

# A TREASURE CHEST OF ROCK COUNTY'S BEST



**JULY 23-28**

# SPONSORSHIP OPPORTUNITIES 2024

[WWW.ROCKCOUNTY4HFAIR.COM](http://WWW.ROCKCOUNTY4HFAIR.COM)

# To Our Sponsors

## 2024 ROCK COUNTY 4-H FAIR

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. The fair can be fun and affordable for everyone!

It is hard to believe we are planning for the 95th Rock County 4-H Fair! Last year, we welcomed 86,000 visitors to our fair; an eleven year attendance record with Saturday hitting the charts at the number three all-time attendance record. We are hopeful to break records again in our 95th year, and with your support, we believe this fair will continue to inspire our communities' future leaders.

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 reinvest in our fair with new attractions for our fairgoers and capital upgrades to our facilities enabling a great experience for our exhibitors and fair attendees. Below are some examples of how previous sponsorship have impacted the Rock County 4-H Fair.

- We continued our contests for adults to participate including a pie contest, photo contest, quilt contest, and Pinterest contest.
- Providing no cost family attractions, such as the Lumber Jack Show, jump pad, Canines in the Clouds, and glass blowing demonstrations.
- We've invested in technology, allowing us to accept credit cards at our gates.
- We've started a capital plan to make much needed upgrades across the fair grounds.
  - In 2023, we purchased new gates for the Multi Purpose Barn.
- We've increased our financial reserves protecting and preserving the future of our fair.

As we prepare for the 95th Rock County 4-H Fair, we invite you to become a corporate sponsor. Your tax-deductible sponsorship creates an opportunity for your business to increase positive brand and product recognition, while supporting the continued growth of the fair's mission.

We have updated our 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 Board



**PROVIDING LEARNING AND  
LEADERSHIP OPPORTUNITIES  
TO THE YOUTH OF  
ROCK COUNTY**  
Rock County 4-H Fair Mission

# ROCK COUNTY 4-H FAIR

EST 1930

As the one of oldest 4-H Fairs in the United States, the Rock County 4-H Fair has plenty to offer each and every visitor. From the numerous animals to the carnival and every unique exhibit in between, the Rock County 4-H Fair allows visitors one special week a year to experience the many projects and learn from the county's youth.



This year, we will focus on the value we offer to our community by showcasing amazing entertainment on the main stage and a variety of activities for the whole family to enjoy year after year.

Our goal is to make the Rock County 4-H Fair fun and affordable for everyone!

## Rock County 4-H Fair by the numbers

- 86,000 Fair Visitors
- 1,000 Youth Exhibitors
- 18,500 Facebook/Instagram followers
- 600,000 unique FB/Instagram visitors
- 1.8 million total visits



## Why Does Sponsorship Make Sense For Your Business?

- Our visitors are primarily from South-Central Wisconsin and Northern Illinois, which offers the opportunity to increase your presences in the local and regional markets.
- Our fair attracts over 86,000 people with a diverse range of demographics. This places your company in front of a variety of target markets.
- Your brand will be displayed in thousand of programs, posters, flyers, newspapers, websites, digital communication and social media.

# Sponsorship Levels

## 2024 ROCK COUNTY 4-H FAIR

### Grand Champion Sponsor

**\$3,000**

#### Grandstand Performances

- Grandstand banner (sponsor supplied)
- Name placement in all print, radio and billboard ads
- Sponsor name mentions before each live grandstand performance
- Recognition on the Rock County 4-H Fair website and website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Ten (10) preferred admission tickets, valued at \$350.
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor per day

While we can not tell you the artist yet, we can give you a little hint! You may select which day you would prefer to sponsor, the first sponsor with payment will get their first choice.

**Tuesday:** Fairest of the Fair and Dog Agility Show

**Wednesday:** UW Marching Band and Local 80's Rock Band

**Thursday:** County Music Duo

**Friday:** Country Singer

**Saturday:** Country Reggae Singer/Singing Reality Show winner

**Sunday:** Rodeo

### Reserve Grand Champion Sponsor

**\$2,500**

#### Daily Sponsorship

- Sponsor a day at the Rock County 4-H Fair
- Signage provided by sponsor at all (4) Gates
- 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

Date Options:

- Tuesday, July 23
- Wednesday, July 24 - First Responder Appreciation Day
- Thursday, July 25 - Veteran's Appreciation Day
- Friday, July 26
- Saturday, July 27
- Sunday, July 28

# Sponsorship Levels

## 2024 ROCK COUNTY 4-H FAIR

### Top Showman Sponsor

**\$2,000**

- Sponsor an entertainment side stage. Choose from the Craig Avenue Stage, Food Fair Stage, Lumberjack Show, Canines in the Clouds and Jump Pad. (Limited to 1 sponsor per location)
- Signage provided by sponsor at the entertainment location
- Your logo on our website and 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 sanitizing 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) **or**
- Sponsor (3) electronic device charging stations placed around the fairgrounds.
- Your logo on our website and 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)

