

2019 POST-FAIR SPONSORSHIP REPORT



THANK YOU!

FOR THE FOURTH TIME IN FIVE YEARS, THE IOWA STATE FAIR SET AN ATTENDANCE RECORD.

GREAT WEATHER, PRESIDENTIAL CANDIDATES ON THE SOAPBOX, MORE THAN 125,000 CONCERT GOERS, PLUS DOZENS OF PARTNERSHIPS CREATED THROUGH THE SPONSORSHIP PROGRAM ALL CONTRIBUTED TO THIS YEAR'S SUCCESS.

THANK YOU FOR JOINING US IN MAKING THE IOWA STATE FAIR ONE OF THE BEST ANNUAL ATTRACTIONS IN THE USA!

MESSAGE TO SPONSORS

The 2019 Iowa State Fair was another record-setter! In several ways!

First, with 2019 attendance. We smashed the record with a total of **1,1700,375 visitors**. That's more than 40,000 additional Fairgoers over 2018 Fair attendance. Why? Well, the weather was a HUGE factor plus a 51% increase in Grandstand concert tickets sold and nearly every Democratic Presidential candidate hopeful had their 20 minutes on the Des Moines Register's Soapbox. The Grandstand Concert Series with new sponsor Coors Light drew a record-setting **128,502 concert-goers**. WOW!!

For more than 150 years, the Iowa State Fair has been a source of family entertainment. Livestock competitions, concerts, thrill rides, food, or just to people watch, the crowds gather on the Iowa State Fairgrounds for the most fun-filled eleven days in August. As an official sponsor of the Fair, you had a tailored opportunity to interact with nearly 1.2 million people!

THANK YOU to all **84 sponsors** for making these milestones possible. The 2019 Fair was an exciting place to eat, shop, play, be entertained, and experience what's special about our state and its people. Collectively you contributed more than **\$2.3 million** in cash and in-kind services. Yes, that's another all-time record!

Special thanks to the **Best of Show** sponsors, who represent a new level of recognition at the 2019 Fair:

Corteva Agriscience
Van Wall Equipment/John Deere
Goldman Sachs *10,000 Small Businesses*

Also thanks to the **Grand Champion** and **Champion** sponsors:

Coors Light	MidAmerican Energy Company	U.S. Cellular
Principal	Mattress Firm	Sleep Number
Pioneer	Winnebago	Iowa Realty

Here's a shout out to the **15 NEW sponsors** who joined (or re-joined) the Fair in 2019:

Corteva Agriscience	Goldman Sachs <i>10,000 Small Businesses</i>	Microsoft
Aetna	Exile Brewing Company	Iowa Total Care
LeafFilter	Iowa Select Farms	Metro by T-Mobile
Nintendo	Hilton Des Moines Downtown	Better Business Bureau
Power Up Iowa Wind	Holiday Inn Downtown Mercy Campus	Solar Day

The newly renovated East 31st Street corridor was a busy thoroughfare featuring a new streetscape, sidewalks, grass, and light poles. Fairgoers were drawn to several new attractions here including Thrill Zone, the Clydesdales' stables, and Power Up Iowa Wind's 185-foot wind turbine blade exhibit.

The Iowa State Fair is committed to maintaining the many traditions fairgoers expect as well as annual improvements and creative additions that keep this 11-day event a destination for Iowans and visitors from around the nation and the world.

THANK YOU! This collective success is not possible without our many valued sponsors!

2019 FAIR ATTENDANCE: 1,170,375 (NEW RECORD!)

Day 1 -- Thursday, August 8

84,928**MIDAMERICAN ENERGY DAY**

Day 2 – Friday, August 9

103,096**IOWA 4-H DAY**

Day 3 – Saturday, August 10

122,111**DELTA DENTAL OF IOWA DAY**

Day 4 – Sunday, August 11

108,283**DES MOINES UNIVERSITY DAY**

Day 5 – Monday, August 12

97,682**POWER UP IOWA WIND DAY**

Day 6 – Tuesday, August 13

102,953**IOWA TOTAL CARE DAY**

Day 7 – Wednesday, August 14

109,323**SOLAR DAY**

Day 8 – Thursday, August 15

104,247**IOWA CREDIT UNION DAY**

Day 9 – Friday, August 16

112,891**IOWA CORN DAY**

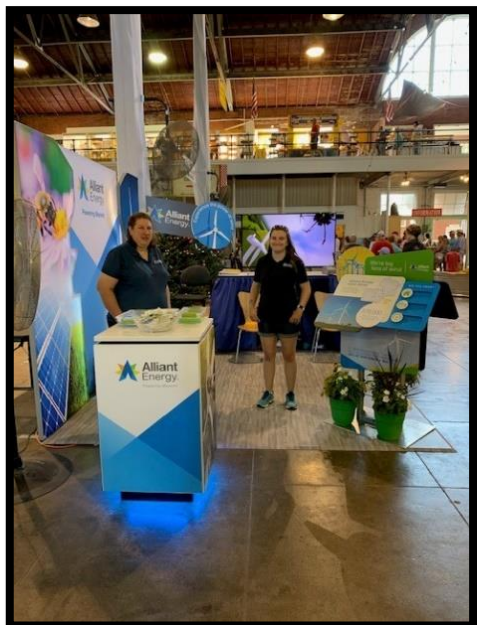
Day 10 – Saturday, August 17

119,276**OUTLETS OF DES MOINES DAY**

Day 11 – Sunday, August 18

105,585**IOWA STEM DAY**

2019 IOWA STATE FAIR **IowaStateFair** POST-FAIR SPONSORSHIP REPORT



FUN FACTS & FIGURES

RECORD ATTENDANCE

1,170,375

RECORD NUMBER OF VEHICLES PARKED ON GROUNDS

77,473 (about 2,000 more than 2018)

RECORD NUMBER OF CONCERT GOERS

128,502 (previous record was 87,558 in 2018)

RECORD ATTENDEES FOR A SINGLE CONCERT

17,032 for Slipknot on Saturday, August 10

(previous record was 15,775 at Thomas Rhett - Wednesday, Aug 15, 2018)

INCREASE IN NUMBER OF CLICKS ON THE SPONSORSHIP PAGE OF THE FAIR WEB SITE

74.1% (about 100 hits per day)

TOTAL DART RIDERS BETWEEN PARK + RIDE LOTS & FAIRGROUNDS TRANSIT HUB

253,000+

WINNER 2019 BEST NEW FOOD

Georgie's Roast with the Most ... beef pot roast Mexican wrap

RECORD RAISED AT THE BLUE RIBBON FOUNDATION WOODCARVER'S AUCTION

\$65,400 (2018 record was \$56,500)

TOTAL NUMBER CAMPERS

3,309

2019 IOWA STATE FAIR APP

Total downloads: Approximately 25,000+

SOCIAL MEDIA & WEBSITE ANALYTICS

FACEBOOK

196,556 likes – 3.9% increase over 2018

Popular Posts:

Time lapse of pavilion flooring being put down (676.3K impressions, 20.5K engagement)

Iowa State Fair Queen Pageant Live Stream (100.8K impressions, 21.5K engagement)

Fair After Dark Fire Art video + contest (4.4 mil impressions, 94.9K engagement)

TWITTER

69,306 – 3.5% increase over 2018

INSTAGRAM

35,601 followers – **35.8% increase** over 2018

WEBSITE

Total users

27.86% increase

453,278 users in 2019 (compared to 354,519 in 2018)

Total page views

35.26% increase

2,291,942 total page views in 2019 (compared to 1,808,048 in 2018)

