

2023 SPONSORSHIP OPPORTUNITIES



Walworth County Fair
www.walworthcountyfair.com
262-723-3228



CALL FOR SPONSORSHIP

The Walworth County Agricultural Society would like to invite you to be a part of the international award-winning Walworth County Fair, hosted by the Walworth County Fairgrounds, a non-profit 501 (c) (3) charitable organization. By blending your products and services with the largest county fair in Wisconsin, you can help us heighten the experience for our patrons while also promoting your company. Our Fair offers a wide range of demographics and genres to achieve a pleasant, relaxing family-friendly environment in order to provide educational exhibits and entertainment for our visitors. Please consider joining us for this incredible marketing opportunity; it will give your business excellent community exposure and increased market visibility while helping us to preserve an important site for community engagement.

WALWORTH COUNTY FAIR

150,000

Walworth County Fair Visitors

15,000

Exhibitor Entries

1,600

Youth & Open Class Exhibitors

250

Vendors

99

Acres

40

Buildings

WEB PRESENCE & FOLLOWERS

100,000

Fairgrounds Website

+ Monthly Visitors

55,000

Facebook

1,700

Twitter

1,600

Instagram

GEOGRAPHICAL REACH



WHY DOES SPONSORSHIP MAKE SENSE FOR YOUR BUSINESS?

- Geographically, the majority of our patrons are from southeast Wisconsin and northern Illinois, which offers the opportunity to expand or strengthen your presence in local and regional markets.
- Our Fair offers a wide variety of demographic opportunities. Families of every race, income and level of education attend allowing your company to create awareness and increase loyalty in a variety of target markets.
- Your business can "go home" in thousands of flyers, newspapers, programs, posters and inserts as well as web-based digital campaigns and social media posts.
- You will see increased brand awareness through on-site exposure and media coverage while shaping and reinforcing positive public perception of your company through the support of a non-profit that benefits the residents of Walworth County.

" Your tax-deductible sponsorship creates an opportunity for your business to increase positive brand and product perception, along with awareness. "

-LARRY GAFFEY, General Manager



BENEFITS OF SPONSORSHIP

SPONSORSHIP BENEFITS	SUPREME GRAND CHAMPION \$50,000	GRAND CHAMPION \$25,000	PLATINUM \$10,000	GOLD \$5,000	BRONZE \$2,500	BLUE RIBBON \$1,500	RED RIBBON \$1,000
Daily admission tickets to the Walworth County Fair	300	200	100	50	30	20	10
Passes to access the Sponsor Tent at the Walworth County Fair	100	50	20	10	6	4	2
Sponsorship ribbon	X	X	X	X	X	X	X
Sponsorship signage prominently displayed.	X	X	X	X	X	X	X
Logo displayed on Walworth County Fairgrounds website	X	X	X	X	X	X	X
Rights to use Fairgrounds logo for promotional purposes	X	X	X	X	X	X	X
Promotional mentions on Fairgrounds social media	X	X	X	X	X		
PA announcements during Fair	X	X	X				
Presenting part of the Fair	Entire Event	One Day	Main Stage				
Banner on the main stage	X	X					

SPONSOR TENT AT THE FAIR

Located next to the grandstand stage, the Sponsor Tent is an exclusive area for you to sit back, relax and mingle while enjoying complimentary refreshments and snacks throughout the entire Fair. It also provides you with a great view of all of our exciting grandstand entertainment.



COMMITMENT TO SPONSORSHIP

ANY QUESTIONS?

Contact **LARRY GAFFEY** at
262-723-3228 or
larry @ walworthcountyfair.com.

I/We hereby agree to be a sponsor of the Walworth County Fairgrounds. We will provide our logo for promotional to office@walworthcountyfair.com. We will receive the benefits listed above and will agree to pay the Walworth County purposes Fairgrounds the sum listed below by August 1, 2023.

SPONSORSHIP COMMITMENT: _____

SPONSOR: _____

ADDRESS: _____

CITY & STATE: _____

TELEPHONE: _____

WEBSITE: _____

CONTACT NAME: _____

SIGNATURE: _____ DATE: _____

Please return a signed copy of this agreement to:

Walworth County Fairgrounds
P.O. Box 286
Elkhorn, WI 53121

THANK YOU FOR YOUR COMMITMENT

Thank you for your commitment in sponsoring the Walworth County Fair. We look forward to building and growing a partnership with you and your business that benefits not only you and the Fairgrounds but also the surrounding community.