

# SPONSORSHIP OPPORTUNITIES



## SEPTEMBER 2-7

**WALWORTH COUNTY FAIR**  
[www.walworthcountyfair.com](http://www.walworthcountyfair.com)  
262-723-3228



# CALL FOR SPONSORSHIP

The Walworth County Agricultural Society invites you to be part of the award-winning Walworth County Fair, hosted at the Walworth County Fairgrounds, a nonprofit 501(c)(3) organization.

By partnering with us, your business can connect directly with the largest county fair in Wisconsin while helping us make the experience better for our guests. We work hard to keep the Fair welcoming, family-friendly, and rooted in education, agriculture, and community.

Sponsorship is more than advertising. It's a way to support a local institution that brings people together, creates lasting memories, and strengthens the entire region.

## WHY DOES SPONSORSHIP MAKE SENSE FOR YOUR BUSINESS?

- Most of our guests come from southeast Wisconsin and northern Illinois, giving your business meaningful exposure in both local and regional markets.
- Our award-winning Fair attracts more than 100,000 visitors over six days. That puts your brand in front of a large, engaged, and diverse audience.
- Your business will be featured in printed materials, programs, signage, and digital promotions, as well as on our website and social media channels.
- You'll gain strong on-site visibility at the Fair while supporting a nonprofit that benefits the people of Walworth County.

**"Your tax-deductible sponsorship helps your business get noticed while supporting a community event that matters to thousands of families."**

— Larry Gaffey, General Manager

## WALWORTH COUNTY FAIR

**140,000** 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 VISITS

**60,000** SOCIAL MEDIA FOLLOWERS

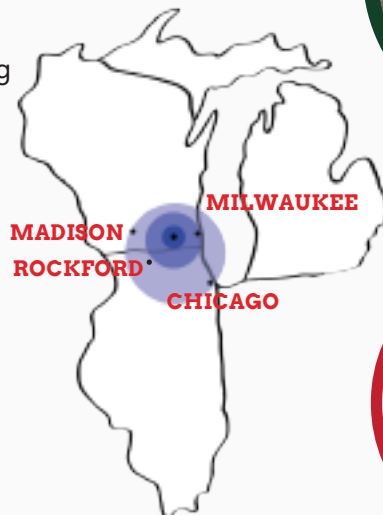
FIND US ON



## GEOGRAPHICAL REACH

+ The Fair draws heavily from southeast Wisconsin and northern Illinois, including Kenosha, Madison, Milwaukee, Racine, Rock, Waukesha, Rockford, and Chicago.

This gives sponsors visibility across a broad regional footprint, not just Walworth County.



# BENEFITS OF SPONSORSHIP

Sponsoring the Walworth County Fair gives your business real, visible presence before, during, and after the event. You'll receive admission tickets, access to the VIP Sponsor Tent, on-site signage, digital exposure, and public recognition throughout the Fair. Higher levels receive more tickets, more tent access, and broader presenting opportunities but every sponsor is recognized and treated as a partner, not just a logo.

## WHAT THESE BENEFITS MEAN IN REAL LIFE

- DAILY ADMISSION TICKETS**  
 Complimentary tickets for your team, clients, and guests so they can experience the Fair.
- VIP SPONSOR TENT PASSES**  
 Access to a private tent next to the Grandstand where you can host guests, meet people, and enjoy the entertainment in comfort.
- SPONSORSHIP RIBBON**  
 A recognition ribbon included with your sponsorship package.
- SPONSOR BANNER ON FAIRGROUNDS**  
 Your banner displayed in a high-visibility location selected by the Fair.
- LOGO ON FAIR WEBSITE**  
 Your logo featured on our sponsor page throughout the season.
- USE OF FAIRGROUNDS LOGO**  
 Permission to reference your partnership in your own marketing and promotions.
- SOCIAL MEDIA MENTIONS**  
 Recognition across Fairgrounds social channels leading up to and during the Fair.
- GRANDSTAND BANNER PLACEMENT**  
 Visible signage in our main entertainment area.
- PRESENTING OPPORTUNITIES**  
 Available as Entire Event, One Day, or Main Stage depending on your level.
- PA ANNOUNCEMENTS**  
 On-site recognition during Fair programming.