Total sessions

30.37% increase

784,397 sessions in 2019 (compared to 601,674 in 2018)

Average session duration

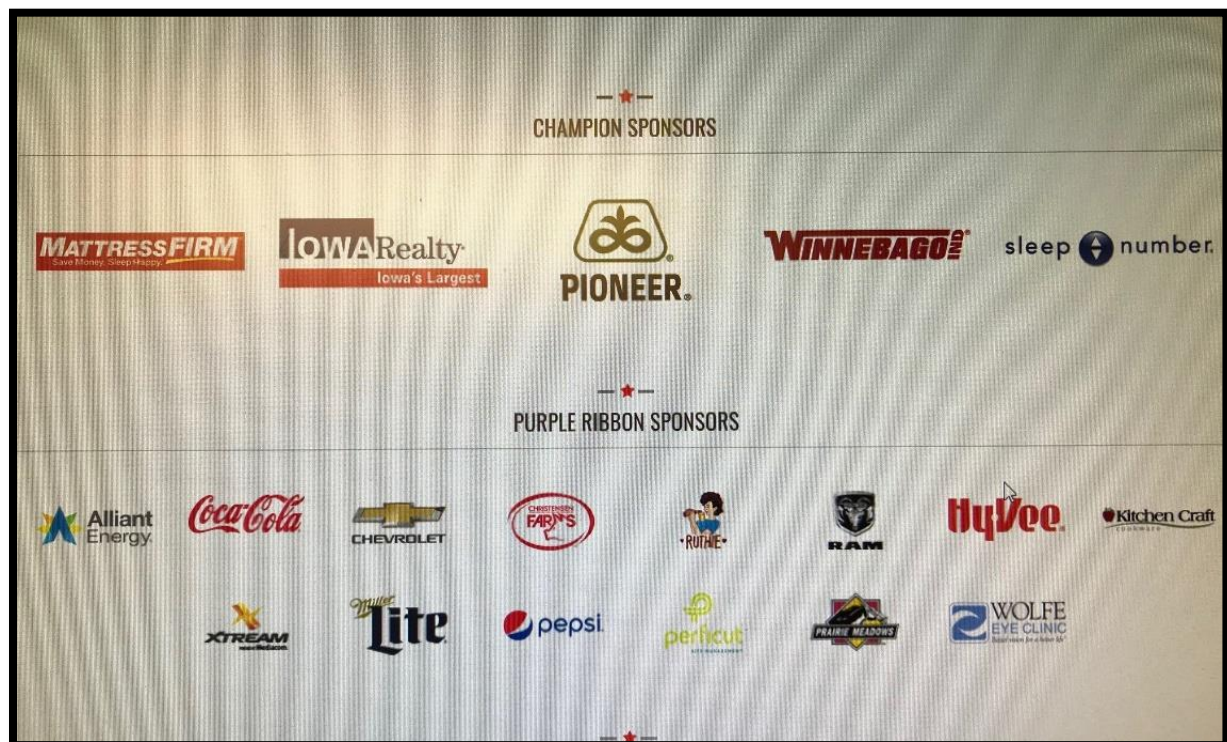
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Sponsorship page clicks

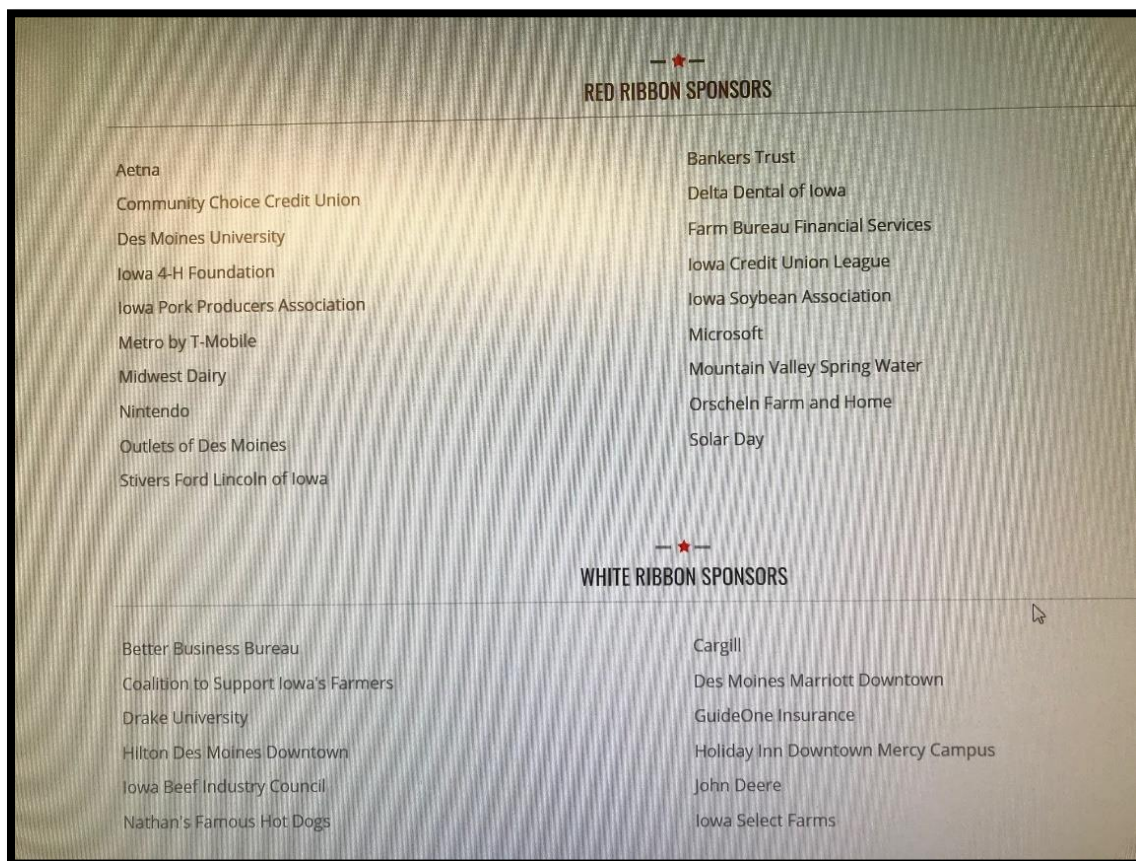
74.21% increase in the number of clicks on the sponsorship page

IOWA STATE FAIR WEBSITE

Beginning several weeks before Opening Day, all sponsors' logos and lists are posted on the sponsorship page of the Iowa State Fair web site.



IOWA STATE FAIR WEBSITE



JULY NEWSPAPER INSERT

640,000 copies distributed in the Sunday, July 7, 2019 edition of the Des Moines Sunday Register and local newspapers throughout Iowa.



