

❄️ 97th ❄️

Rock County 4-H Fair

July 28 - August 2



Christmas in July

**SPONSORSHIP
OPPORTUNITIES**





2026 ROCK COUNTY 4-H FAIR

To Our Current and Future Partners

We like to say that Fair Week is the **“Most Wonderful Time of the Year,”** and in 2026 that spirit will shine even brighter as we celebrate **Christmas in July** at the Rock County 4-H Fair. We invite you to join us in spreading good cheer and partnering with us to deliver an exceptional fair experience for our exhibitors and our community.

We are deeply grateful for the vital role our sponsors play in sustaining our mission to provide meaningful learning and leadership opportunities for the youth of Rock County. Your partnership enables us to reinvest in our fairgrounds and facilities, ensuring a high-quality experience for both exhibitors and fairgoers. Recent improvements made possible through sponsor support include:

- A new milk house, parlor, demonstration area, and indoor wash rack in the North Dairy Barn, completed in partnership with Rock County and the Dairy Youth Auction
- New gates for the Goat Barn
- A modernized portable building to upgrade our entertainment trailer

The Rock County 4-H Fair is a cherished annual tradition, celebrating its 97th year in 2026. Last year, we welcomed more than 50,000 visitors, and we remain inspired by the fair’s ability to bring communities together and help shape future leaders and engaged citizens.

As we prepare for the 2026 Rock County 4-H Fair, taking place July 28–August 2, we invite you to become a sponsor. We offer a variety of opportunities to showcase your business, and we are always happy to create a customized package tailored to your goals.

Sincerely,

Ryan George, Beth Burdick, Jeff Hodges, Robin Heath, Maureen Fox-Rusch, Shannon Klassy, Dana Powell, Josh Firgens, BJ Arnold, Andy McWilliams, Zeb Demrow, Amanda Morton and Emma McNally.

The Rock County 4-H Fair Board



ROCK COUNTY 4-H FAIR

EST 1930

As one of the oldest 4-H fairs in the United States, the Rock County 4-H Fair offers a rich and engaging experience for every visitor. From an impressive variety of livestock



and animal exhibits to a vibrant carnival and countless unique project displays, the Fair provides a rare opportunity to explore the talents, dedication, and achievements of youth from across the county. For one special week each year, guests can immerse themselves in hands-on learning, celebrate local agriculture, and gain a deeper appreciation for the many skills developed through 4-H and related youth programs.

This year, we are placing a strong emphasis on the value the Rock County 4-H Fair brings to our community by offering a wide variety of entertainment activities that families can enjoy together year after year.

Our goal is to ensure the Rock County 4-H Fair remains a fun, welcoming, and affordable experience for everyone in our community.



Why Sponsorship Is a Smart Investment for Your Brand

Our visitors primarily come from South-Central Wisconsin and Northern Illinois, providing a strong opportunity for your organization to expand its presence across both local and regional markets. The Rock County 4-H Fair attracts more than 50,000 attendees each year, representing a wide range of ages, interests, and demographic groups—placing your brand in front of multiple target audiences at once.

Your company's visibility will be strengthened through inclusion in thousands of programs, posters, flyers, newspapers, websites, digital communications, and social media channels, ensuring broad and consistent exposure throughout the entire promotional period.



Rock County 4-H Fair by the numbers

- Over 50,000 Fair Visitors
- Over 1,000 Youth Exhibitors
- 20,600 Facebook/Instagram followers
- 923,000 unique FB/Instagram visitors
- 1.8 million total visits

WWW.ROCKCOUNTY4HFAIR.COM



ROCK COUNTY 4-H FAIR

MAKING A DIFFERENCE IN THE LOCAL COMMUNITY

ROCK COUNTY
4-H FAIR
HAS AN ANNUAL
**\$16.2
MILLION**
impact on the
local economy with
66,150
Visitors
2024 Data

**\$810
THOUSAND**
FISCAL IMPACT
SALES AND HOTEL
TAX REVENUES

12%
OF VISITORS
ORIGINATED FROM
OUT OF TOWN

LOCAL FAIR FACTS



300 Hotel Room Nights Generated



120 Ongoing Jobs Sustained



\$5.6 Million Wages Created



In 2025, the International Association of Fairs and Expositions (IAFE) partnered with Johnson Consulting to measure the economic impact of agricultural fairs and exposition in the United States of America at both national and regional levels. All 74 Wisconsin fairs participated in this study. The numbers found these pages are from the study.

