

**Education, Entertainment, and
Affordable Family Fun....**



**Find it all at the 172nd Annual
Fond du Lac County Fair!!!**

**2023 Sponsorship and Marketing
Partnership Program**

172nd Annual Fond du Lac County Fair
July 19-23rd, 2023

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Mission Statement: The Fond du Lac County Agriculture Society is a non-profit organization providing a family oriented event that is safe, educational, and fun for all ages. We strive to provide a welcoming environment for volunteers, promote the strong agricultural culture which exists in the county, and maintain the commitment to life-long learning. The Fond du Lac Ag Society is committed to its mission of supporting youth, agriculture, and community.

The Fond du Lac County Fair is a unique venue that brings rural and urban families together to celebrate Wisconsin's Agriculture heritage and industry. The Fair intermingles interactive and educational experiences such as our Ag Education and Birthing center and our 4-H and FFA exhibits with the variety of entertainment offered including musical acts, carnival rides, and motorsports. The goal is to provide a safe, welcoming environment for families to be entertained while learning how their food and other household goods travel from the farm to the kitchen table. **The Fond du Lac County Fair is run by the Fond du Lac County Agricultural society and is a non-profit 501c3 volunteer-run organization.** It is a separate entity from Fond du Lac County and does not receive funding from the county. Individuals and corporations have stepped forward to join the Fond du Lac County Agriculture Society to help continue this piece of American tradition--the Fond du Lac County Fair.

Attendance to the Fond du Lac County fair remains strong. Attendance figures for the last five years are as follows:

| | |
|------|----------------|
| 2022 | Approx 60,000 |
| 2021 | Approx. 55,000 |
| 2020 | Modified fair |
| 2019 | Approx. 45,000 |
| 2018 | Approx. 55,000 |



In 2022 the Fond du Lac County Fair was still able to contributed to charitable organizations within Fond du Lac County for their volunteer services during the fair. This amount does NOT include what the 4-H, Farm Bureau, and Optimist groups raise at their concession stands during the Fair. Your association with the Fond du Lac County Fair will help continue to make a bigger, better fair for years to come!

Why get involved with the Fond du Lac County Fair?

Your organization will be associated with a community tradition that is dedicated to area youth, to education, to preserving our farm heritage, and to providing a safe and entertaining event for children and adults of all ages. 4-H, FFA, and other youth organizations continue to be the backbone of the Fond du Lac County Fair. The Fair is the only event in the county that provides a venue for everyone to participate in and enjoy all the entertainment the Fair has to offer. With your support we can continue to make this annual event possible.

Corporate sponsors will receive the following benefits:

- ~ Recognition as a supporter of youth, 4-H, and FFA programs.
- ~ Opportunity to help preserve and support a family-oriented event.
- ~ Name recognition and inclusion in Fair advertising campaigns.
- ~ Exposure to approximately 60,000 people.
- ~ Signage in sponsored area, opportunities for activation and product/brand exposure, and other mutually agreed upon marketing opportunities.
- ~ Guest passes that include admission and parking at the Fair.
- ~ Association with an event that has been in existence since 1852.
- ~ Assist in producing an event that raises funds for scholarships, provides funding for other civic groups and booster clubs, and foundations throughout Fond du Lac County.



Sponsorship opportunities available at the Fond du Lac County Fair

Presenting Sponsorship

The Fond du Lac County Fair is committed to promoting the goods and services offered by our local businesses in an effort to bolster the local economy. The “presenting” partnership offers a unique opportunity for a local business to partner with the longest running family tradition in Fond du Lac County. This partnership will enable the presenting sponsor to piggy-back off our marketing campaign and interact with our guests during the entire duration of the event to showcase and promote the products and services the sponsor provides.

Benefits of this partnership to the presenting sponsor include the following:

- Name/logo inclusion on ALL publications distributed regarding the Fair as a presenting sponsor. This includes letterhead, website, social media, and all print ads.
- Mentions in all radio and print ads. “The Fond du Lac County Fair presented by Company XYZ”.
- Prime placement of the sponsor’s product/staff for activation purposes during the event with the opportunity to interact with our guests.
- If desired, the sponsor would be an exclusive “stop in to win” site for Fair guests. The Fair would drive traffic to the place of business of the sponsor at agreed upon dates and times for our guests to pick up free tickets to the Fair. This is an excellent way to increase retail traffic if desired by the sponsor.
- The sponsor would be classified as a “Grand Champion Sponsor” and be entitled to all the benefits of this program according to our sponsorship guidelines.

