

IowaStateFair

OFFICIAL  
SPONSOR

AUG 12-22 | 2021

## 2021 POST-FAIR SPONSORSHIP REPORT





# THANK YOU!

WE'RE BACK!

AFTER A CHALLENGING YEAR AND A CANCELLED 2020 IOWA STATE FAIR, VISITORS FROM ALL OVER THE GLOBE ONCE AGAIN WALKED THE AVENUES, THRILL PARKS, BARNS AND BUILDINGS ENJOYING THE BEST IOWA HAS TO OFFER.

BEAUTIFUL AUGUST WEATHER, EXCEPTIONAL GRANDSTAND ACTS, 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

Yes, we're back! And nearly 1.1 million people were glad to be back on the Iowa State Fairgrounds acting on their favorite question: How Do You Fair? Which concert, amusement ride, Fair attraction, food on a stick, livestock barn, competition, exhibit booth or spot to people watch were the most appreciated in 2021? Hopefully, many of these options and more were included in Fair visits this year.

THANK YOU for being a Fair sponsor and for working with us to make it a success!

We didn't set many records this year but that is OK. Attendance was good; in fact, it was better than we expected and we are grateful for this. Just under 1.1 million visitors walked through the gates in 2021. The Grandstand Concert Series with new sponsor Homemakers Furniture drew **117,493 concert-goers** over 11 nights of quality entertainment. We did set one record - eclipsing the 2019 Slip Knot concert - with 17,320 people in the Grandstand for Chris Stapleton.

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 1.1 million people!

**89 sponsors** helped make the 2021 Fair an exciting place to eat, shop, play, be entertained, and experience what's special about our state and its people. Collectively you contributed nearly **\$2.4 million** in cash and in-kind services. Yes, that's another all-time record!

Here's a shout out to the **23 NEW sponsors** who joined the Fair in 2021:

Broadlawns Medical Center  
Diabetic Equipment and Supplies  
Firestone Ag Tire  
General Mills  
HealthPartners UnityPointHealth  
Henning Companies  
Homemakers Furniture  
Iowa Bankers Association

Iowa Department of Transportation  
Iowa Egg Council  
Iowa Healthiest State Initiative  
Iowa Lottery  
Iowa Select Farms  
Kemps Dairy  
Kwik Star  
Medigold

MercyOne  
Renewable Energy Group  
Simpson College  
Sylvan Learning Centers  
Titan Tire  
Urban Air Adventure Park  
WeWash Laundry Co

Fairgoers enjoyed several additions and renovations on the Fairgrounds this year – a stunning \$14 million renovation of the Bruce Rastetter 4-H Exhibits Building, a utility building vibrantly featuring four different murals, The Garden behind the freshly-painted Little Hands on the Farm, a new location for the Reichardt Family Giant Slide and the first year for the new Elwell Family Park which held events over four days, including two days of tractor pulls not held at the Fair since 2017.

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!





2021 FAIR ATTENDANCE: **1,094,480** (1,115,496 5-year average)

Day 1 -- Thursday, August 12

MIDAMERICAN ENERGY DAY

**77,700** (80,382)

Day 2 – Friday, August 13

IOWA 4-H DAY

**104,177** (100,875)

Day 3 – Saturday, August 14

DELTA DENTAL OF IOWA DAY

**111,603** (117,001)

Day 4 – Sunday, August 15

KEMPS DAIRY DAY

**107,410** (106,056)

Day 5 – Monday, August 16

IOWA LOTTERY DAY

**95,621** (97,517)

Day 6 – Tuesday, August 17

KWIK STAR DAY

**90,688** (94,223)

Day 7 – Wednesday, August 18

SOLAR DAY

**91,510** (98,976)

Day 8 – Thursday, August 19

IOWA CREDIT UNION DAY

**96,064** (96,156)

Day 9 – Friday, August 20

IOWA CORN DAY

**101,952** (100,384)

Day 10 – Saturday, August 21

CHRISTENSEN FARMS DAY

**117,764** (117,478)

Day 11 – Sunday, August 22

STEM DAY

**99,991** (102,244)





## **FUN FACTS & FIGURES**

### **2021 TOTAL ATTENDANCE**

1,094,480 (down 6.5% from record-setting 2019 attendance but 100% better than in 2020)

### **SINGLE LARGEST 1-DAY RIDERSHIP IN THE THRILL PARKS ON SATURDAY, AUGUST 21**

### **RECORD AMOUNT RAISED IN THE SALE OF CHAMPIONS**

\$443,500 for the Iowa Foundation for Agricultural Advancement scholarship program

### **NUMBER OF GRANDSTAND CONCERT-GOERS**

117,316 (128,502 all-time record in 2019)

### **RECORD ATTENDEES FOR A SINGLE CONCERT**

17,320 for Chris Stapleton - Aug 18 (previous record was 17,032 for Slip Knot - Aug 10, 2019)

### **RECORD NUMBER OF VEHICLES PARKED ON GROUNDS**

77,473 (75,554 in 2019)

### **2021 IOWA STATE FAIR APP**

Total unique users: 25,900+

Unique clicks on sponsor US Cellular home screen-placed hyperlinked logo: 803

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

141,050

### **AG EDUCATION SPECIAL EVENTS**

- 45 families enjoyed Cuddles & Snuggles Chore Time with animals in Animal Learning Center
- 110 participants in three Barnyard Yoga sessions with bunnies, goats and llamas
- 158 participants in Moos & Brews and Beef, Beer & BINGO
- 357 students in vet camps and advanced vet camps
- 25,000+ youngsters learning about agriculture at Little Hands on the Farm