## SPONSOR TENT AT THE FAIR

Located next to the Grandstand stage, the Sponsor Tent is an exclusive space where you can sit back, visit with guests, and enjoy the show.

It's close enough to feel part of the action, but comfortable enough to actually relax and take it all in.













































## SPONSORSHIP BENEFIT LEVELS

	<b>SUPREME GRAND CHAMPION</b> <b>\$50,000+</b>	<b>GRAND CHAMPION</b> <b>\$25,000</b>	<b>PLATINUM</b> <b>\$15,000</b>	<b>GOLD</b> <b>\$10,000</b>	<b>SILVER</b> <b>\$5,000</b>	<b>BRONZE</b> <b>\$2,500</b>	<b>BLUE RIBBON</b> <b>\$1,500</b>
Daily admission tickets to the Walworth County Fair	300	200	150	100	50	30	20
Passes to access the VIP Sponsor Tent at the Walworth County Fair	200	100	50	25	10	4	2
Sponsorship ribbon	✓	✓	✓	✓	✓	✓	✓
Sponsor banner displayed on Fairgrounds <i>(placed at discretion of Fair)</i>	✓	✓	✓	✓	✓	✓	✓
Logo displayed on Walworth County Fairgrounds website	✓	✓	✓	✓	✓	✓	✓
Rights to use Fairgrounds logo for promotional purposes	✓	✓	✓	✓	✓	✓	✓
Promotional mentions on Fairgrounds social media	✓	✓	✓	✓	✓	✓	
Banner in the Grandstand Area	✓	✓	✓	✓	✓	✓	
Presenting part of the Fair	ENTIRE EVENT	ONE DAY	MAIN STAGE				
PA announcements during the Fair	✓	✓					

# COMMITMENT TO SPONSORSHIP

## 2026 WALWORTH COUNTY FAIR

Thank you for considering a partnership with the Walworth County Fairgrounds. Your support helps us continue a long-standing community tradition while giving your business meaningful visibility throughout the Fair.

	<b>SUPREME GRAND CHAMPION \$50,000+</b>	<b>GRAND CHAMPION \$25,000</b>	<b>PLATINUM \$15,000</b>	<b>GOLD \$10,000</b>	<b>SILVER \$5,000</b>	<b>BRONZE \$2,500</b>	<b>BLUE RIBBON \$1,500</b>
Daily admission tickets to the Walworth County Fair	300	200	150	100	50	30	20
Passes to access the VIP Sponsor Tent	200	70	50	25	10	4	2
Sponsorship ribbon							
Sponsor banner displayed on Fairgrounds							
Logo displayed on Walworth County Fairgrounds website							
Rights to use Fairgrounds logo for promotional purposes							
Promotional mentions on Fairgrounds social media							
Banner in the Grandstand Area							
Presenting part of the Fair							
PA announcements during the Fair							

### SPONSOR INFORMATION:

SPONSOR: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY & STATE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

### SPONSORSHIP LEVEL: (CHECK ONE)

- SUPREME GRAND CHAMPION \$50,000+   
  GRAND CHAMPION \$25,000   
  PLATINUM \$15,000  
 GOLD \$10,000   
  SILVER \$5,000   
  BRONZE \$2,500   
  BLUE RIBBON \$1,500

**AGREEMENT:** I/We hereby agree to be a sponsor of the Walworth County Fairgrounds. We will provide our logo for promotional purposes to office@walworthcountyfair.com. We will receive the sponsorship benefits associated with our selected level and agree to remit payment to the Walworth County Fairgrounds by May 1, 2026.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**PLEASE RETURN A SIGNED COPY TO: WALWORTH COUNTY FAIRGROUNDS**  
 P.O. Box 286, Elkhorn, WI 53121

Questions? Contact Larry Gaffey | 262-723-3228 | larry@walworthcountyfair.com