### Reserve Champion Sponsor

**\$1,000**

- Sponsor a livestock program on show day with a full page black and white ad on the back cover of the program. Choose from Beef, Sheep, Swine, Poultry, Dairy, Goat, Meat Animal Sale and Fur and Feather Sale **or**;
- Sponsor the kids pedal tractor pull competition
- Your logo on our website and 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)

**For more information or to create a custom package please contact us at  
[info@rockcounty4hfair.com](mailto:info@rockcounty4hfair.com) or 608-755-1470**

# Thank You

2024 ROCK COUNTY 4-H FAIR



We greatly appreciate our past sponsors...

## **Grand Champion Sponsors**

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## **Reserve Grand Champion Sponsors**

Blackhawk Community Credit Union  
Blain's Farm & Fleet  
Dollar General Distribution Center  
Festival Foods  
Klitzman Seed  
Radke Reality

## **Top Showman Sponsors**

Bjoin Limestone Inc.  
TDS

## **Champion Sponsors**

24 Hour Comfort  
Frank Silha & Sons  
Grams Insurance  
IFF  
Janesville Moose  
Larson Acres  
Mid-State Equipment  
Rock Road Companies Inc. & Kennedy Family  
Foundation, Inc  
SSM Health & St. Mary's Hospital

## **Reserve Champion Sponsors**

American Family Insurance - Colleen Frentzel  
American Family Insurance - Shannon Aherns  
Axley Attorneys  
Black Bridge Dental  
Blain's Farm & Fleet  
Lake Ridge Bank  
Lloyd's Plumbing & Heating Corp  
Rock Realty - Laura Fuhrmann  
The DeLong Co. Inc.

## **Blue Ribbon Sponsors**

American Family Insurance - Chris Agnew  
Carolyn Butts  
Congress Glass  
Country Pride Meats  
Dairyland Seed  
George Auction & Realty  
Grove Monuments  
Jim & Fran Huisheere  
Karen O'Leary  
Kathryn Roberson  
Lake Ridge Bank  
Mercy Health Systems  
Mt. Zion Animal Clinic  
South Central Well & Pump  
Terry & Jane Metcalf  
The Bank of New Glarus  
Town Bank

## **Friends of the Fair Sponsors**

Bank of Milton  
Eric Conway  
George Auction Service & Real Estate LLC  
Henke-Clarson Funeral Home  
Ken & Sandy Roach  
MacFarlane Pheasant Farm  
Marilyn & Kirk Leach  
Morrison's Auto Parts  
O'Leary Gunn Farms  
Paul & Dolores Grossenbacher Memorial  
Robin Heath  
Scot Forge  
Steve & Jane Redenius  
Tom Reed  
Triebold Implement

# Sponsorship Agreement

## 2024 ROCK COUNTY 4-H FAIR

Sponsor Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

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](http://www.rockcounty4hfair.com/p/tickets/sponsorship-opportunities)

**Payment in full is required by May 22, 2024 to be included in printed materials.**

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

### (PLEASE CHECK YOUR SELECTION)

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

#### Grand Champion (\$3,000)

Limit 1 sponsor per day

- Tuesday Grandstand
- Wednesday Grandstand
- Thursday Grandstand
- Friday Grandstand
- Saturday Grandstand
- Sunday Grandstand

#### Top Showman (\$2,000)

Limit 1 sponsor per stage/event

- Jump Pad
- Lumberjack Show
- Food Fair Stage
- Craig Avenue Stage
- Canines in the Clouds

#### Reserve Champion (\$1,000)

Limit 1 sponsor per program

- Beef
- Sheep
- Swine
- Goat
- Dairy
- Poultry
- Rabbit
- Pedal Pull
- Meat Animal Sale
- Fur and Feather Sale

#### Reserve Grand Champion (\$2,500)

Limit 1 sponsor per day

- Tuesday - July 23
- Wednesday - July 24  
1st Responder App. Day
- Thursday - July 25  
Veteran's App. Day
- Friday - July 26
- Saturday - July 27
- Sunday - July 28

#### Champion (\$1,500)

Limit 1 sponsor per location/service

- Beef Barn
- Dairy Barn North
- Dairy Barn South
- Sheep Barn
- Swine Barn
- Goat Barn
- Rabbit Barn
- Poultry Barn
- Hand Sanitizing Stations
- Senior Transport Golf Carts
- Electronic Charging Stations

#### Blue Ribbon (\$500)

#### Friend of the Fair (\$300)

Rock County 4-H Fair  
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