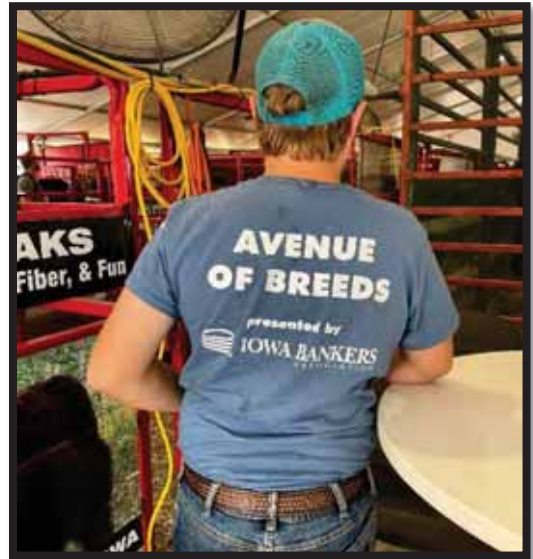
### **TOTAL NUMBER OF CAMPERS**

3,221

### **TOTAL NUMBER OF BOTTLES OF WATER SOLD ON THE FAIRGROUNDS**

367,200





## SOCIAL MEDIA & WEBSITE ANALYTICS

### FACEBOOK

209,479 likes – 6.5% increase over 2019

Top Posts: Zach Bryan–112.6K reach; Queen Congratulations–110K reach

### TWITTER

68,392 followers – down slightly from 2019 due to Twitter deleting unsubstantiated accounts

### INSTAGRAM

44,904 followers – 26.1% increase over 2019

Top posts: Good Night, Iowa State Fair–27.5K reach; Murals–28.5K reach; John Stamos–21.9K reach

### TIK TOK

1,179 followers (NEW! August 2021 posts only)

Top posts: 2021 Fair Highlight Reel–10.4K views

### WEBSITE

#### Total page views

1,140,581

#### Total sessions

1.6% increase over 2019 (we saw a 30.4% increase from 2018 to 2019)

797,190 sessions (compared to 784,397 in 2019 and 601,674 in 2018)

#### Average session duration

00:03:49

#### Devices used to access the Fair website

68.6% mobile device

31.4% desktop

### IOWA STATE FAIR E-NEWSLETTER

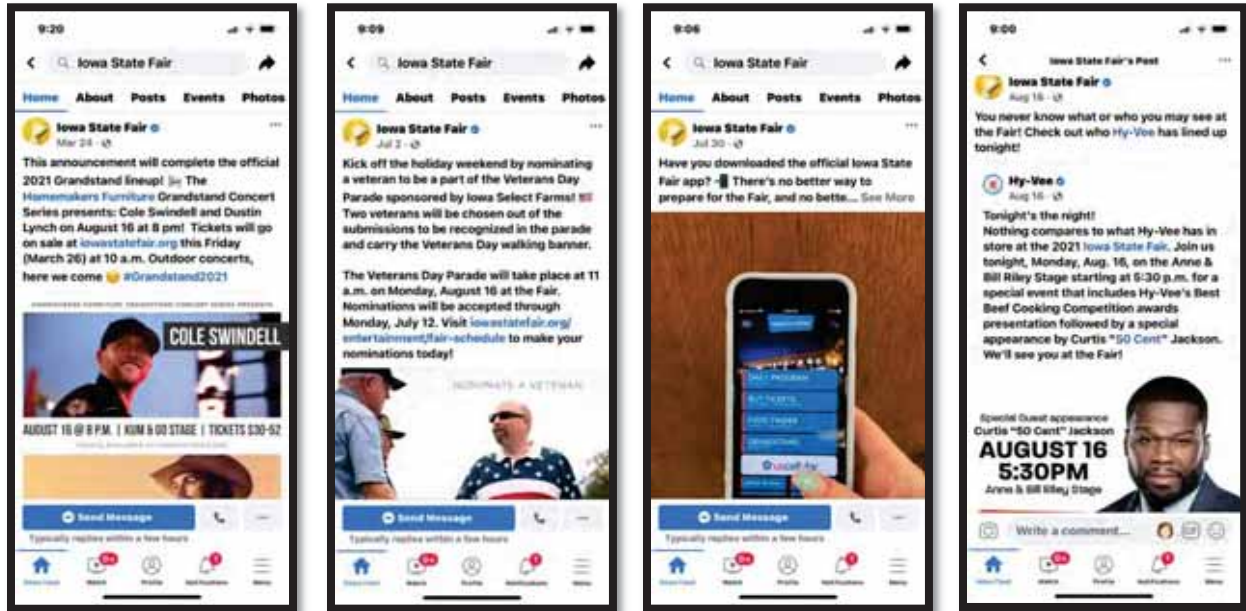
103K subscribers

July 20 issue open rate 15% - featured Van Wall Equipment in the "Sponsor Highlight"