NEW

- Friesian Horses
- Hereford Pigs
- American Blue Cattle
- Bacon Buddies swine show
- Shining Stars Show
- Wool Riders Only Mutton Bustin™
- Iowa State Fair Food Passport

DON'T MISS THIS

- Fair After Dark™
- Butter Cow and Sesame Street
- Bandaloni returns
- Food Contests and Demonstrations

KIDS' ZONE

- Little Hands on the Farm
- The Dillolops
- Kachungo and the Alligator

CULTURAL CENTER

- Atrium Display 3-D Chalk Art by Kathleen Roring
- Woodcarvers' Display and Demonstrations
- Art Shows
- Photography
- Art Attack
- Artist Demonstrations
- Paint the Fair Painting Classes*

FUN FOREST

- Art Works
- Baby Mine Statue
- Blue Ribbon Kids' Club
- Play Equipment
- The Rubber Chicken Show
- The Dillolops
- *All Shows ASL Interpreted

HERITAGE VILLAGE

- Pioneer Hall
- Horseshoe Pitching Contest
- Grape Stomp
- First Church
- Country School House
- Tractor & Implement Restoration by Lee Sackett
- Chainsaw Carver Gary Keenan and TJ Jenkins
- Mountain Man Camp
- Richard L. Easter Museum Complex featuring the Ralph H. Deets Historical Museum and Richard O. Jacobson Hall

ANIMAL LEARNING CENTER

- Text BABY to 75782 for live animal birth text alerts
- The Way We Live Awards
- Thank A Farmer Magic Show
- Goat Yoga*
- Butter Sculpting Contest
- Coloring Contest Display

*Not included with gate admission



THIS CALENDAR IS JUST A SAMPLE OF EVENTS AND ACTIVITIES THAT CAN BE FOUND AT THE 2019 IOWA STATE FAIR, AUGUST 8-18. THE LISTINGS IN THIS INSERT ARE SUBJECT TO CHANGE. PLEASE CONSULT THE OFFICIAL DAILY PROGRAM, DISTRIBUTED WITH THE SUNDAY, AUGUST 4 DES MOINES REGISTER, OR DOWNLOAD THE OFFICIAL IOWA STATE FAIR APP ON IOS/ANDROID FOR SPECIFIC TIMES AND LOCATIONS.

THURSDAY AUGUST 8	FRIDAY AUGUST 9	SATURDAY AUGUST 10	SUNDAY AUGUST 11	MONDAY AUGUST 12	TUESDAY AUGUST 13	WEDNESDAY AUGUST 14	THURSDAY AUGUST 15	FRIDAY AUGUST 16	SATURDAY AUGUST 17	SUNDAY AUGUST 18
MIDAMERICAN ENERGY DAY HEROES' DAY	IOWA 4-H DAY	DELTA DENTAL OF IOWA DAY	DES MOINES UNIVERSITY DAY	POWER UP IOWA WIND DAY VETERANS' DAY	IOWA TOTAL CARE DAY	SOLAR DAY OLDER IOWANS' DAY	IOWA CREDIT UNION DAY	IOWA CORN DAY	OUTLETS OF DES MOINES DAY	STEM DAY EXTREME SUNDAY
										
for KING & COUNTRY WITH SPECIAL GUEST ZACH WILLIAMS 8 P.M. Grandstand \$36, \$40, \$45 Fireworks Follow	THE CHAINSMOKERS 8 P.M. Grandstand \$70, \$75, \$80 Fireworks Follow	SLIPKNOT WITH SPECIAL GUEST GOJIRA 8 P.M. Grandstand SOLD OUT Fireworks Follow	ZAC BROWN BAND WITH SPECIAL GUEST CAROLINE JONES 8 P.M. Grandstand \$70, \$75, \$85 Fireworks Follow	TOBY KEITH WITH SPECIAL GUEST JIMMIE ALLEN 8 P.M. Grandstand \$20, \$45, \$35, \$50 Fireworks Follow	DAN + SHAY WITH SPECIAL GUEST CARLY PEARCE 8 P.M. Grandstand \$27, \$37, \$47 Fireworks Follow	GABRIEL "FLUFFY" IGLESIAS WITH SPECIAL GUEST ALFREDO ROBLES 8 P.M. Grandstand \$32, \$37, \$45 Fireworks Follow	FOREIGNER WITH SPECIAL GUEST NIGHT RANGER 8 P.M. Grandstand \$27, \$32, \$42 Fireworks Follow	LUKE BRYAN "WHAT MAKES YOU COUNTRY" WITH SPECIAL GUEST JON LANGSTON 8 P.M. Grandstand \$37, \$40, \$50 Fireworks Follow	PENTATONIX "THE WORLD TOUR" WITH SPECIAL GUEST RACHEL PLATTEN 7:30 P.M. Grandstand \$35, \$40, \$50 Fireworks Follow	HOOTIE & THE BLOWFISH "GROUP THERAPY TOUR" WITH SPECIAL GUEST BARENAKED LADIES 8 P.M. Grandstand \$55, \$65, \$72 Fireworks Follow
FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:	FREE ENTERTAINMENT:
										