WWW.ROCKCOUNTY4HFAIR.COM



Christmas in July

July 28 - August 2

TUESDAY



FAIREST CORONATION
6 PM

WEDNESDAY



ROCK COUNTY IDOL
5 PM

THURSDAY



MATT ANDRUS
5 - 7 PM



BREW HOUSE TENT
7:30 PM



BREE MORGAN
7:00 -10:30 PM



BELLA CAIN
7:30 -10:30 PM

FRIDAY



TIM
O'GRADY
4 - 7 PM



IDOL
WINNER
7:30 PM

SATURDAY



PINK
HOUSES
NOON-3PM



PRIME
COUNTRY
4 - 7 PM

SUNDAY



UW BAND
NOON



DREW BALDRIGE
8:00 PM



BLUE STEEL
8 - 10:30 PM



JWA WRESTLING
2 PM



Sponsorship Levels

Overall Fair Sponsor

\$6,000

The overall fair sponsor, this will include:

- Logo on placed under the fair logo with the tag line, "Sponsored by company logo."
- Sponsor name mentions before each live grandstand performance
- Recognition on the Fair website and website link provided from our website to your website.
- Promotions
 - Fair poster recognition
 - Name placement in all print, radio and billboard ads
 - Sponsorship banner on three side of the fairground (fair provided)
 - Sponsorship recognition on Appreciation Board at the Fairgrounds
 - Sponsorship recognition in the fair brochure
 - Sponsorship banner in the Stock Pavilion
- One hundred (100) daily tickets (valued at \$1,000)
- Limited to 1 sponsor



Entertainment Sponsor

\$3,500

Sponsor **one of our main entertainment events:**

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.

1. Wednesday: Bree Morgan
2. Thursday: Matt Andrus & Bella Cain
3. Friday: Tim O'Grady & Drew Baldrige
4. Saturday: Pink House/Prime Country/Blue Steel
5. Sunday: UW Band & JWA Wrestling



Sponsorship includes:

- 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
- Recognition in the fair brochure
- 4 ft x 4 ft banner on the Main Stage.
 - Sponsor provided
- Seventy five (75) daily tickets (valued at \$750)
- Limited to 1 sponsor per day



Sponsorship Levels

Barnyard Brewhouse Sponsor

\$3,500

Barnyard Brewhouse - (Entire Fair Week)

- Exclusive sponsorship of the Barnyard Brewhouse tent and brew yard for the week of fair.

Sponsorship includes:

- Sponsor of the Tuesday evening Trivia contest held in the Barnyard Brewhouse.
- Banners located in the Barnyard Brewhouse promoting your business.
 - (Sponsor provided)
- 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
- Recognition in the fair brochure
- 4 ft x 4 ft banner on the fair ground fence
 - Sponsor provided
- Seventy five (75) daily tickets (valued at \$750)
- Limited to 1 sponsor per day

Day Sponsor

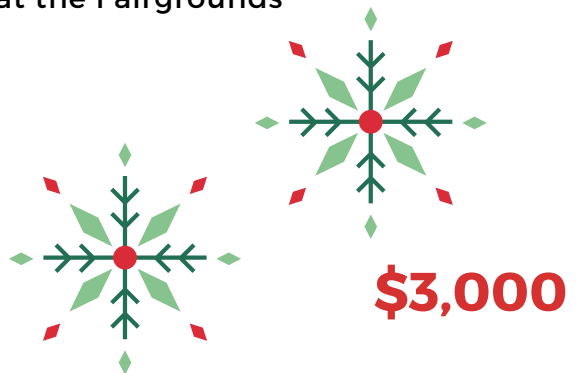
- Sponsor a day at the Rock County 4-H Fair
- Signage provided by sponsor at all (4) gates
- Limited to 1 sponsor per day

Date Options:

- Tuesday, July 28
- Wednesday, July 29
 - 1st Responder Appreciation Day
- Thursday, July 30
 - Veteran's Appreciation Day
- Friday, July 31
- Saturday, August 1
- Sunday, August 2