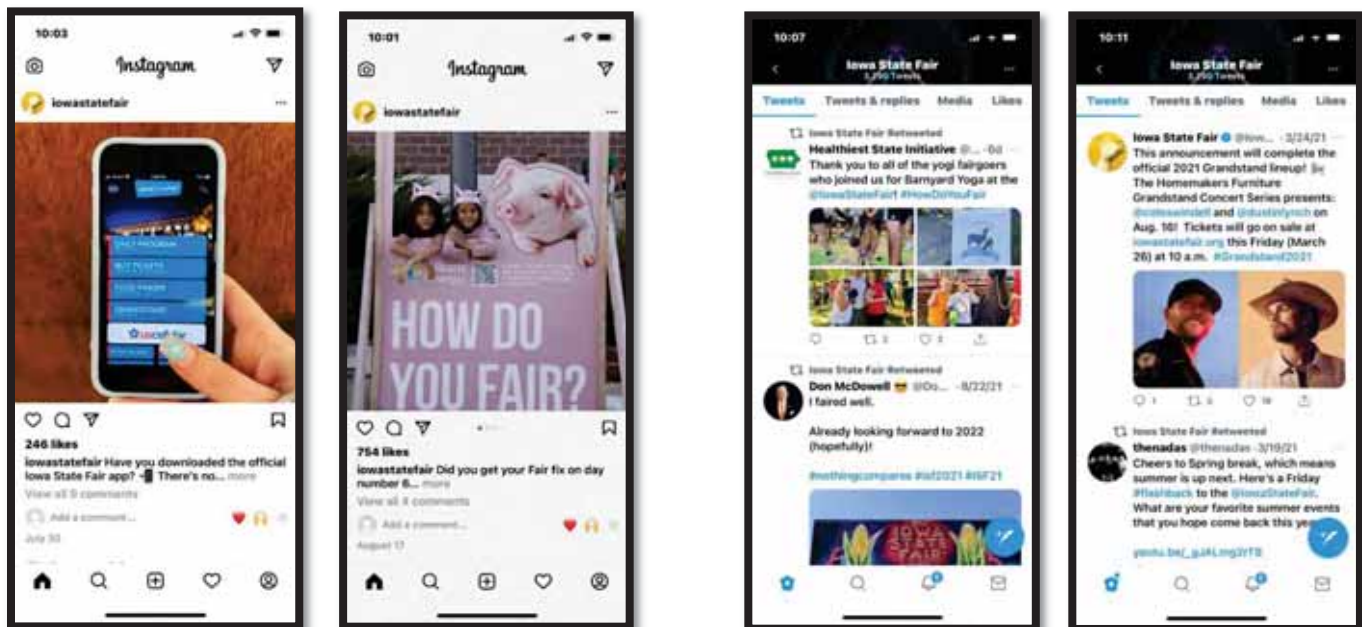
August 5 issue open rate 16% - featured Iowa Food & Family Project in the "Sponsor Highlight"

## SOCIAL MEDIA POSTS-TWEETS

Examples of sponsor recognition and shares/re-tweets through Iowa State Fair social media channels.



Facebook



Instagram

Twitter

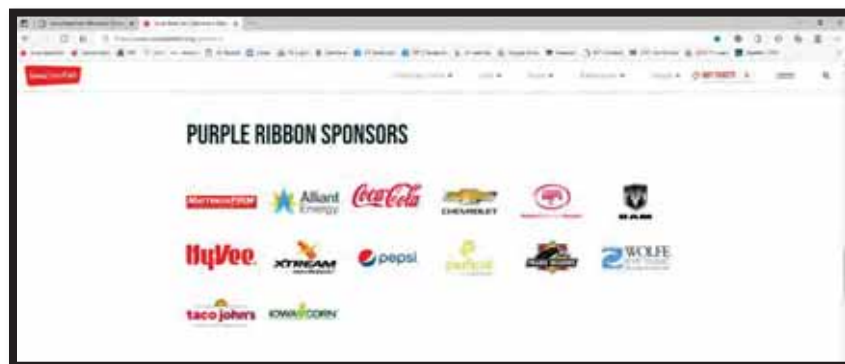
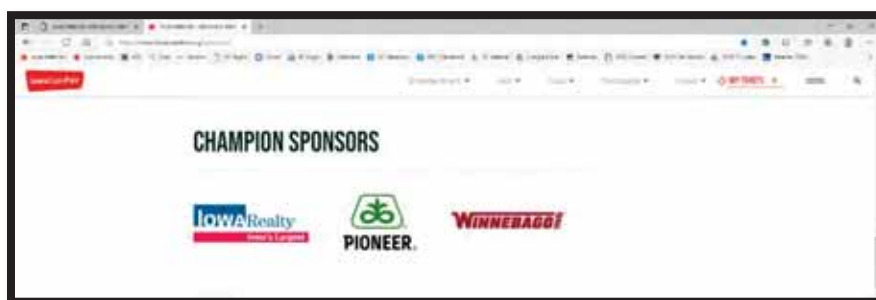
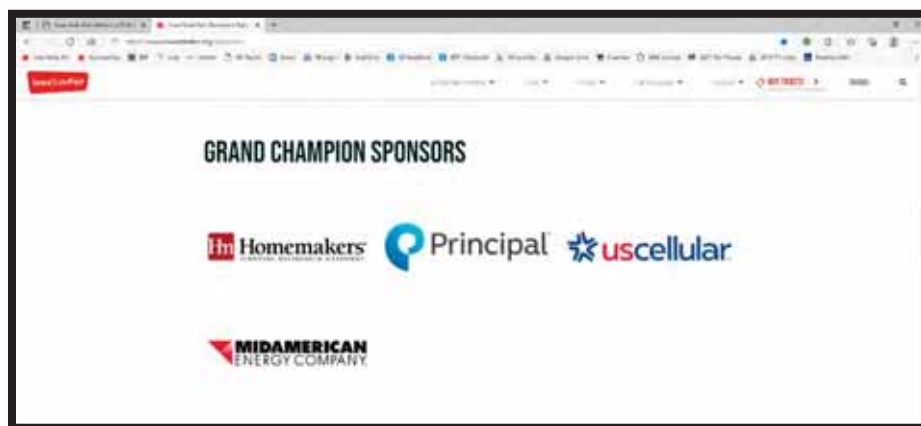




