

# 171th Annual Fond du Lac County Fair July 20-24, 2022



## Grand Champion Sponsor Benefits



- Name or logo in all print advertising (brochures, posters, etc.)
  - \$6,000 value
- Name mention included in all :30 and :60 radio commercials
  - \$3,500 value
- Name or logo inclusion in all website and social media
  - \$6,000 value
- Name or logo on 3 Grand Champion signs placed at the Fair
- Name or logo on donor board placed at the Fair
- 10% of investment back in choice of ticketing, parking, food vouchers, and/or space rental 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

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



**Blue Ribbon Sponsor Benefits**

- Name or logo in 33% of all print advertising (brochures, posters, etc.)
  - \$2,000 value
- Name or logo inclusion in all website and social media
  - \$3,000 value
- Name on 5 Blue ribbon signs with other blue ribbons sponsors placed at the Fair
- Name on donor board placed at the Fair
- 10% of investment back in choice of ticketing, parking, food vouchers, and/or space rental for the Fair
- Total of marketing and advertising assets: \$5,000 +
- Total cash commitment of \$2,500 to \$4,999 or in-kind commitment: \$2,500 to \$6,249



**Red Ribbon Sponsor Benefits**

- Name on Red ribbon signs with other red ribbon sponsors placed at the Fair
- Name on donor board placed at the Fair
- 8% of investment back in choice of ticketing, parking, food vouchers, and/or space rental for the Fair
- Total cash and/or in-kind commitment: \$1,000 to \$2,499



**White Ribbon Sponsor Benefits**

- Name on donor board placed at the Fair
- 8% of investment back in choice of ticketing, parking, food vouchers, and/or space rental for the Fair
- Total cash and/or in-kind commitment: \$400 to \$999

Please Note: All benefit items received at each sponsorship level can be customized to your liking to fit your company’s marketing needs and goals. Please let us know if you are interested in more or less of the assets listed.

**To learn more about the Fond du Lac County Fair, log on to [www.fonddulacountyfair.com](http://www.fonddulacountyfair.com). If you have any questions, please contact Katie Grinstead at 920.960.8190 or [katiegrinstead@virclar.com](mailto:katiegrinstead@virclar.com)**

To claim your place in our sponsorship program please mail or email (Katie) the following information to: Fond du Lac County Agricultural Society, c/o Matt Immel, P.O. Box 1466, Fond du Lac, WI 54936

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone & Email: \_\_\_\_\_

Sponsorship level: \_\_\_\_\_

Amount or value of contribution: \_\_\_\_\_

Event Sponsored: \_\_\_\_\_

Circle one:    Check Enclosed                  Please Invoice