Sponsorship includes:

- Website link provided from our website to your website
- 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)





Sponsorship Levels

Building Banner Sponsor

\$2,500

- Sponsor a banner on a fair barn of your choice during fair week (sponsor supplied)

- Beef Barn
- Dairy Barn North
- Dairy Barn South
- Sheep Barn
- Swine Barn
- Goat Barn
- Rabbit Barn
- Poultry Barn

- Sponsor a banner on an entertainment side stage of your choice during fair week. (sponsor supplied)

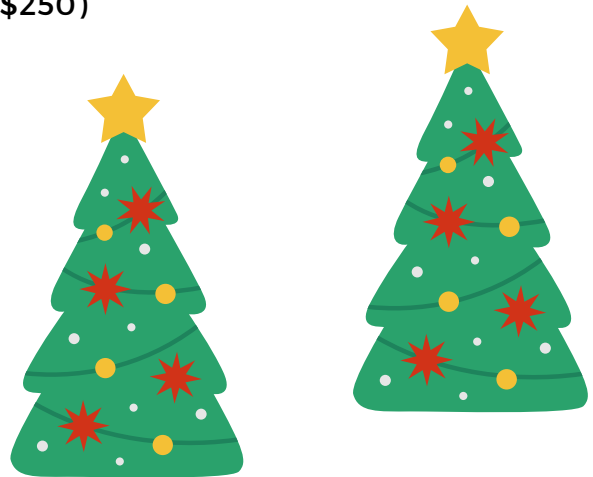
- Craig Avenue Stage
- Food Fair Stage

- Sponsor a banner on an exhibition hall of your choice during fair week. (sponsor supplied)

- Craig Center
- Block Building
- Blackhawk Building

Sponsorship will include:

- Your logo on our website and website link provided from our website to your website
- 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)



Daytime Entertainment Sponsor

\$2,000

- Sponsor a free family friendly entertainment event during fair week.
- Choose from:
 - Lumberjack Show
 - Agri-Golf
 - Jump Pad
 - Rock County Idol Contest
- (Limited to 1 sponsor per event)

Sponsorship includes:

- 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 (20) daily tickets (valued at \$200)



Sponsorship Levels

Fair Amenities Sponsor

\$1,500

- Sponsor 60 hand sanitizing stations throughout the Fairgrounds during fair week (signage sponsor supplied)
 - Sponsor (2) 6 person golf carts for senior transport during fair week (signage sponsor supplied)
 - Sponsor 4 - 6 golf carts for fair-related use. (signage sponsor supplied)
- Sponsorship includes:**
- 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
 - Fifteen (15) daily tickets (valued at \$150)

Livestock Show Program 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
 - Dairy
 - Sheep
 - Goat
 - Swine
 - Meat Animal Sale
 - Poultry
 - Fur and Feather Sale
- Sponsorship includes:**
- 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

\$750

- Sponsor the kids pedal tractor pull competition
 - Sponsor the Superintendent & Volunteer Lounge
 - Show your support of the people who make Rock County Fair possible.
 - This sponsorship includes naming rights of the Fair's volunteer lounge during Fair Week.
 - Sponsor Ag Adventure Land
 - Sponsor the learning of young fair attendees with agricultural themed activities and experiences.
- Sponsorship includes:**
- Sponsorship recognition on Appreciation Board at the Fairgrounds
 - Recognition on the Rock County 4-H Fair website and in fair brochure
 - Seven (7) daily passes (valued at \$70)





Sponsorship Levels

Red Ribbon Sponsor

\$550

- Your logo/name 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)

Contest Sponsor

\$500

Sponsor one of our exciting fair contests:

- Little Wrangler Roundup
- Where is Rocko?
- As Seen on Pinterest Contest
- Pie Contest
- Photography Contest
- "State Fair" Contest

Sponsorship includes:

- Sponsorship recognition at the contest.
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Five (5) daily passes (valued at \$50)

Advertising Sponsor

\$450

Want exposure to thousands of attendees, exhibitors, and partners of the Fair?