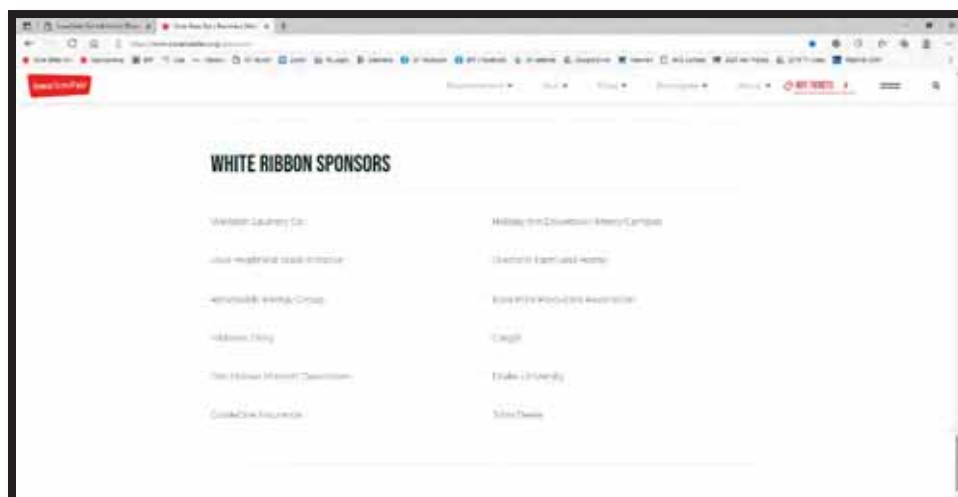
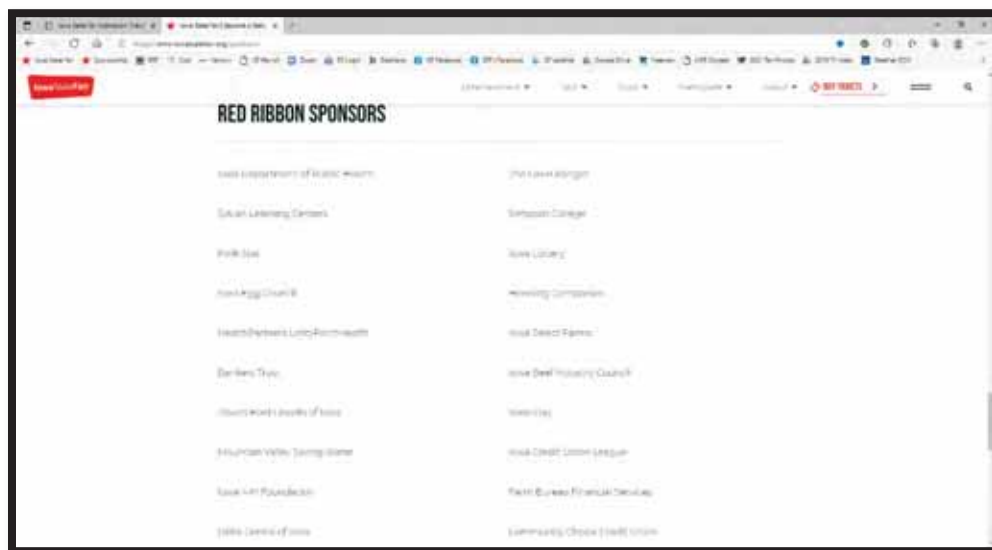
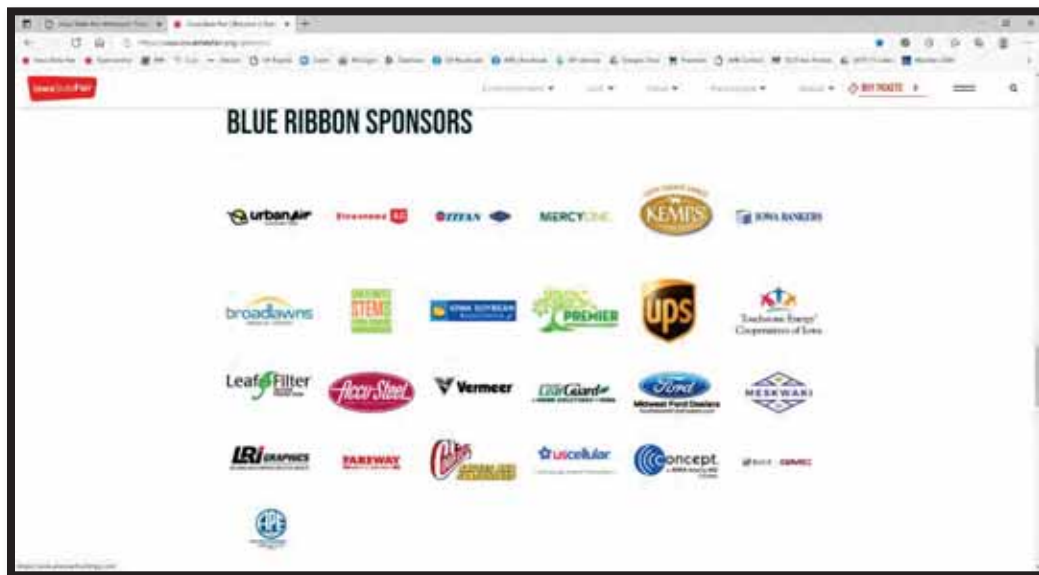


## IOWA STATE FAIR WEBSITE

Beginning several weeks before Opening Day, the Fair's Best of Show, Grand Champion, Champion, Purple Ribbon and Blue Ribbon sponsor logos and Red Ribbon and White Ribbon sponsor lists are posted on the sponsorship page of the Iowa State Fair web site.