Vocal Trash The Wild Fashions Matt's Family Jam MADDIE POPPE	Vocal Trash The Wild Fashions Matt's Family Jam Ned LeDoux	Vocal Trash Sweet Tea Trio IOWA STATE FAIR QUEEN CORONATION Logan Mize	Vocal Trash Sweet Tea Trio A Cappella Group Kazual BROADWAY'S ROCK OF AGES BAND	Vocal Trash PRINCE TRIBUTE "THE PURPLE EXPERIENCE" A Cappella Group Kazual Hairball	Vocal Trash Jameson Festival Ron Diamond HAIRBALL	Vocal Trash Steven Adler of Guns N' Roses Ron Diamond CHICKS WITH HITS FEATURING TERI CLARK, PAUL TELLIS AND SUE BOGUSOFF	Vocal Trash FLATLAND CAVALEY Ron Diamond Brandon Lay	Vocal Trash Bob Dorr and the Iowa Music Review Ron Diamond COUNTRY GOLD	Vocal Trash IX Ron Diamond Ross Ellis	Vocal Trash NELSON Unspoken Tyler Rich
ACTIVITIES AND EVENTS:	ACTIVITIES AND EVENTS:	ACTIVITIES AND EVENTS:	ACTIVITIES AND EVENTS:	ACTIVITIES AND EVENTS:	IOWA FARM BUREAU MEMBER DAY	ACTIVITIES AND EVENTS:	ACTIVITIES AND EVENTS:	ACTIVITIES AND EVENTS:	ACTIVITIES AND EVENTS:	ACTIVITIES AND EVENTS:
Opening Ceremonies Horn and Eucalyptus Juggling and Show Farm and Fruit Crops Judging Sugar, Bull, Big Ham and Big Bear Contest 4-H Horse Show FIFA Photography Awards Blue Ribbon Kids' Club: Male and Take Backstage Day Daily Cattle Shows: Brown Swiss, Guernsey and Jersey FIFA Beef Cattle Show: Breeding, Turkey Calling Contest Wool Show Harry Potter Trivia	Youth Spelling Bee Cowgirl Queen Contest Candy Measured Squeezing Competition Blue Ribbon Kids' Club: Fifty Fun with the Iowa DMH Horseshoe Pitching: Iowa State Region Team Championship Daily Cattle Shows: Holstein, Ayrshire, Milking Shorthorn, Kiddie Cattle Cows Super Pumpkin Squash Display FIFA Ag Mechanics and Technology and Tractor Parade Sheep Show: Long Wool Fiddlers Youth and Juniors Contest 32nd Annual Iowa Grocery Shopping Contest	4-H Horticulture Awards Governor's Scholarship Awards Horse Shows: Quarter Horse, Western Governor's Charity Sheep Show Beef Cattle Shows: Prospect Call, Maine-Anjou Poultry Show Chicken Washing and Blew Drying Demonstrations Sheep Shearing Contest Fiddlers Contest Gutter Contest Miniature/Fiddlers Contest Fair After Dark: Hungry Games (ticketed) Nathan's Famous Hot Dog Eating Contest Bacon Buddies Swine Show Blue Ribbon Kids' Club Meet and Greet: State Fair Police	Monster Arm Wrestling Horse Shows: Quarter Horse, Belgian, Shire, Miniature Youth Livestock Judging Contest Beef Cattle Shows: Jr. South Devon, Jr. Aberdon Rooster Drawing Contest Micro Mini Tractor Pull Horseshoe Pitching 4-H Swine Showmanship 4-H Robotics Challenge and Clever Kids Robotics Showcase The Office Trivia	80 gate admission for active and retired members of the U.S. military and spouse from 7 a.m. to 5 p.m. Veterans Day Parade Military Tribute Concert: Honoring Iowa's Veterans Sheep Show: University Circle, Horse Shows: Belgian, Shire, Miniature Society Blue Ribbon Kids' Club: A Very Dairy Journey with Midwest Dairy 4-H Beef Showmanship Beef Cattle Shows: Devon, Limousin, Aberdon, South Devon Adult and Youth Plane Flying Contests 4-H Youth Horsemanship Contests 4-H Sheep Show: Market Goat Yoga (ticketed) Star West Trivia	ACTIVITIES AND EVENTS: Iowa Farm Bureau 56th Annual Cookbook Contest Auctioneers Awards Horse Shows: Belgian, Shire, Miniature Society Blue Ribbon Kids' Club: Certain Call Kids Day Duck Race 4-H Beef Cattle Show: Breeding Beef Cattle Shows: Angus, Beard Drawing Contest Pigeon Racing Friends Trivia	80 gate admission for Fairgoers ages 18 and older from 7 a.m. to 5 p.m. Horse Show Society Blue Ribbon Kids' Club: Barn Buddies of Iowa and Baby Mina Day, "Deep Fries" with the Science Center of Iowa Bingo with the Blue Ribbon Foundation ESPN Cow Chip Throwing Contest Suck Day Trivia Ladies Rubber Chicken Throwing Contest Sheep Show: Wroth, Southdown 4-H Meat Goat Skill-a-Ron and Showmanship Goat Yoga (ticketed) Marvel Trivia	Bubble Gum Contest Pie Eating Contest Smart Start Tools for Beginning Farmers Horse Show Society: Clydesdale, Percheron, Draft Pony Blue Ribbon Kids' Club: Goat Yoga Dry Bag Wheel Race 4-H Rabbit Show Adult and Youth Whistling Contest Youling Contest Children's Singing Contest 4-H & FFA Dairy Goat Show 4-H & FFA Meat Goat Show: Market Swine Show: Berkshire, Chester White and Spotted Century & Heritage Farm Awards 50s Trivia Night Fair After Dark: Crafts and Crafts Trivia	Farm to Fork meal (pre-registration required) Devonian Dairy Contest and Sheep Derby WNC Ladies Best Sale Drawing Horse Shows: Hackney, Oldenblat, Draft Pony Blue Ribbon Kids' Club Iowa Agriculture Living Foundation My Family's Pig Farm Nathan's Famous Hot Dog Eating Contest Beef Cattle Shows: Gelstein, Junior Red Pig, Miniature Hereford, Tennessee Lunged Rabbit Contest Husky Contest Mini Cattle Contest Sheep Show and Sale Wether Run Cows Swine Show and Sale Rampage, Bambi, Yorkshire Daily Goat Show: Open Junior Doe	Checkers Contest Flower Shows: Dahlias Blue Ribbon Kids' Club: Meet and Greet with Sarah Pratt Bingo Tournament Beef Cattle Shows: Red Angus, Senesval, Friesian, Charolais Shamrock Pull Ladies Nail Driving Contest Llama Lingo Rabbit Show Sheep Show: Suffolk, Oxford Devon Daily Goat Show: Open Senior Doe Must Goat Show Iowa State Fair Trunking Competition Goat Yoga (ticketed) 4-H & FFA Sale of Champions Shining Stars Show	80 gate admission (pre-registration required) ages 12 and over and 50 child admission (ages 9-11) 50 adult admission with the donation of three cans of non-perishable food Bill Haley Talent Search Finals Horse Shows: Oldenblat and Supreme Six Horse Hitch Pony Dog Show Dog Agility Demonstration Wheeler Daughter Look A-Like Contest Swine Show: Hampshire Market Sheep Show: Jackson Lamb and All Other Black Breeds Cribbage Tournament Beer Goat Show Llama Show Pigra, Poultry, Bird, Mullet and Mullet Contest

**THANK YOU
TO OUR
2019
IowaStateFair
SPONSORS!**

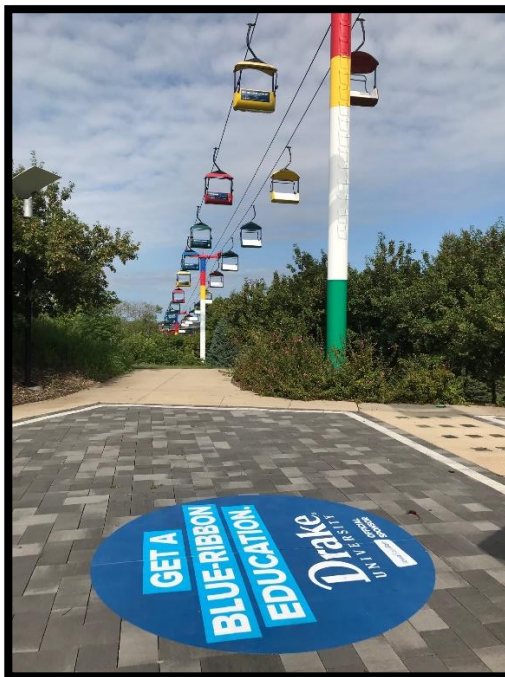


• Aetna • Bankers Trust • Better Business Bureau • Cargill • Coalition to Support Iowa's Farmers • Community Choice Credit Union • Delta Dental of Iowa • Des Moines Marriott Downtown • Des Moines University • Drake University • Farm Bureau Financial Services
• GuideOne Insurance • Hilton Des Moines Downtown • Holiday Inn Downtown Mercy Campus • Iowa 4-H Foundation • Iowa Beef Industry Council • Iowa Credit Union League • Iowa Food Producers Association • Iowa Select Farms • Iowa Soybean Association
• John Deere • Metro by T-Mobile • Midwest Dairy • Mountain Valley Spring Water • Nathan's Famous Hot Dogs • Nintendo • Orchidea Farm and Home • Outlets of Des Moines • Solar Day • Shivers Ford Lincoln of Iowa
Media Sponsors: • 100.3 The Bus • 107.1 Life FM • 1150 AM WKVI (Iowa Catholic Radio) • 1490 KKNO • 1700 KGGG • 92.5 NASH Icon • 94.9 KGGG • 97.3 NASH FM • 98.3 The Vibe • ALT 109.3 • CW Iowa 23 • Des Moines Register
• Iowa Agribusiness Radio Network • IPTV • KCCI 9 • KDSM Fox 17 • KIDR 93.3 • KKDM-FM (KISS 107.5) • KQIA (KIX 101.1) • Lazer 103.3 • Local 5 - We are Iowa • More 104.1 FM • Pulse 101.7 • STAR 102.5 • WHO Radio • WHO-HD Channel 13

2019 IOWA STATE FAIR

IowaStateFair

POST-FAIR SPONSORSHIP REPORT



IOWA STATE FAIR OFFICIAL GUIDE

More than 100,000 copies distributed statewide in the Sunday, August 4, 2019 edition of the Des Moines Sunday Register. Plus a small quantity were available at Fairgrounds' gates during the 11-day event.



IOWA STATE FAIR OFFICIAL GUIDE

Page 3 inside the front cover

Fair Favorites!