- List your company's logo with a link to your website on the Sponsor page on the Fair's website. Listings will be published on the website until December 31st of the current Fair year.
- Sponsorship recognition on Appreciation Board at the Fairgrounds.



Sponsorship Agreement

2026 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

Payment in full is required by May 15, 2026 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

Overall Fair Sponsor - \$6,000

Limit 1 sponsor

Barnyard Brewhouse Sponsor - \$3,500

Limit 1 sponsor - All Week

Entertainment Sponsor - \$3,500

Limit 1 sponsor per day

- Wednesday: Bree Morgan
- Thursday: Matt Andrus & Bella Cain
- Friday: Tim O'Grady & Drew Baldrige
- Saturday: Pink House/Prime Country/Blue Steel
- Sunday: UW Marching Band & Wrestling

Building Banner Sponsor - \$2,500

Limit 1 sponsor for each location

- Beef Barn
- Dairy Barn - North
- Dairy Barn - South
- Sheep Barn
- Swine Barn
- Goat Barn
- Rabbit Barn
- Poultry Barn
- Craig Avenue Stage
- Food Fair Stage
- Craig Center
- Block Building
- Blackhawk Building

Day Sponsor - \$3,000

Limit 1 sponsor per day

- Tuesday - July 28
- Wednesday - July 29 - 1st Responder. App. Day
- Thursday - July 30 - Veteran's App. Day
- Friday - July 31
- Saturday - August 1
- Sunday - August 2





Sponsorship Agreement

2026 ROCK COUNTY 4-H FAIR

Top Showman Sponsor - \$2,000

Limit 1 sponsor for each event

- Lumberjack Show
- Agri-Golf
- Jump Pad
- Rock County Idol Contest

Fair Amenities Sponsor - \$1,500

Limit 1 sponsor for each item

- Hand Sanitizing Stations
- Golf Cart Transportation
- Fair Use Golf Carts

Livestock Show Program Sponsor - \$1,000

Limit 1 sponsor for each event

- Beef Show
- Dairy Show
- Sheep Show
- Swine Show
- Goat Show
- Rabbit Barn
- Poultry Barn
- Meat Animal Sale
- Fur & Feather Sale

Blue Ribbon Sponsor - \$750

Limit 1 sponsor for each item

- Kids Pedal Tractor Pull
- Superintendent/Volunteer Lounge
- Ag Adventure Land

Red Ribbon Sponsor - \$550

- Red Ribbon Sponsor

Contest Sponsor - \$500

Limit 1 sponsor for each event

- Little Wrangler Roundup
- Where is Rocko? Contest
- As Seen on Pinterest Contest
- Pie Contest
- "State Fair" Contest
- Photography Contest

Advertising Sponsor - \$450

- Advertising Sponsor





Thank You

2025 ROCK COUNTY 4-H FAIR

We greatly appreciate our past sponsors...

**American Family Insurance - Kris Agnew, Bank of Milton,
Bank of New Glarus, Bergendal Septic Service, Bill & Marion Barlass,
Bjoin Limeston, Black Bridge Family Dental,
Blackhawk Community Credit Union, Carolyn Butts,
County Pride Meats, Dairyland Seed, Delong Company, Dollar
General, Donald Krueger, Eric & Teresa Johnson, Eric Conway,
Farmers & Merchants Union Bank, Festival Foods,
Frank Silha & Sons, Inc. George Auction -Ryan George,
George Auction Service, Grove Monuments, Harris Ace Hardware,
Jan Lubow, Jim & Linda Viney, Kathryn Robinson,
Kirk & Marilyn Leach, Klitzman Seeds, Lake Ridge Bank,
McFarlane Pheasants, Inc. Morrison Auto, Nowlan Law Office,
Rath Gibson, Robin Heath, Rock Realty- Laura Fuhrmann,
Rock Road Companies, Rooster Roofing, Seneca Foods Foundation,
South Central Well and Pump, SSM Health, Terry & Jane Metcalf,
Tom Reed, Towns Farms, Inc., Tricor Insurance, Hyvee,
Blain's Farm & Fleet, Tri-County Dairy Supply, Compeer,
Frank Beer Distributing, Town Bank and Benevity.**

WWW.ROCKCOUNTY4HFAIR.COM



Rock County 4-H Fair
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