## IOWA STATE FAIR WEBSITE







## JULY NEWSPAPER INSERT

**501,752** copies were distributed in the July 11, 2021 edition of the Des Moines Sunday Register and local newspapers throughout Iowa.

392,615 to individual Iowa newspapers

**60,914** to the Iowa State Fair for distribution at gates

48,223 to Iowa Farmer Today

[illegible]



## IOWA STATE FAIR OFFICIAL DAILY PROGRAM

Front cover

36,000+ copies were distributed in the Sunday, August 8, 2021 edition of the Des Moines Sunday Register. Plus 20,000 copies were distributed at Fairgrounds' gates during the 11-day event.

Total number of unique users for the digital Des Moines Register on August 8: **69.83K**

\*As of publication of this report, the total number of digital page views for the Iowa State Fair Official Daily Program section were not yet available from the Des Moines Register. Please contact the sponsorship Director if you wish to receive this metric.



## IOWA STATE FAIR OFFICIAL DAILY PROGRAM

Page 5

# HOW DO YOU FAIR?

THANK YOU TO OUR SPONSORS

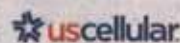
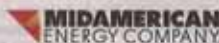
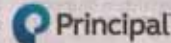
## BEST OF SHOW



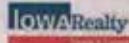
JOHN DEERE



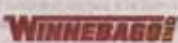
## GRAND CHAMPION



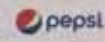
## CHAMPION



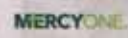
PIONEER



## PURPLE RIBBON



## BLUE RIBBON



## RED RIBBON

Bankers Trust  
Community Choice Credit Union  
Delta Dental of Iowa  
Farm Bureau Financial Services  
HealthPartners UnityPointHealth  
Henning Companies  
Iowa 4-H Foundation  
Iowa Beef Industry Council  
Iowa Credit Union League  
Iowa Department of Public Health  
Iowa Egg Council

Iowa Lottery  
Iowa Select Farms  
Kwik Star  
Mountain Valley Spring Water  
Orscheln Farm and Home  
Simpson College  
Solar Day  
Stivers Ford Lincoln of Iowa  
Sylvan Learning Centers  
The Lawn Ranger

## WHITE RIBBON

Cargill  
Des Moines Marriott Downtown  
Drake University  
GuideOne Insurance  
Holiday Inn Downtown Mercy Campus  
Iowa Healthiest State Initiative

Iowa Pork Producers Association  
John Deere  
Midwest Dairy  
Renewable Energy Group, Inc.  
WeWash Laundry Co.

## MEDIA

100.3 The Bus  
107.1 Life FM  
1150 AM KWKY (Iowa Catholic Radio)  
1460 KQNO  
1700 KBCG  
92.5 NASH Icon  
94.9 KGOO  
97.3 NASH FM  
98.3 The Vibe  
ALT 106.3

CW Iowa 23  
Des Moines Register  
iHeartRadio  
Iowa Agribusiness Radio Network  
Iowa PBS  
KCCI 8  
KDSM Fox 17  
KOA 93.3  
KKDM-FM (KISS 107.5)  
KOA (KDX 101.1)

Lazer 103.3  
Local 5 - We Are Iowa  
More 104.3 FM  
Pulse 101.7  
STAR 102.5  
WHO Radio  
WHO The Big Show  
Iowa Farmer Today  
WHO 13



## IOWA STATE FAIR OFFICIAL DAILY PROGRAM

Page 10 featured a listing of every stage, building, barn, program, attraction, exhibit and branding opportunity showcased by the 89 Iowa State Fair sponsors. Page 11 continues the listing on the following page.

## Iowa State Fair: Sponsors

## MAJOR FAIR PARTNERSHIPS

**Van Wall Equipment:** Official Tractor & Utility Vehicle Provider & Stalling Barn  
**Homemakers Furniture:** Grandstand Concert Series and Blue Line Tram System  
**U.S. Cellular:** Iowa State Fair Mobile App and Gate 15  
**Accu-Steel Fabric Buildings:** Official Sponsor of the Iowa State Fair Blue Ribbon Foundation  
**Principal:** William C. Knapp Varied Industries Building & Principal Plaza at Legacy Terrace  
**Hy-Vee:** Official COVID-19 Vaccination Provider, Information Booths and Health and First Aid Center  
**Winnebago Industries:** Iowa State Fair Campgrounds  
**MercyOne:** Official Touchless Payments Sponsor  
**Wolfe Eye Clinic:** Year-Round Big Bottle Recycling Program  
**Iowa Corn:** Exhibitor ID Numbers  
**Broadlawn Medical Center:** Hand Sanitizer and Hand Washing Stations