Investment Requirements:

- **Agreement to promote the Fair on site at all of the sponsor’s business locations and via sponsor’s website and/or social media.**
- **Cash investment of \$15,000 payable by the end of July. (Discounts available for multiple year contracts)**

Full “Name” Day Sponsorship

Each year the Fond du Lac County Fair welcomes a variety of entertainment to our county. From musical acts and motorsports on our grandstand, to racing pigs and ducks and BMX stunt shows, we have entertainment to please everyone. Regional music and family entertainment are also featured on the other stages on the grounds. Additionally, our Ag Birthing and Education Center, Kids Carnival Corral, and carnival rides provide education and entertainment for families daily.

Day sponsors will be included in our marketing program as outlined in the guidelines at the end of this document based on the day sponsored and the corresponding sponsorship level. Along with the opportunity to be part of the Fond du Lac County Fair tradition, verbal recognition throughout the day, special signage at entrances, and reserved seats at that day’s Grandstand Event are included for day sponsors. Your company website will also be linked to the fair’s website and social media for one year. In 2022 our website attracted over 150,000 unique visitors who visited the site more than 225,000 times and viewed more than 260,000 pages. We have over 13,000 loyal Facebook followers that interact with us quite often. As a Day Sponsor, in addition to exposure to our “virtual guests”, you have the option to have your staff be present at the Fair to interact with fairgoers and promote your product or brand.



Ribbon Premiums

4-H, FFA, and open class exhibitors work all year long preparing their projects to take to the Fond du Lac County Fair to participate and compete for the highly coveted blue ribbon. These projects help teach youth a variety of qualities that will help prepare them for the future. A premium, or monetary award, is paid for each ribbon awarded to the exhibitor. Many youth use these premiums to save for higher education. Your donation will help make it possible to continue to pay a small reward for all the hard work these young people put into their projects.

As a sponsor of our ribbon premiums, your company will be listed as a Reserve Champion sponsor as a supporter of these programs. Sponsors will be entitled to all of the benefits and media inclusion associated with the Reserve Champion level in addition to signage in the exhibit hall. Your company website will also be linked to the fair's website and social media for one year. In 2017 our website attracted over 80,000 unique visitors who visited the site more than 120,000 times and viewed more than 200,000 pages. We have over 7,000 loyal Facebook followers that interact with us quite often. Sponsorship of the Ribbon Premiums puts your company directly in touch with the youth and open class exhibitors (mainly adults and senior citizens) that are the backbone of our event!



Leinie Lodge and Family Entertainment Stages

Our free music stages showcase a wide array of local entertainment including such names as Nashville Pipeline, Grand Union, Star Six Nine, The Jimmys, and The Boogie and the Yo Yoz among many others. We provide musical entertainment from all genres including country, rock, family entertainment, and talent competitions--there is sure to be something for everyone. We also provide a venue for local talent who may just be entering the performing arena to launch their career. The stages are conveniently located just outside the grandstand where food and beverages are just a few steps away and feature performances before and after the grandstand shows.

Sponsors of the entertainment stages will qualify to be either Blue or Red Ribbon Sponsors depending on the day(s) sponsored. Sponsors will be entitled to all of the benefits and media inclusion associated with the Blue or Red Ribbon level in addition to signage and company promotional materials displayed on and around the stage.



Professional Bull Riding and Barrel Racing

Back by popular demand! With a sold out show in 2021 Professional Bull Riding and Barrel racing is coming back to the 2022 but will be on Tuesday Night!

Rice Bull Riding Co was founded in 1997 and has grown to be one of the largest in the Midwest. Adding several new events each year. In 2015 we were chosen as the National Federation Of Professional Bull Riders (NFPB) **Producer of the year**. All our events are professionally sanctioned with the NFPB. They are the largest of their kind in the US with over 100 events in 19 states.

We are a full-service family operated Bull Riding Company located in Princeton Minnesota. With over 300 bulls in our network we are able to hand select the perfect set of bulls for all event levels, all the way to award winning PBR bulls. We offer the best in entertainment for your entire family. This is NOT A RODEO! This will be action packed top ranked Professional Bull Riding from start to finish. Besides the best Bull Riding action possible you will be entertained by the best comedy with our specialty acts. Witness high quality Bull Riding & Free Style Bull Fighting.



