2021 POST-FAIR SPONSORSHIP REPORT

[Images of people at a fair]

[Images of a festival at night]

[Image of a ticket or passport]
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!
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 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
**77,700** (80,382)  MIDAMERICAN ENERGY DAY

Day 2 -- Friday, August 13
**104,177** (100,875)  IOWA 4-H DAY

Day 3 -- Saturday, August 14
**111,603** (117,001)  DELTA DENTAL OF IOWA DAY

Day 4 -- Sunday, August 15
**107,410** (106,056)  KEMPS DAIRY DAY

Day 5 -- Monday, August 16
**95,621** (97,517)  IOWA LOTTERY DAY

Day 6 -- Tuesday, August 17
**90,688** (94,223)  KWIK STAR DAY

Day 7 -- Wednesday, August 18
**91,510** (98,976)  SOLAR DAY

Day 8 -- Thursday, August 19
**96,064** (96,156)  IOWA CREDIT UNION DAY

Day 9 -- Friday, August 20
**101,952** (100,384)  IOWA CORN DAY

Day 10 -- Saturday, August 21
**117,764** (117,478)  CHRISTENSEN FARMS DAY

Day 11 -- Sunday, August 22
**99,991** (102,244)  STEM DAY
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 + RIDELOTS & 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 FAIRGROUND
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

TIKTOK
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.
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 website.
## Iowa State Fair Website

### Blue Ribbon Sponsors

- UrbanAir
- Stemco
- Straker
- MercyOne
- Remax
- Iowa Energies
- Broadways
- Stem
- Premier
- Vermeer
- iBI ESI
- Farway
- Compassion
- UPS

### Red Ribbon Sponsors

- Iowa Department of Natural Resources
- Iowa Learning Centers
- Simpson College
- Iowa League
- Iowa Historical Society
- Iowa Homeowners’ Pool
- Iowa Writers’ Register
- Iowa Film Festival
- Iowa State University
- Pella
- Iowa Public Radio
- Cedar Valley Human Services
- Iowa Public Television
- Iowa Renewable Energy Association
- Iowa Farm Bureau
- Community Choice Credit Union

### White Ribbon Sponsors

- Midwest Laundry Co.
- Holiday Inn Downtown Ames Campus
- Iowa Health System
- Iowa Food & Wine Festival
- WDM Apparel Group
- Pella University
- Central Iowa Bank
- Midwest Nails
- Midtown Music
- Midwest Family Health Services
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
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.*
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.
Sponsors
Continued from Page 10SP

EVENTS, AWARDS & ATTRACTIONS
Iowa Bankers Association: Avenue of Breeds
Firestone Ag Tire: Biggest Bear 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 Unity Point Health: Elder Iowan’s Day Tent
Mountain Valley Spring Water: Disconnect 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 - Moo &

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
Silver Ford Lincoln of Iowa: Crowdhouse 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
Wash Laundry Co.: Fella Plaza Fountains

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
KCCI: MidAmerican Energy Stage - Live at 5 Broadcast
KDSM: Susan Knepp Amphitheater, Lego Masters Competition Event
Life 107.1: Christian Concert Presenting Sponsor

Local 4: 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, The Champ, 100 KQGO; West cornee of the Administration Building
KIX 101.1: Triangle and App Scavenger Hunt Partners
Prese 101.7 FM: Little Hands on the Farm & The Garden

iHeartRadio: Crystal Studios and Sponsor of the Anne and Bill Riley Stage
1150 AM KWWY Catholic Radio: West of the Anne and Bill Riley Stage
Iowa Agribusiness Radio: Cattle Barn
KZNO The Bus: The Depot
WHO / The Big Show: Avenue of Breeds, Tractor Pull and Way We Live Awards, Anne and Bill Riley Stage

CeLEBRATING 40 YRS

40 yrs

PORK

CELEBRATING

IOWA PORK TENT

THROWBACK TO THE ‘80’S

$2 Iowa Pork Burger
2-4 pm daily at the Iowa Pork Tent.
Limit one per person.
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
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.
Each Day of Fair Sponsor had a slide that ran on their Day of Fair.
UNIVERSITY AVENUE MARQUEES

- Welcome! Today is Solar Day - August 18, 2021
- Welcome! Today is Iowa Credit Union Day - August 19, 2021
- Welcome! Today is Iowa Corn Day - August 20, 2021
- Welcome! Today is Christensen Farms Day - August 21, 2021
- Welcome! Today is STEM Day - August 22, 2021
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

Purple Ribbon
- Alliant Energy
- Coca-Cola
- Chevrolet
- Farm Bureau Financial Services
- Harlan Stealth
- Harlan Stealth/Harlan Stealth
- Hy-Vee
- Mattress Firm
- perficut
- RAM
- Pepsi
- Taco John's
- Iowa Corn
- Wolfe Eye Care

Blue Ribbon
- APE
- Acro Steel
- Broadlawns Medical Center
- Buick
- GMC
- Firestone AG
- LBI
- LEWA
- LIVESTRONG
- MERCY ONE
- Urban Air
- Vermeer
- Fareway
- TITAN

Red Ribbon
- Bankers Trust
- Community Choice Credit Union
- Delta Dental of Iowa
- Farm Bureau Financial Services
- HealthPartners UnityPoint Health
- 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
- Silvers 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.
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.
Map Directory signs are posted at five gates on the Fairgrounds and include wayfinding across the Fairgrounds.

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
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
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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