

# 96th Rock County 4-H Fair

July 22-27

*Neon Lights &*

COUNTRY SIGHTS  
2025



**SPONSORSHIP  
OPPORTUNITIES**



# To Our Current and Future Partners

## 2025 ROCK COUNTY 4-H FAIR

It is hard to believe we will be seeing “neon lights and country sights” in only a few short months at the 2025 Rock County 4-H Fair! We are asking you to “glow” together and partner with us to provide a great fair for our exhibitors and community.

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 capital upgrades to our facilities enabling a great experience for our exhibitors and fairgoers. Below are some examples of how your sponsorship has impacted the Rock County 4-H Fair:

- The Fair, Rock County and the Dairy Youth Auction partnered to build a new milk house, parlor and demonstration area and a new indoor wash rack in the North Dairy Barn.
- Purchased new gates for the Goat Barn.
- Upgraded the entertainment trailer with a new modern portable building.

The fair is an annual tradition, celebrating our 96th year in 2025. Last year, we welcomed over 66,000 visitors to our fair; We are inspired and believe this fair will continue to inspire our communities, future leaders and citizens.

As we prepare for the 2025 Rock County 4-H Fair, July 22-July 27, we invite you to become a sponsor. We have many options for you to showcase your business, as always, if you don't see something that suits your business, we'd be happy to create a custom package for you.

Sincerely,

*Ryan George, Beth Burdick, Jeff Hodges, Nicole Miller-Speich,  
Robin Heath, Maureen Fox-Rusch, Shannon Klassy, Dana Powell,  
Josh Firgens, BJ Arnold, Andy McWilliams, Zeb Demrow, Deb Schuetz*  
**The Rock County 4-H Fair Board Members**





# 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

- 70,000 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 70,000 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

## Grand Champion Sponsor

### Grandstand Performances

- 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
- Reserved seating for evening concerts. (10)
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor per day

### Barnyard Brewhaus (NEW 2025)

- Name placement in all print, radio and billboard ads
- 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
- Reserved seating for evening concerts. (10)
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor
- \$5000 for the entire week of the fair.

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:** Trivia Night - \$1500
- **Wednesday:** Rock County Idol - \$3500
- **Thursday:** Local country/rock band & emerging country singer - \$5000
- **Friday:** 80's pop rock tribute band - \$4000
- **Saturday:** American country pop singer and songwriter - \$5000
- **Sunday:** Rodeo - 3 options to sponsor at \$2000 each



## Reserve Grand Champion Sponsor

**\$3,500**

### 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 22
- Wednesday, July 23
  - 1st Responder Appreciation Day
- Thursday, July 24
  - Veteran's Appreciation Day
- Friday, July 25
- Saturday, July 26
- Sunday, July 27





## Top Showman Sponsor

**\$3,000**

- 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

**\$2,500**

- 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 (2) 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

**\$2,000**

- 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 or 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

**\$550**

- 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)

**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

2025 ROCK COUNTY 4-H FAIR



We greatly appreciate our past sponsors...

## **Grand Champion Sponsors**

Blain's Farm & Fleet - Burtness Chevrolet - Hyvee - Prent - Rath Gibson - Rooster Roofing

## **Reserve Grand Champion Sponsors**

Dollar General Distribution Center - Festival Foods - Frank Beer Distributors -  
Klitzman Seed - Kwik Trip - TDS Telecom

## **Top Showman Sponsors**

Blackhawk Community Credit Union - Bjoin Limestone Inc.

## **Champion Sponsors**

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

## **Reserve Champion Sponsors**

Advia Credit Union - Arndt Farms - Johnson Tractor - KF Wealth - Lake Ridge Bank -  
Rock Realty-Laura Fuhrmann - Seneca - The DeLong Co. Inc.

## **Blue Ribbon Sponsors**

American Family Insurance - Chris Agnew - Carolyn Butts - Congress Glass -  
Country Pride Meats - Dairyland Seed - Dean George Auction & Realty -  
George Auction Service & Real Estate LLC - Grove Monuments - Jim & Fran Huisheere -  
Kathryn Roberson - Mercy Health Systems - South Central Well & Pump - Terry & Jane  
Metcalf - The Bank of New Glarus - Triebold Implement - Town Bank

## **Friends of the Fair Sponsors**

Bank of Milton - Bergendal Septic Service - Eric Conway - Equity -  
Henke-Clarson Funeral Home - Donald Krueger - Janet Lubow -  
MacFarlane Pheasant Farm - Marilyn & Kirk Leach - Morrison's Auto Parts -  
Janesville Moose - O'Leary Gunn Farms - Ken & Sandy Roach - Tom Reed



# Sponsorship Agreement

2025 ROCK COUNTY 4-H FAIR

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

Sponsor Signature

Title

Date

**Please complete the form, sign & 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 16, 2025 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

Limit 1 sponsor per day

- ☐ Tuesday - \$1500
- ☐ Wednesday - \$3500
- ☐ Thursday - \$5000
- ☐ Friday - \$4000
- ☐ Saturday - \$5000
- ☐ Sunday - \$2000  
(3 sponsors)
- ☐ Barnyard Brewhaus - \$5000  
-All week sponsorship

### Top Showman (\$3,000)

Limit 1 sponsor per stage/event

- ☐ Jump Pad
- ☐ Lumberjack Show
- ☐ Canines in the Clouds
- ☐ Craig Avenue Stage
- ☐ Daytime Ent. Stage
- ☐ Food Fair Stage

### Reserve Champion (\$2,000)

Limit 1 sponsor per program

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

### Reserve Grand Champion (\$3,500)

Limit 1 sponsor per day

- ☐ Tuesday - July 22
- ☐ Wednesday - July 23  
1st Responder App. Day
- ☐ Thursday - July 24  
Veteran's App. Day
- ☐ Friday - July 25
- ☐ Saturday - July 26
- ☐ Sunday - July 27

### Champion (\$2,500)

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
- ☐ Golf Cart Transportation
- ☐ Charging Stations

☐ **Blue Ribbon (\$550)**