THANK YOU TO OUR SPONSORS

GRAND CHAMPION

MIDAMERICAN ENERGY COMPANY.

Principal

US Cellular

Coors LIGHT

PURPLE RIBBON

Alliant Energy

HyVee

Kitchen Craft

pepsi

BUD LIGHT

CHEVROLET

pericut

Tite

Polaris

RUTHE

WOLFE EYE CLINIC

XTREAM

Coca-Cola

RAM

RED RIBBON

AETNA
BANKERS TRUST
COMMUNITY CHOICE CREDIT UNION
DELTA DENTAL OF IOWA
DES MOINES UNIVERSITY
FARM BUREAU FINANCIAL SERVICES
IOWA 4-H FOUNDATION
IOWA CREDIT UNION LEAGUE
IOWA PORK PRODUCERS ASSOCIATION

IOWA SOYBEAN ASSOCIATION
METRO BY T-MOBILE
MIDWEST DAIRY
MOUNTAIN VALLEY SPRING WATER
ORSCHOLN FARM AND HOME
OUTLETS OF DES MOINES
SOLAR DAY
STIVERS FORD LINCOLN OF IOWA

WHITE RIBBON

BETTER BUSINESS BUREAU
CARGILL
COALITION TO SUPPORT IOWA'S FARMERS
DES MOINES MARRIOTT DOWNTOWN
DRAKE UNIVERSITY
GUIDONE INSURANCE

HILTON DES MOINES DOWNTOWN
HOLIDAY INN DOWNTOWN MERCY CAMPUS
IOWA BEEF INDUSTRY COUNCIL
IOWA SELECT FARMS
JOHN DEERE
NATHAN'S FAMOUS HOT DOGS

BEST OF SHOW

CORTEVA agriscience

JOHN DEERE

Goldman Sachs 10,000 small businesses

VanWall

CHAMPION

MATTRESS FIRM

Iowa Realty

WINNEBAGO

PIONEER sleep number.

BLUE RIBBON

Flexco Steel

APE

Blue Bunny

BUICK

GMC

GREATNESS STEMS

Pepsi

Club Cadet

Des Moines Register

Vermeer

IOWA CORN

Leaf Filter

Ford

Leaf Guard

beer

FAREWAY

LRI GRAPHICS

Midwest Ford Dealers

Premier

Iowa total care

CITY OF IOWA

MESK WAKI

Touchstone Energy

ups

concept

TACO JOHN'S

Power to IOWA

MEDIA

IOWA FARMER TODAY
DES MOINES REGISTER
KDSM FOX 17
KCCI TV 8
CW IOWA 23
LOCAL 5
WHO-HD CHANNEL 13
IOWA PUBLIC TELEVISION
LAZER 103.3

STAR 102.5
KIOA 93.3
MORE 104
92.5 NASH ICON
97.3 NASH FM
98.3 THE VIBE
1350 ESPN
95 KGGO
IOWA'S BEST COUNTRY MIX 101.1

WHO RADIO NEWS 1040
KISS 107.5
ALT 106.3
THE BUS 100.3
KWKY IOWA CATHOLIC RADIO
PULSE 101.7 FM
1460 KXND
IOWA AGRIBUSINESS RADIO NETWORK
LIFE 107.1

IOWA STATE FAIR OFFICIAL GUIDE

Page 17 featured a listing of every stage, building, barn, program, attraction, exhibit and branding opportunity showcased by the 84 Iowa State Fair sponsors. Page 18 continues the listing on the following page.

Sponsors

Major Fair Partnership

Van Wall Equipment: Official Tractor and Utility Vehicle Provider

Goldman Sachs 10,000 Small Businesses: Grand Concourse

U.S. Cellular: Mobile App and Gate 15

Coors Light: Iowa State Fair Grandstand and Concert Line Up

Mattress Firm: Fairgrounds Tram System

Winnebago Industries: Iowa State Fair Campgrounds

Sleep Number: Sky Glider East and Sky Glider West

Wolfe Eye Clinic: BIG Bottle Recycling Program

Hy-Vee: Information Booths, Health & First Aid Center and Fun Forest

Mediacom: Mobile Device Charging Stations

Kitchen Craft: Official Cookware Sponsor

Miller Lite: Fireworks Spectacular

Perficut: Thrill Parks Beautification and Bandaloni One-Man Band

Buick GMC: DART Transit Hub

Accu-Steel: Official Sponsor of the Iowa State Fair Blue Ribbon Foundation

Exile Brewing Company: Official Craft Beer

Meskwaki Bingo Casino Hotel: William C. Knapp Varied Industries Building Carpet

Dr. Pepper: North Parking Lot

LRI Graphics: Map Directories

Premier Landscape & Irrigation: Gate 15 Beautification

Iowa Soybean Association: Campground Tram System

Taco John's: Advanced & Gate Admission Tickets

Bankers Trust: Patty & Jim Cowrie Cultural Center Atrium

Atlantic Bottling Coca-Cola: Marquee sponsor

Bud Light: Marquee sponsor

State Fair Building Sponsor

Corteva Agriscience:

Swine Barn

Principal: William C. Knapp Varied Industries Building & Principal Plaza

MidAmerican Energy Company: MidAmerican Energy Education Center

Christensen Farms: Paul R. Knapp Animal Learning Center and Stage

Alliant Energy: John Deere Agriculture Building

Vermeer: John and Emily Putney Family Cattle Barn

Touchstone Energy Cooperatives of Iowa: Bruce L. Rastetter 4-H Exhibits Building

Des Moines Register: Robert G. Horner and

PARTICIPATE IN LIFE AGAIN.

"I was in denial about my hearing loss. Turns out, my family weren't mumbling. I just wasn't hearing them."

Call today for a **FREE HEARING SCREENING** 800-341-1930

30% off Any New Zenith Hearing Aid **PLUS** a Free Multi-Mic (\$399 Value)

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IOWA STATE FAIR OFFICIAL GUIDE

Sponsors

Sheri Avis Horner Service Center
 Blue Bunny Ice Cream: Elwell Family Food Center
 Van Wall Equipment: Stalling Barn

Free Stage

Iowa Realty: MidAmerican Energy Stage (media sponsor: KCCI)

Pepsi: Bill & Anne Riley Stage (media sponsor: CW Iowa 23)

Community Choice Credit Union: Fun Forest Stage

Prairie Meadows: Susan Knapp Amphitheater (media sponsor: KDSM Fox-17)