## STATE FAIR BUILDING SPONSORS

**Alliant Energy:** John Deere Agriculture Building  
**Christensen Farms:** Paul R. Knapp Animal Learning Center  
**Corteva Agriscience:** Swine Barn and The Garden  
**MidAmerican Energy Company:** MidAmerican Energy Education Center  
**Touchstone Energy Cooperatives of Iowa:** Bruce L. Rastetter 4-H Exhibits Building  
**Vermeer John and Emily Putney Family:** Cattle Barn  
**Bankers Trust:** Patty and Jim Cownie Cultural Center Atrium  
**Urban Air:** Howell Family Food Center

## FREE STAGES

**Iowa Realty:** MidAmerican Energy Stage  
**Pepsi Beverages Company:** Anne and Bill Riley Stage  
**Prairie Meadows:** Susan Knapp Amphitheater  
**Community Choice Credit Union:** Fun Forest Stage

## DAY OF THE FAIR SPONSORS

**MidAmerican Energy Company Day:**



Vinny Dvorak, of Ankeny, gets his hands dirty at the Little Hands on the Farm area at the Iowa State Fair on August 16, 2019. REGISTER FILE PHOTO

Thursday, August 12  
**Iowa 4-H Day:** Friday, August 13  
**Delta Dental of Iowa Day:** Saturday, August 14  
**Kemps Dairy Day:** Sunday, August 15  
**Iowa Lottery Day:** Monday, August 16  
**Kwik Star Day:** Tuesday, August 17  
**Solar Day:** Wednesday, August 18  
**Iowa Credit Union Day:** Thursday, August 19  
**Iowa Corn Day:** Friday, August 20  
**Christensen Farms Day:** Saturday, August 21  
**STEM Day:** Sunday, August 22

## LITTLE HANDS ON THE FARM SPONSORS

**Cargill:** Start Barn  
**Fareway Meat & Grocery:** Grocery Store  
**Henning Companies:** Chicken Barn  
**Iowa Beef Industry Council:** Cattle Barn  
**Iowa Egg Council:** Chicken Barn  
**Iowa Pork Producers Association:** Swine Barn  
**Iowa Select Farms:** Swine Barn  
**Iowa Soybean Association:** Grain Bin  
**John Deere:** Tractor Shed  
**Kemps Dairy:** Dairy Barn

**Pioneer:** Start Barn  
**Renewable Energy Group, Inc.:** Tractor Shed  
**Sylvan Learning Centers:** Ag Venture

## GENERAL SPONSORS

**Atlantic Bottling Company:** Marquee Sponsor  
**Select Iowa Buick GMC Dealers:** DART Transit Hub  
**Cellular Advantage:** Blue Ribbon Sponsor  
**Chevrolet Motor Division:** Purple Ribbon Sponsor  
**Concept by Iowa Hearing Aid Centers:** Blue Ribbon Sponsor  
**Des Moines Marriott Downtown:** Iowan of the Day Honoree hotel accommodations  
**Drake University:** App-based Jay N. Darling Scavenger Hunt  
**Farm Bureau Financial Services:** Don't Text & Drive Campaign  
**Home Solutions of Iowa:** Blue Ribbon Sponsor  
**Iowa Department of Public Health:** Public Health Messaging  
**Iowa Soybean Association:** Camp-

ground Tram System & Animal Learning Center SE Polk FFA T-shirts  
**The Lawn Ranger:** Official Sponsor of the Iowa State Fair Blue Ribbon Foundation  
**LeafFilter:** Blue Ribbon Sponsor  
**LRI Graphics, Inc.:** Grounds Map Directories  
**Mattress Firm:** Purple Ribbon Sponsor  
**Mediacom:** Mobile Device Charging Stations  
**Meskwaki Bingo Casino Hotel:** William C. Knapp Varied Industries Building Carpet  
**Midwest Ford Dealers:** Blue Ribbon Sponsor  
**Perficut:** Thrill Parks Beautification  
**Premier Outdoor Management:** Gate 15, Clydesdales Stabling Area and Grandstand Spectator Decks Beautification  
**RAM:** Purple Ribbon Sponsor  
**Taco John's:** Advanced & Gate Admission Tickets

See SPONSORS, Page 115P

## IOWA STATE FAIR OFFICIAL DAILY PROGRAM

## Sponsors

Continued from Page 10SP

## EVENTS, AWARDS &amp; ATTRACTIONS

Iowa Bankers Association: Avenue of Breeds  
 Firestone Ag Tire: Biggest Boar Contest and Exhibit  
 Titan Tire: Tractor Pulls August 17-18  
 Simpson College: Sand and Straw Sculptures  
 Cookies Food Products: Iowan of the Day Program  
 UPS: Thrill Parks Storage and Bags Tournament  
 GuideOne Insurance: Old Fashioned Hymn Sing  
 Health Partners UnityPointHealth: Older Iowans' Day Tent  
 Mountain Valley Spring Water: Dis-connected K-9s  
 Pioneer: Way We Live Award  
 Holiday Inn Downtown Mercy Campus: Way We Live Award winner accommodations  
 Iowa Select Farms: Veterans Day Parade  
 Midwest Dairy: Fair After Dark - Moos &



The dance floor heats up at The Depot during East Side Night on Aug. 10, 2018, at the Iowa State Fair. REGISTER FILE PHOTO

Brews  
 Stivers Ford Lincoln of Iowa: Outhouse Races on Tuesday, August 17  
 Agri-Pro Enterprises: Iowa State Fair Vet Camps and Advanced Vet Camps  
 Iowa Healthiest State Initiative: Barnyard Yoga  
 Alliant Energy: Selfie Stations  
 WeWash Laundry Co.: Pella Plaza Fountain

