

Associate of the Fair: Saffire

The Wisconsin Association of Fairs Associate of the Year award is to recognize an outstanding business that has made a significant impact to WAF members. This year we would like to congratulate Saffire.

For more than 16 years, Saffire has been a premium provider of ticketing, website, and branding services and is proud to be a part of so many Fairs throughout Wisconsin and the country. Not only does Saffire call the Fair industry home, many of our team members are former event organizers who really understand the day to day challenges of live events – no matter how “normal” or crazy the situation is. They love helping Fairs solve problems, bring more people to their events, and provide support when they really need it. They strive to make things easier for you and your Fair so that you can focus on what’s most important – your fairgoers.

For years, Saffire has been supporting WAF with our website and convention registration; attends the convention annually and exhibits in our trade show and provides sponsorship. Most recently, Saffire teamed with WAF to help us rebrand and coming in February, will complete our new website design. Though very big tasks to undertake, Saffire’s staff made the process a very easy one, listening to our concerns and goals, and implementing a final product that exceeded our expectations.

The Wisconsin Association of Fairs proudly honors Saffire with the 2025 Associate of the Year award. Congratulations!