Family Day

Each year, The Fond du Lac County Fair dedicates an entire day specifically to family-focused entertainment. This Day features several carnival ride specials, a kiddy tractor pull, demo derby, cream puff eating contest, little britches kids showman contest, and several other family-friendly entertainment options. The Fair partners with local food pantries this day to collect non-perishable food items to help feed the hungry and in return grant free admission to the fair for all youth that day. In 2022, the Fair collected enough canned goods to feed 200 families (with on average 4 people to a family) for one week!!! The day also includes musical entertainment in addition to all of our free entertainment which is provided daily.

Our Family Day Sponsor will be recognized as a Grand Champion Sponsor. The Sponsor will be entitled to all of the benefits and media inclusion associated with the Grand Champion level in addition to special signage and live mentions during the day.



All American Lumberjack Show

1890... Stillwater had twenty-seven sawmills running and each year the spring log drive brought the mills hundreds of thousands of logs. The Logging industry had built Stillwater into one of the largest cities in the Midwest. This is where we got our start four generations ago. In 1934 Stillwater put together Lumberjack Days, an annual celebration of its logging heritage. We were a part of it then and we still are today. As time went on other cities asked us to showcase our lumberjack skills. Today the All-American Lumberjack Show entertains audiences across the United States. Our family has went on to win over thirty World Lumberjack Titles over the last three generations and was recently given the Showman of the Year Award by the Association of Iowa Fairs.

All American Lumberjack Show including Log Rolling, OP Race, Axe Throwing, Spring Board Tree Topping, Single Buck, 2 Man X-cut Sawing, Stock Saw Racing, Hot Saw Racing, Quick Carve & Log Boom Racing. It is run in head to head competition format with lots of interaction with the audience who along with the lumberjacks are on a red or blue team.



Bear Hollow Wood Carvers

Back by popular demand the wood carvers will blow you mind with their talent! 3 to 4 carving per day will be carved and carving will be auctioned off to the highest bidder. Want to sponsor the wood carver?? One carving of your choice will be given to you!!



Fairest of the Fair Scholarship and Awards Program

Each year the Fond du Lac County Fair crowns a young person to represent and promote the fair and what it stands for. Contestants go through an application process, judging which includes a formal dinner with the judges and Fair Board, individual interviews, and a 30 second public service announcement promoting the Fond du Lac County Fair. The Fairest of the Fair finals are held prior to the fair to ensure the new Fairest has time to prepare for and begin promoting the fair. During the finals, the contestants present their public service announcement and are asked a common impromptu question. From there, it's all up to the judges.

The winner is awarded a \$750.00 scholarship, 2nd place receives a \$250.00 scholarship and 3rd place receives a \$100.00 scholarship to be used toward higher education.

Sponsorship is available for the scholarships and the program itself. Each sponsorship is valued at \$1,000.00. Sponsors will be recognized as Red Ribbon Sponsor and be entitled to all of the benefits and media inclusion associate with the Red Ribbon level in addition to signage, live mentions, and attendance at the crowning.

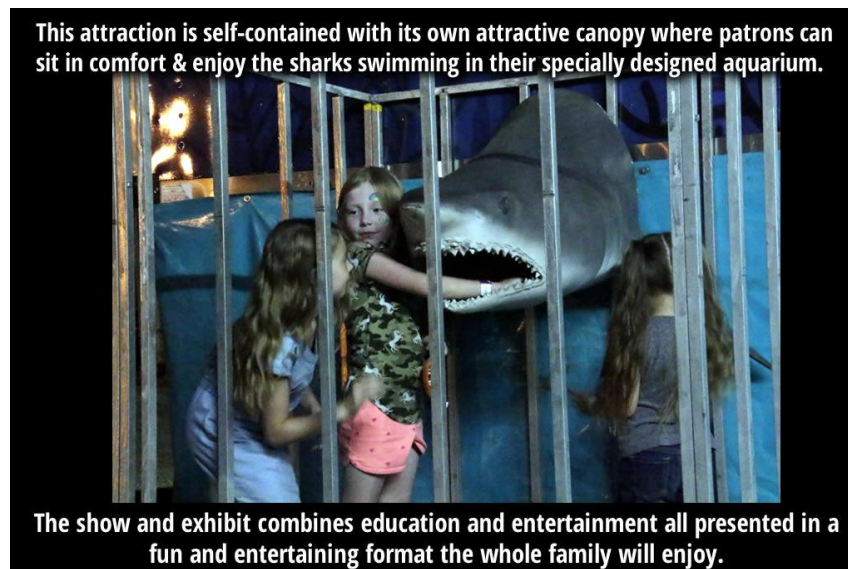


Live Shark Encounter

This attraction is self-contained with its own attractive canopy where patrons can sit in comfort and enjoy the sharks swimming in their specially designed aquarium. The show and exhibit combines education and entertainment all presented in a fun and entertaining format.

