie night and Bingo and adding new events like the Jump Pad and a cow milking demonstration.
- We continue to add new contests for adults to participate including a pie contest, photo contest, quilt contest, and pinterest contest.
- We've invested in technology, allowing us to accept credit cards at our gates with new self service ticket Kiosks.
- We've started a captial plan to make much needed upgrades across the fair grounds.
- We've increase our financial reserves protecting and preserving the future of our fair.

Your sponsorship is an investment in our fair both this year and for the future. We thank you for being our partner.

Rock County 4-H Fair
P.O. Box 606
Janesville, WI 53547-0606
info@rockcounty4hfair.com
608-755-1470

WWW.ROCKCOUNTY4HFAIR.COM