Iowa Beef Industry Council: Fair After Work; Beef, Beer and Bingo

## MEDIA

Iowa Farmer Today: Tractor Pull and Way We Live Awards, Anne and Bill Riley Stage  
 Des Moines Register: Distribution in the Campground/Daily Program/Pocket Guides

Local 5: Local 5 Weather Lab Experience - East of the Giant Slide  
 WHO 13: Thrill Parks Partner/Extreme Sunday

Iowa PBS: Fairground Event Coverage  
 LAZER 103.3/93.3 KIOA-FM: Thrill Zone  
 Des Moines Radio Group including STAR 102.5 FM: West Grandstand and Kid Find Bracelet Partner  
 Nash FM 97.3, 92.5 Nash Icon, 98.3 The Vibe, 1700 The Champ, 95 KGGO: West corner of the Administration Building  
 KIX 101.1: Triangle and App Scavenger Hunt Partner  
 Pulse 101.7 FM: Little Hands on the Farm & The Garden  
 iHeart Radio: Crystal Studios and Sponsor of the Anne and Bill Riley Stage  
 1150 AM KWKY Catholic Radio: West of the Anne and Bill Riley Stage  
 Iowa Agribusiness Radio: Cattle Barn  
 KXNO The Bus: The Depot  
 WHO The Big Show: Avenue of Breeds, Tractor Pull and Way We Live Awards, Anne and Bill Riley Stage  
 KCCI: MidAmerican Energy Stage - Live at 5 Broadcast  
 KDSM: Susan Knapp Amphitheater-Lego Masters Competition Event  
 Life 107.1: Christian Concert Presenting Sponsor

## THROWBACK TO THE '80'S

# \$2 Iowa Pork Burger

2-4 pm daily at the Iowa Pork Tent.  
Limit one per person.





## DAILY POCKET GUIDE SCHEDULES

Specific Day of Fair sponsors were recognized on each Daily Pocket Guide cover. **Between 24,000 and 35,000** Daily Pocket Guides were available to fairgoers at all entrance gates and five information booths spread throughout the Fairgrounds. **321,750** guides were printed over the 11-day run.

Quantities printed daily

Aug 12:	24,020
Aug 13:	30,974
Aug 14:	35,400
Aug 15:	33,503
Aug 16:	28,445
Aug 17:	25,916
Aug 18:	24,653
Aug 19:	27,181
Aug 20:	29,078
Aug 21:	32,870
Aug 22:	29,710



## DAILY POCKET GUIDES

**IOWA STATE FAIR**

FOR THE MOST UP-TO-DATE INFO, DOWNLOAD THE OFFICIAL IOWA STATE FAIR APP!

**SUNDAY, AUG 15 | 2021**

**KEMPS DAIRY DAY**

CONSUMER ACTIVITIES AND OUR VENDOR SERVICES ARE LISTED IN THE COMPLETE IOWA STATE FAIR APP. PROGRAMS AVAILABLE SUBJECT TO SPACE/TIME AND ARE OF INFORMATIONAL NATURE. PROGRAMS SUBJECT TO CHANGE WITHOUT NOTICE.

**DEWEY**  
CREATING MORE SMILES THAN ANY DEALER IN IOWA.  
@iowastatfair  
515.281.4175

**DEWEY**  
CREATING MORE SMILES THAN ANY DEALER IN IOWA.  
@iowastatfair  
515.281.4175

**IOWA STATE FAIR**

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**MONDAY, AUG 16 | 2021**

**IOWA LOTTERY DAY**

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**TUESDAY, AUG 17 | 2021**

**KWIK STAR DAY**

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**WEDNESDAY, AUG 18 | 2021**

**SOLAR DAY**

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515.281.4175

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@iowastatfair  
515.281.4175

## DAILY POCKET GUIDES





## UNIVERSITY AVENUE MARQUEES

All five top-level sponsor slides held on screen for 7 seconds and cycled through as one of 10-15 slides 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.





UNIVERSITY AVENUE MARQUEES







## SPONSOR RECOGNITION TOWERS

These attractive two-sided towers featured all 89 Fair sponsors and are located near Gate 11 and on the Triangle on the Grand Concourse/Rock Island Avenue corner.