SHOW CONTENT:

- Diver swimming with Live Sharks doing natural activity never before seen by the public
- Audience views Sharks, close up with comedy and interaction throughout show
- Educational information throughout the show and on display at all times
- Questions and answers by diver at the end of each show.



The “Moo-ternity” and Education Center

In 2021, the Fair took the “Moo-ternity” Ward and Education Center to the next level to provide an even greater hands-on interactive learning experience and made a more significant impact. 2022 will be no different! We plan to have our “Moo-ternity” that will feature live calf births, chicks and ducks, baby goats, and baby sheep as part of our program to educate the public on the animal’s life cycles. This year we will again have our chicken coop where chickens can lay eggs. This will help show the beginning of the chicken life cycle. Additionally, the Fair will feature new exhibits to the Ag-Adventure Land that will include exhibits on multiple products grown and raised in Wisconsin. We will have “volunteer” farmers there for our non-farm friends to ask questions about what really happens on farms. Adding the Incredible Milking Cow would be a great addition to the educational part of the exhibit.

The “Moo-ternity” and Education Center will provide the interactive educational opportunities that will expose the general public to several of the different species, commodities, and products of Wisconsin’s Agricultural Industries. The volunteers, video feed, and veterinarians in the Birthing center will provide live, real-time access to several animals that our local farmers raise and 4-H and FFA exhibitors exhibit at the Fair. The “Moo-ternity” Ward and Education won a National Award at the International Fair Convention!



Fondy Fair 5K, Kids Fun Run, & Baby Crawling Contest

In 2021 the Fondy Fair 5K celebrated its 12th anniversary. The event started as a 5K run/walk and has grown to add a Kids Fun Run and a Baby Crawling contest. The event kicks off our Saturday morning at the Fair. Registrants are granted FREE admission to the fair that day in addition to a commemorative race shirt, prizes for the division and overall winners, and post-race refreshments. The running events have been a great way to attract new guests to the Fair that may not have fit the mold of a traditional fair-goer.

Adults and teen's race and walk through the course that begins in front of the Fair Office, travels down the midway, and then winds through the surrounding community to finish back in front of the Fair Office. The Kids fun run is open to children ages 12 and under. We offer two courses for two different age groups that winds the kids around the midway and Kids Carnival Corral. Our baby crawling contest (new in 2014) is open to any infant that crawls. A carpet is laid down at the finish line for all the other races. The first infant to crawl down and back wins. Moms and dads can use any toy or prop they want to get the infant to move. The winner receives a savings bond.

Sponsors for the Fondy Fair 5K, Kids Fun Run, and Baby Crawling Contest will be recognized as a Red Ribbon Sponsor and be entitled to all of the benefits and media inclusion associated with the Red Ribbon level in addition to signage and activation opportunities at the running events.



Children's Day and Military Day Activities

Although the Fair offers activities to please people on of all ages each day, we do offer special activities for both seniors and Children one day during the Fair. In 2019, Children's welcomed approximately 175 children from local day care centers to the Fair that day in addition to hundreds of other children that came with mom and dad or grandpa and grandma. The day featured carnival ride specials, FREE or discounted admission for kids, a coloring contest, our veggie creation contest, and entertainment by Nick's Kid Shows and our face Painter.

2019 marked our fourth Military Day and program. The day featured free admission for active and retired military personnel and guests, free refreshments, a program, and a performance by the Senior Center Scamp Band. We are happy to be able to provide a venue to recognize these men and women for their dedication to our freedom and our country.

The Children's Day Sponsor is recognized as a Red Ribbon Sponsor, and the Military Day Sponsor is recognized as a Reserve Ribbon Sponsor. If your company offers a product or service geared toward veterans, senior citizens, children, or parents, sponsorship of these days' activities may be a great way to connect with your target audience.



Truck Pull, Tractor Pull, and Demo Derby

The Fond du Lac County Fair hosts a crash and crunch Demolition Derby on Sunday produced by International Demolition Derby. This event is one of the most popular events during the Fair and crowds arrive early to guarantee a seat in the grandstand to cheer for their favorite car. Cars continue to crash and burn until the last car is standing!

The Truck and Tractor Pull is also a crowd favorite at the Fond du Lac County Fair. These events generate much community enthusiasm and participation. The grandstands are full, and cheers can be heard throughout the fairgrounds.

