

175th Annual Fond du Lac County Fair July 15-19, 2026



Grand Champion Sponsor Benefits

- Business or logo in all print advertising (brochures, posters, etc) -\$6,000 Value
- Business mention in all 30 or 60 second radio commercials- \$3,500 Value
- Business or logo on website and mentioned on social media- \$6,000 Value
- Business or logo on Sponsorship sign placed at the Fair
- 10% investment back in choice of ticketing, parking, food vouchers, and/or rental space for the Fair
- Total of marketing and advertising assets: \$15,500+
- Total of cash commitment of \$7,500+ or in kind commitment of \$9,375+

Reserve Champion Sponsor Benefits



- Business mentioned included in equal rotation of 30 and 60 second radio commercials- \$3,500 Value
- Business or logo inclusion in all website and social media- \$6,000 Value
- Business or logo in 33% of all print advertising (brochures, posters, etc.) \$2,000 Value
- Business or logo on Sponsorship sign placed at the Fair
- 10% investment back in choice of ticketing, parking, food vouchers, and/or rental space for the Fair
- Total of marketing and advertising assets: \$11,500+
- Total of cash commitment of \$5,000 to \$7,499 or in kind commitment of \$6,250 to \$9,374



Blue Ribbon Sponsor Benefits



- Business or logo in 33% of print advertising (brochures, posters, etc) - \$2,000 Value
- Business or logo on website and mentioned on social media - \$3,000 Value
- Business or logo on Sponsorship sign placed at the Fair
- 10% investment back in choice of ticketing, parking, food vouchers, and/or rental space for the Fair
- Total of marketing and advertising assets: \$5,000+
- Total of cash commitment of \$2,500 to \$4,999 or in kind commitment of \$2,500 to \$6,249

Red Ribbon Sponsor Benefits

- Business or logo on Sponsorship sign placed at the Fair
- 8% investment back in choice of ticketing, parking, food vouchers, and/or rental space for the Fair
- Total of cash commitment/or in kind commitment of \$1,000 to \$2,499



White Ribbon Sponsor Benefits

- Business or logo on Sponsorship sign placed at the Fair
- 6% investment back in choice of ticketing, parking, food vouchers, and/or rental space for the Fair
- Total of cash commitment/or in kind commitment of \$400 to \$999



Community Partnership Proposal

Introduction

The Fond du Lac County Fair is a cornerstone of our community, bringing people together to celebrate local traditions, agriculture, and innovation. Each year, this cherished event thrives through the support of dedicated community partners who contribute essential resources and services. We invite your company to join us as a vital sponsor, helping to make this year's Fair a success.

Why Partner with Us?

By partnering with the Fond du Lac County Fair your company will:

- **Demonstrate Community Leadership:** Showcase your commitment to supporting local culture and fostering community development.
- **Gain Valuable Exposure:** Benefit from brand visibility to thousands of attendees, social media followers, and local media coverage.
- **Network with Stakeholders:** Build connections with other community members, businesses, and organizations.

In-Kind Sponsorship Opportunities

Your company's contributions of equipment, materials, or services are vital to the Fair's operations. Below are examples of in-kind support opportunities:

- **Agricultural Implements:** Equipment such as tractors, plows, or loaders to assist with event setup and maintenance.
- **Logistics Support:** Transportation services, forklifts, or other tools to manage fairground logistics.
- **Landscaping and Maintenance:** Tools, products, or machinery for ground preparation and beautification.
- **Power and Utilities:** Generators, lighting systems, or other electrical support.

Recognition and Benefits

As a valued sponsor, your company will receive:

1. Brand Visibility:

- Logo placement on Fair signage, programs, and marketing materials.
- Acknowledgment in press releases and social media posts.

2. Exclusive On-Site Opportunities:

- Exhibit space to showcase your brand and products.
- Verbal recognition during key Fair events.

Partnership Tiers

Gold Partner

Contribution: Significant equipment or service contribution for Fair operation; logo placement in marketing materials and exhibitor space. (Trade value = \$1,500+)

Silver Partner

Mid-level contribution of a cash donation range of \$200 to \$500 or a singular piece of equipment (Trade Value = \$1,500 to \$500); recognition in marketing materials

Bronze Partner

Minimal contribution, less than \$200 cash donation or minimal equipment contribution (Trade value = \$500 or less).

Exhibitor Space:

Space will be allocated in accordance with availability and return sponsors. Amount of space will range from 250 to 1,000 square feet to be determined by July 1st annually based on donation and equipment to be put on display.

300 square feet of space after space is allocated to Gold Partners

200 square feet of exhibitor space after Gold and Silver Partner space is fulfilled