General Sponsor

FCA RAM Dodge Jeep: Purple Ribbon Sponsor

Chevrolet: Purple Ribbon Sponsor

Cub Cadet: Blue Ribbon Sponsor

LeafFilter: Blue Ribbon Sponsor

Midwest Ford Dealers: Blue Ribbon Sponsor

Concept by Iowa Hearing Aid Centers: Blue Ribbon Sponsor

Home Solutions of Iowa: Blue Ribbon Sponsor

Iowa Craft Beer Tent: Blue Ribbon Sponsor

Cellular Advantage: Blue Ribbon Sponsor

Nintendo: Red Ribbon Sponsor

Day of Fair

MidAmerican Energy Company Day: Thursday, August 8

Iowa 4-H Day: Friday, August 9

Delta Dental of Iowa Day: Saturday, August 10

Des Moines University Day: Sunday, August 11

Power Up Iowa Wind Day: Monday, August 12

Iowa Total Care Day: Tuesday, August 13

Solar Day: Wednesday, August 14

Iowa Credit Union Day: Thursday, August 15

Iowa Corn Day: Friday, August 16

Outlets of Des Moines Day: Saturday, August 17



Jackson Hoyt looks for apples at Little Hands on the Farm in 2016. FILE PHOTO

STEM Day: Sunday, August 18

Little Hands on the Farm

Pioneer: Start Barn

John Deere: Tractor Shed

Fareway Meat & Grocery: Grocery Store

Iowa Soybean Association: Grain Bin

Iowa Corn: Grain Bin

Iowa Beef Industry Council: Cattle Barn

Iowa Pork Producers Association: Pig Barn

Cargill: Start Barn

Farm to Fair Meal

Iowa Select Farms: Grand Ticket Sponsor

Midwest Dairy: Crystal Cup Sponsor

Iowa Beef Industry Council: Golden Fork Sponsor

Iowa Corn: Golden Fork Sponsor

Iowa Pork Producers Association: Golden Fork Sponsor

Iowa Soybean Association: Golden Fork Sponsor

Iowa Egg Council/Iowa Poultry Associ-

ation: Silver Spoon Sponsor

Iowa Turkey Federation: Silver Spoon Sponsor

Events, Activities & Awards

Cookies Food Products: Iowan of the Day

Aetna: Older Iowan's Day Tent

UPS: Thrill Park Storage and Bean Bag Tournament

Farm Bureau Financial Services: Don't Text & Drive Campaign

Mountain Valley Spring Water: Sea Lion Splash

Pioneer: Way We Live Award

Metro by T-Mobile: New Fair Foods Passport

Drake University: The Red Trouser Show

Orscheln Farm and Home: FFA Live-stock Exhibitor T-shirts

Nathan's Famous Hot Dogs: Nathan's Famous Hot Dog Eating Regional Contest

Des Moines Marriott Downtown: Iowan

of the Day awardee accommodations
 GuideOne Insurance: Old Fashioned Hymn Sing

Agri-Pro Enterprises: Vet Camp and Advanced Vet Camp

Coalition to Support Iowa's Farmers: Cattle Barn Avenue of Breeds

Better Business Bureau: Blue Ribbon Foundation BINGO

Iowa Total Care: Nursing & Baby Care Stations

Hilton Des Moines Downtown: Blogger Tour accommodations

Holiday Inn Downtown Mercy Campus: Way We Live Award winner accommodations

Stivers Ford Lincoln of Iowa: Outhouse Races

Media

Iowa Farmer Today: Paul R. Knapp Animal Learning Center and Stage, The Way We Live Awards

Des Moines Register: William C. Knapp Varied Industries Building

Local 5: We Are Iowa Giant Slide

WHOTV 13: In front of the Administration Building

Iowa Public Television: Various locations

LAZER 103.3/93.3 KIOA-FM: Thrill Zone

STAR 102.5 FM: West gate of the Grandstand

Nash FM 97.3, 92.5 Nash Icon, 98.3 The Vibe, 1700 The Champ, 95 KGGO:

Southwest corner of the Administration Building

KIX 101.1: Triangle

Life 101.1: For King and Country concert

Pulse 101.7 FM: Near Andringa Family Foundation Little Hands on the Farm

WHO Radio: Crystal Studios

KISS 107.5: Thrill Ville

1150 AM KWKY Catholic Radio: West of the Anne and Bill Riley Stage

Iowa Agribusiness Radio: John and Emily Putney Family Cattle Barn

KXNO/The Bus: The Depot

DAILY POCKET GUIDES

Specific Day of Fair sponsors were recognized on each Daily Pocket Guide cover. Between 25,000 and 42,000 Daily Pocket Guides were available to fairgoers at all entrance gates and nine information booths spread throughout the Fairgrounds. More than 380,000 total guides were printed over the 11-day run.



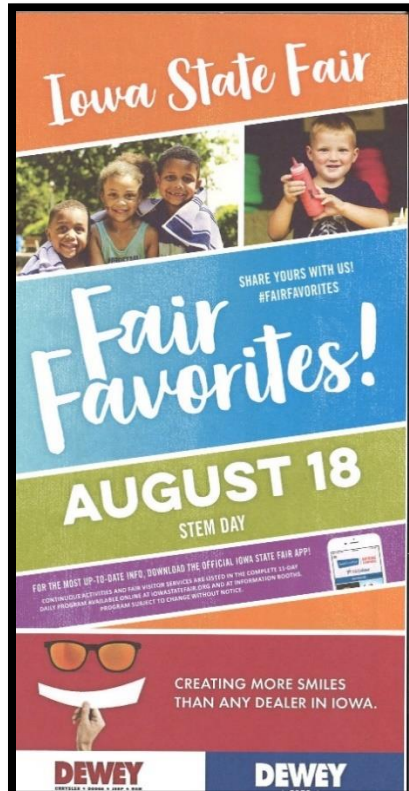
Quantities printed daily

Aug 8:	28,500
Aug 9:	36,750
Aug 10:	42,000
Aug 11:	39,750
Aug 12:	33,750
Aug 13:	30,750
Aug 14:	29,250
Aug 15:	32,250
Aug 16:	34,500
Aug 17:	39,000
Aug 18:	35,250

DAILY POCKET GUIDES



DAILY POCKET GUIDES

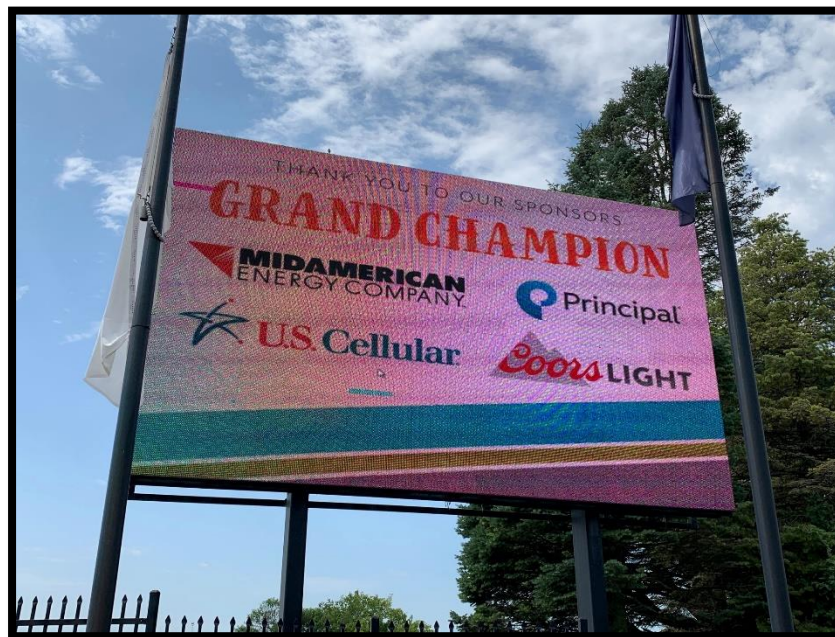


2019 IOWA STATE FAIR **IowaStateFair** POST-FAIR SPONSORSHIP REPORT



UNIVERSITY AVENUE MARQUEES

All five top-level sponsor slides held on screen for 7 seconds and cycled through a minimum of four times per hour on both the East 33rd Street and East University Avenue marquees.