## SPONSOR TOWERS SIGNS







# OFFICIAL IOWA STATE FAIR MAP

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



<b>Administration Building</b> .....	<b>H11</b>	<b>First Church</b> .....	<b>E18</b>	<b>Legacy Terrace</b> .....	<b>G9</b>	<b>Sky Glider East</b> .....	<b>F13/F21</b>
<b>Agriculture Building</b> .....	<b>G15</b>	<b>Food Center</b> .....	<b>J2</b>	<b>Little Hands on the Farm</b> .....	<b>D14</b>	<b>Sky Glider West</b> .....	<b>K413/F13</b>
John Deere Agriculture Building sponsored by Alliant Energy		Ellwell Family Food Center		Andrea's Family Farmstead (Joe Hartz) on the Farm		<b>Stalling Barn</b> .....	<b>L22</b>
<b>Animal Learning Center</b> .....	<b>E14</b>	<b>F4H Display Building</b> .....	<b>K10</b>	<b>Livestock Pavilion</b> .....	<b>J14</b>	Stalling Barn sponsored by Van Wall Equipment	
Paul & Knapp Animal Learning Center sponsored by Christensen Farms		<b>4-H Exhibits Building</b> .....	<b>N8</b>	<b>MidAmerican Energy Stage</b> .....	<b>G17</b>	<b>Susan Knapp Amphitheater</b> .....	<b>E16</b>
<b>Anne and Bill Riley Stage</b> .....	<b>J11</b>	Bruce L. Rantorfer 4-H Exhibits Building sponsored by Touchstone Energy		MidAmerican Energy Stage with Iowa Realty & Media sponsor KCI		Susan Knapp Amphitheater sponsored by Prairie Meadows with touchstone energy sponsor KCI&M Fox 17	
John Riley Stage sponsored by Pappas with media sponsor I&M		<b>Museum</b> .....	<b>G16</b>	<b>Museum Complex</b> .....	<b>D20</b>	<b>Swine Barn</b> .....	<b>M17</b>
<b>Avenue of Breeds</b> .....	<b>N6</b>	<b>Fun Forest</b> .....	<b>G16</b>	Apply It! State's Historical Museum		Swine Barn sponsored by Corbina Agriculture	
Avenue of Breeds sponsored by Sweet Butcher Association		<b>Fun Forest Stage</b> .....	<b>G16</b>	<b>Outdoor Arena</b> .....	<b>D20</b>	<b>Thrill Town</b> .....	<b>L5</b>
<b>Cattle Barn</b> .....	<b>J16</b>	<b>Fun Forest Stage</b> .....	<b>G16</b>	Richard L. Easler Museum Complex		<b>Thrill Ville</b> .....	<b>E12</b>
John & Cindy Putney Family Cattle Barn sponsored by Vermeer		<b>Gallery</b> .....	<b>D20</b>	<b>Parking/Tow Office</b> .....	<b>C3</b>	<b>Thrill Zone</b> .....	<b>G2</b>
<b>Community School</b> .....	<b>E19</b>	Richard O. Jacobson Hall & Remington Gallery		<b>Picnic Shelter</b> .....	<b>J15</b>	<b>Varied Industries Building</b> .....	<b>J17</b>
<b>Cultural Center</b> .....	<b>G19</b>	<b>The Garden</b> .....	<b>C14</b>	Farm Business Picnic Shelter		William C. Knapp Varied Industries Building sponsored by Principal	
Petty & Son Coopers Cultural Center		<b>Grandfather's Barn</b> .....	<b>G22</b>	<b>Poultry and Rabbit Building</b> .....	<b>C19</b>	<b>Volunteer Office and Credential Pick Up</b> .....	<b>O2</b>
<b>DNR Building</b> .....	<b>G4</b>	Vermeer Grandfather's Barn		<b>Pioneer Hall</b> .....	<b>E21</b>	<b>Walnut Center</b> .....	<b>K11</b>
Ellwell Family Park	<b>E3</b>	<b>Grandstand</b> .....	<b>F8</b>	Farm Business Pioneer Hall		<b>Wind Turbine &amp; Education Center</b> .....	<b>F18</b>
<b>Exhibition Center</b> .....	<b>L9</b>	Grandstand presented by Homemakers Furniture		<b>Service Center</b> .....	<b>G10</b>	MidAmerican Energy Wind Turbine & Education Center	
Richard O. Jacobson Exhibition Center		<b>Horse Barn</b> .....	<b>L12</b>	<b>Sheep Barn</b> .....	<b>N12</b>	<b>Ye Old Mill</b> .....	<b>F13</b>
<b>Family Theaters</b> .....	<b>G5</b>	<b>Iowa State Fair Police</b> .....	<b>I3</b>	Robert O. Harner & Sheri Ann Harner Service Center		<b>Youth Inn</b> .....	<b>K21</b>
Maytag Family Theaters						Oman Family Youth Inn	
<b>First Aid Center</b> .....	<b>F16</b>						
Hy-Vee Health & First Aid Center							



## MAP DIRECTORY AT GATES 4, 8, 9, 11 &amp; 15

Map Directory signs are posted at five gates on the Fairgrounds and include wayfinding across the Fairgrounds.



Gate 9 – along East 31<sup>st</sup> 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

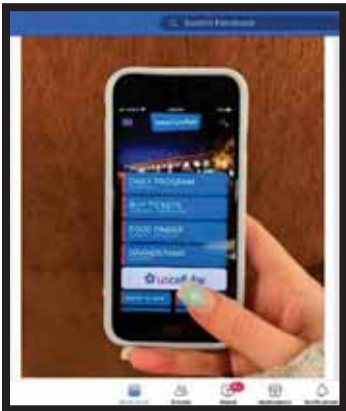


Gate 15 – at main entrance from North Parking Lot



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 two 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.

The Iowa State Fair hosted fewer mobile tours in 2021 due to the uncertainty caused by the global pandemic that lingered throughout the nation, Decisions and budgets had to be set by the spring of 2021, thus most tour organizers opted to wait for 2022. Thank you to these eight mobile marketers (down from 24 in 2019) who spent one or more days at the Iowa State Fair this year:

American Welding Society  
Budweiser Clydesdales  
Diabetic Equipment and Supplies  
General Mills

Iowa Department of Transportation  
Marsy's Law in Iowa  
Medigold  
Titan Tire – WHO Radio's The Big Show





NOTES

Lined area for notes, consisting of 20 horizontal lines.







We look forward to continuing our partnership at the

**2022 IOWA STATE FAIR**

August 11-21

**See you next year!**

**Meg Courter**

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