Sponsors of these individual events will be considered to be Blue Ribbon Sponsors. Sponsors will be entitled to all of the benefits and media inclusion associated with the Blue Ribbon level in addition to signage and live mentions the Pulls/Derby.



Fireworks to Kick off the Fair

Help kick off the 2023 Fond du Lac Fair with as Big Bang!! The show has been a crowd favorite the last 3 years and we have been told it's one of the best around!!



Family Bingo in the Expo Center

Bingo in the Expo Center for the whole family. Each day The Brothertown Indian Nation will offer free Bingo for a two hour period during the week and 4 hours on Sat and Sunday. Families will be able to grab a card and a bingo bobber and play at their leisure. Winners will be able to pick a small prize. Names will be placed in a hat for a bigger prize drawing. This will be a fun event for the whole family and your company will receive recognition for sponsoring the event all week.



IN-Kind Equipment Rental and Custom Partnerships

Each year the fair rents several items that are required to operate our event from generators to fencing and light towers to cash management systems. What does your company have to offer to assist in our event and reduce our rental expenses? Your in-kind donation will afford your company assets and benefits including admission tickets, signage, and a potential display opportunity during the fair.

Not seeing anything in this booklet that particularly sparks your interest but still interesting in partnering with our community event? It is nearly impossible to include all the events, locations, and options that the Fair has to offer. This book is designed to give just a taste of what we provide. We can customize a marketing plan fit to meet your business needs. Let's talk about your company's goals and marketing plans to see where we can find an area or event that fits your needs.

Dollar Day Ride Day

New in 2016, the Fair introduced a new program to make the Fair more affordable to families of our community. Opening day of the Fair became dollar ride day. Fairgoers can ride all rides for \$1 each all day long. The day was filled with all of our free daily entertainment, 4-H and FFA judging, and the tractor pull at night. The event was a tremendous success boasting our largest opening day attendance in almost 8 years.

We are committed to bringing back dollar day in 2022. The comments from the community were very positive. People came to the Fair that hadn't visited in quite some time. Our sponsor received a significant amount of additional recognition before and during the fair.

Dollar Day sponsors are recognized as a Reserve Champion Sponsor and are entitled to all the benefits and privileges of that sponsorship level. Don't miss out on this excellent opportunity to bring affordable entertainment to our community and receive significant brand recognition while doing so.



Sponsorship Opportunities Available at the Fond du Lac County Fair

(This is not an all-inclusive list)

| | |
|--|--------------|
| Fair Presenting Sponsorship | \$15,000 |
| Full "Name Day" Sponsorships | |
| Wednesday (Includes Dollar Day Admission Program) | \$5,000 |
| Thursday | \$5,000 |
| Friday | \$6,000 |
| Saturday | \$8,000 |
| Sunday (Family Day) | \$8,000 |
| Ribbon Premiums For the youth at the fair | \$7,000 |
| Fairest of the Fair Scholarship | \$1,100 |
| Fairest of the Fair Awards Program | \$1,000 |
| Military Day Program and Free Admission | \$6,000 |
| Cell Phone Charging Station | \$1,500 |
| Family Shade Lounge/Eating Area | \$1,000/Area |
| Leinie Lodge and Family Entertainment Stages | |
| Wednesday | \$2,000 |
| Thursday | \$2,000 |
| Friday | \$2,500 |
| Saturday | \$2,500 |
| Sunday (SOLD) | \$2,500 |
| Bear Hallow Wood Carver | \$3,000 |
| Firework Show on Tuesday Night to kick off the Fair | \$7,500 |
| Family Bingo in the Expo Center | \$2,500 |
| Live Shark Encounter | \$6,000 |
| Children's Entertainment (Nick's Kids Show) | \$3,000 |
| All-American Lumberjack Show | \$5,000 |
| Tractor Pull and Truck Pull | \$4,000 |
| Kiddie Tractor Pull (SOLD) | \$1,500 |
| Demo Derby | \$4,000 |
| Children's Day Activities | \$1,500 |
| Parking Organizations (High-School Hockey Teams) | \$3,000 |
| Ticket/Admission Gates | \$2,500 each |
| Fondy Fair 5K, Kids Fun Run & Baby Crawling Contest | \$2,500 |
| In-Kind Equipment Rental | \$-varies |
| Fondy's Got Talent Competition | \$2,500 |
| "Moo-ternity" Ward and Ag Adventure Land | \$-varies |
| Volunteer Staff Admission tickets and Appreciation Banquet | \$3,000 |

**** If the fair has to look different because of Covid-19 sponsors will be contacted to determine what they would like to do with their 2023 sponsorships**