UNIVERSITY AVENUE MARQUEES



UNIVERSITY AVENUE MARQUEES

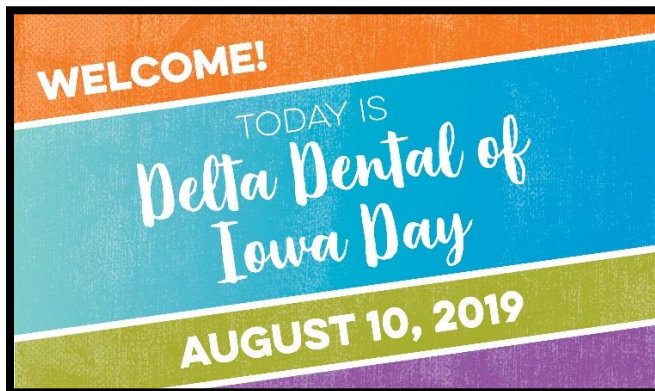
Each Day of Fair Sponsor had a slide that ran on their day of fair.



Thursday, August 8



Friday, August 9



Saturday, August 10



Sunday, August 11



Monday, August 12



Tuesday, August 13

UNIVERSITY AVENUE MARQUEES



Wednesday, August 14



Thursday, August 15



Friday, August 16



Saturday, August 17



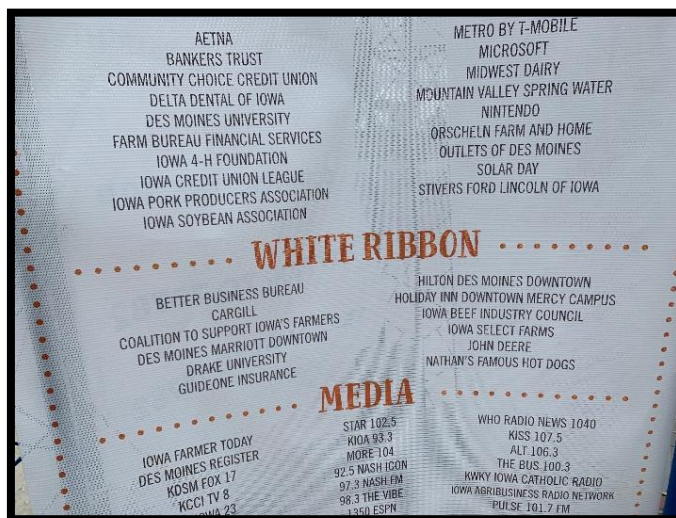
Sunday, August 18

TRI-TRUSS SIGNS AT GATES 4, 8, 11, & 15

These attractive three-panel banners featured all 84 Fair sponsors, 11 Day of Fair sponsors, ten lowans of the Day, plus listed the Grandstand concert lineup.



TRI-TRUSS SIGNS AT GATES 4, 8, 11, & 15



TRI-TRUSS SIGNS AT GATES 4, 8, 11, & 15

IOWA STATE FAIR Sponsors

BEST OF SHOW

 **CORTEVA**
agriscience

 **JOHN DEERE**

 **10,000 small businesses**

 **Van Wall**

GRAND CHAMPION

 **MIDAMERICAN ENERGY COMPANY**

 **Principal**

 **US Cellular**

 **Coors LIGHT**

CHAMPION

 **MATTRESS FIRM**

 **Iowa Realty**

 **WINNEBAGO**

 **PIONEER** sleep

 **number.**

PURPLE RIBBON

 **Alliant Energy**

 **HyVee**

 **Kitchen Craft**

 **pepsi**

 **XTREME**

 **BAM**

 **CHEVROLET**

 **pericut**

 **Lite**

 **Hops**

 **WOLFE**

 **Coca-Cola**

 **PURDEY**

BLUE RIBBON

 **Pace Street**

 **EPA**

 **Blue Bunny**

 **BUICK**

 **GMC**

 **GREENSTEM**

 **PURDEY**

 **Iowa State Fair**

 **Des Moines Register**

 **Vermorel**

 **KORNBLUM**

 **Lea's**

 **TACO JOHN'S**

 **Pace Street**

 **EPA**

 **Blue Bunny**

 **BUICK**

 **GMC**

 **GREENSTEM**

 **PURDEY**

 **Iowa State Fair**

 **Des Moines Register**

 **Vermorel**

 **KORNBLUM**

 **Lea's**

 **TACO JOHN'S**

 **Pace Street**

 **EPA**

 **Blue Bunny**

 **BUICK**

 **GMC**

 **GREENSTEM**

 **PURDEY**

RED RIBBON

RETA:
BANKERS TRUST
COMMUNITY CHOICE CREDIT UNION
DELTA DENTAL OF IOWA
DES MOINES UNIVERSITY
FARM BUREAU FINANCIAL SERVICES
IOWA 4-H FOUNDATION
IOWA CREDIT UNION LEAGUE
IOWA PORK PRODUCERS ASSOCIATION
IOWA SOYBEAN ASSOCIATION

METRO BY T-MOBILE
MICROSOFT
MIDWEST DAIRY
MOUNTAIN VALLEY SPRING WATER
NINTENDO
ORSCHEIN FARM AND HOME
OUTLETS OF DES MOINES
SOLAR DAY
SILVERS FORD LINCOLN OF IOWA

WHITE RIBBON

BETTER BUSINESS BUREAU
CARGILL
COALITION TO SUPPORT IOWA'S FARMERS
DES MOINES MARriott DOWNTOWN
IOWA STATE UNIVERSITY
GUIDONE INSURANCE

HELLON DLS MOINES DOWNTOWN
HOLIDAY INN DOWNTOWN MERCY CAMPUS
IOWA RFF+ INDUSTRY COUNCIL
IOWA SELECT FARMS
JOHN DEERE
NATHAN'S FAMOUS HOT DOGS

MEDIA

IOWA FARMER TODAY
DES MOINES REGISTER
KDSM FOX 17
KCCI TV 8
CW IOWA 23
LOCAL 5
WHO-HD CHANNEL 13
IOWA PUBLIC TELEVISION
LAZER 103.3

STAR 102.5
KIOA 93.3
MORE 104
92.5 NASH 1020
97.3 NASH FM
98.3 THE VIBE
1350 ESPN
95 KIOG
IOWA'S BEST COUNTRY KIX 101.1

WHO RADIO NEWS 1040
KISS 107.5
ALT 106.3
THE BUS 100.3
IOWA KATHOLIC RADIO
IOWA AGRIBUSINESS RADIO NETWORK
PULSE 101.7 FM
1160 KXNO
LIFE 107.1

IOWA STATE FAIR Day of Fair Sponsors

THURSDAY, AUGUST 8 MidAmerican Energy Company Day	TUESDAY, AUGUST 13 Iowa Total Care Day
FRIDAY, AUGUST 9 Iowa 4-H Day	WEDNESDAY, AUGUST 14 Solar Day
SATURDAY, AUGUST 10 Delta Dental of Iowa Day	THURSDAY, AUGUST 15 Iowa Credit Union Day
SUNDAY, AUGUST 11 Des Moines University Day	FRIDAY, AUGUST 16 Iowa Corn Day
MONDAY, AUGUST 12 Power Up Iowa Wind Day	SATURDAY, AUGUST 17 Outlets of Des Moines Day
	SUNDAY, AUGUST 18 STEM Day

Iowan of the Day

THURSDAY, AUGUST 8 Jody Reynolds, Des Moines	TUESDAY, AUGUST 13 Warren Van Dyke, Greene
FRIDAY, AUGUST 9 Carol Jebens, Delhi	WEDNESDAY, AUGUST 14 Richard McClure, Sidney
SATURDAY, AUGUST 10 Buffie Honeck, State Center	THURSDAY, AUGUST 15 Pat and Nancy Corkrean, Winterset
SUNDAY, AUGUST 11 Aaron Van Beek, Sioux Center	FRIDAY, AUGUST 16 Vicki Lage, Perry
MONDAY, AUGUST 12 Kelsey Bumsted, Solon	SATURDAY, AUGUST 17 Mary (Kimberly) Rueter, DeWitt

 SPONSORED BY **SAUSAGES AND SEASONINGS**

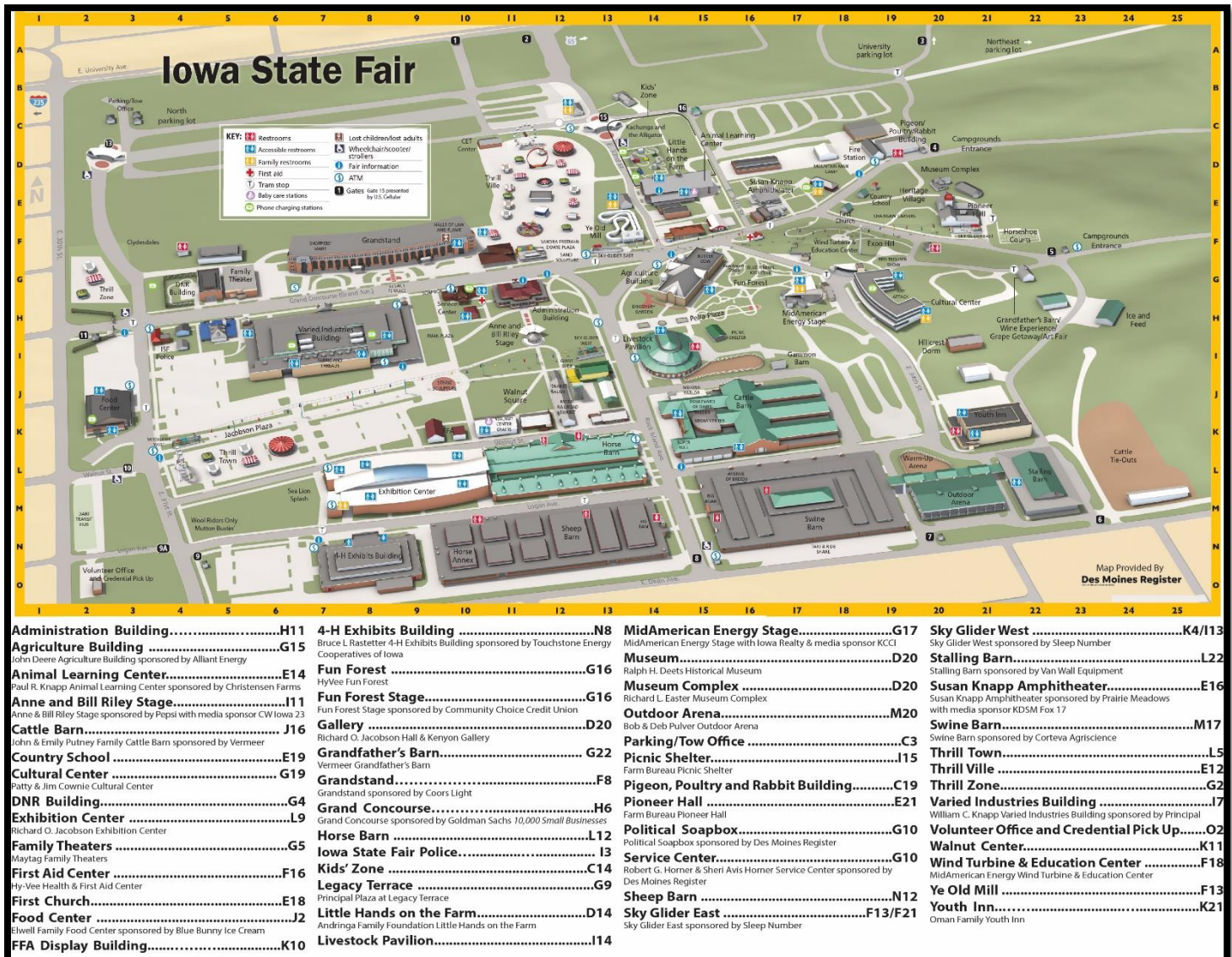
 PRESENTED BY **IOWA STATE FAIR BLUE RIBBON FOUNDATION**

2019 IOWA STATE FAIR **IowaStateFair** POST-FAIR SPONSORSHIP REPORT



OFFICIAL IOWA STATE FAIR MAP

This map, designed by the Des Moines Register, appeared on all five fairgrounds Map Directories, 11 Daily Pocket Guides and in the Official Iowa State Fair Guide.



MAP DIRECTORY AT GATES 4, 8, 9, 11 & 15

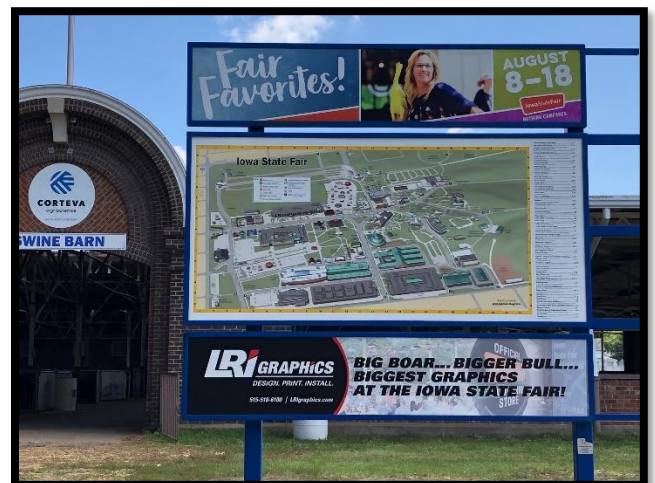
Map Directory signs are posted at five gates on the Fairgrounds and include identification of numerous sponsored buildings, barns, stages, the Grandstand, both Sky Gliders, and more.



Gate 9 – along East 31st Street in SW area of Fairgrounds



Gate 4 – at NE entrance to the campgrounds



Gate 8 – SW corner of Swine Barn

MAP DIRECTORY AT GATES 4, 8, 9, 11 & 15



Gate 15 – at main entrance from North Parking Lot



Gate 11 – west end of Grand Concourse

IOWA STATE FAIR MOBILE MARKETING

Mobile Marketing is a key component of the sponsorship program at the Iowa State Fair. Day to day changes taking place in three different locations provide new exhibits for Fairgoers to experience. These exhibitors share food and beverage samples or messages with passersby, or generate leads for future follow-up.

Thank you to these 24 mobile marketers who spent one or more days at the Iowa State Fair this year:

Budweiser Clydesdales
CBS Pop-Up Experience
Concept of Iowa Hearing Aid Centers
C-SPAN
Dr. Pepper
Drake University College of Pharmacy
Environmental Protection Agency
Haribo Gummi Bears
Iowa Speedway
Iowa Total Care
Iowa Wildlife Federation
Marsy's Law

Mediacom MusicChoice
Nintendo Switch Tour
Power Up Iowa Wind
Retire Safe
RXBAR
Senior Housing Management
Turning Point USA
United States Air force
Valley View Village
Washington Post
Winnebago Industries, Inc.
Wolfe Eye Clinic



**We look forward to continuing our partnership
at the**

2020 IOWA STATE FAIR

August 13-23

Hope to see you next year!

Meg Courter

Sponsorship Director
Iowa State Fair
3000 E Grand Avenue
Des Moines, IA 50317

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515-229-1479 Fairtime cell
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