

IowaStateFair

PROPOSAL

## DAY OF FAIR SPONSORSHIP

**2021 Iowa State Fair: August 12-22**

**Nothing Compares!**

The internationally-acclaimed Iowa State Fair is the single largest event in the state of Iowa and one of the oldest and largest agricultural and industrial expositions in the country. Annually attracting more than a million people from all over the world, the Iowa State Fair in Des Moines is Iowa's great celebration, a salute to the state's best in agriculture, industry, entertainment and achievement. It is the true heartbeat of the Midwest, unequalled and unduplicated.

Iowa's Fair is also known as "America's classic state fair" because the event features all of the traditional activities associated with state fairs in a park-like, 450-acre setting (the Fair's home since 1886). The grounds and the adjoining 160 acres of Campgrounds are listed on the National Register of Historic Places. Most of the buildings pre-date World War I and many are priceless examples of American exposition-style architecture.

National media frequently rank the Fair as one of the top events in the country. USA Weekend named the event the #2 choice for summer fun in America, topping New York City's Times Square, Cedar Point Amusement Park Resort in Ohio and Disneyland in California. Midwest Living magazine named the Fair one of the "Top 30 Things Every Midwesterner Should Experience." The Fair is also the only fair listed in The New York Times best-selling travel book, *1,000 Places to See Before You Die*, and the subsequent travel book, *1,000 Places to See in the U.S.A. and Canada Before You Die*.

Throughout its history, the Fair has been a unique institution, serving to educate, inform and entertain people from all walks of life. It is an outstanding agricultural showplace, boasting one of the world's largest livestock shows, and is also home to the largest art show in the state showcasing both visual and performing arts.



## DAY OF FAIR SPONSORSHIP

Day of Fair sponsors have a single, specific day during the 11-day Iowa State Fair in a prime location on the Grand Concourse and receive all promotional benefits due either Red Ribbon or Blue Ribbon Fair sponsors.

Day of Fair sponsors actively engage with Fairgoers from a 120 foot x 20 foot space located on the Iowa State Fair's main thoroughfare — the Grand Concourse. We estimate that more than 90% of Fairgoers wander up and down the Grand Concourse a minimum of once per visit to the Fair.

The activation space begins in front of the Robert G. Horner and Sheri Avis Horner Service Center and extends west along the concourse. Notable Fair landmarks in the vicinity include the Varied Industries Building, a 100,000 square foot indoor exhibit hall, and the Grandstand, the Fair's nightly concert venue in use since 1909. Day of Fair sponsors have the ability to distribute collateral pieces and give-a-ways, and hold contests or drawings for prizes. Day of Fair sponsors are required to provide a clean and attractive display with fully trained and responsible representatives on-site for a 12-hour activation, from 8 a.m. to 8 p.m. daily.

## DAY OF FAIR SPONSORSHIP BENEFITS

- Right to utilize the 120 foot long by 20 foot deep area located on the Grand Concourse in front of and extending west of the Horner Service Center on determined day (below).
- One 50 foot by 20 foot tent will be provided by the Iowa State Fair. The remaining 70 foot by 20 foot space can be filled as the Day of Fair sponsor sees fit.



- Twenty folding chairs and four 8-foot tables (skirted and topped) will be provided by the Iowa State Fair.
- Company name included on the cover of the Daily Pocket Guide (above right) specific to the agreed upon Day of Fair. A short paragraph describing your Fairtime display activities will be featured at the top of the day's schedule. Between 28,000 and 42,000 copies are distributed daily at Fairground gates. \*may be shifted to a digital platform with ad space available to each Day of Fair sponsor
- Company name or logo included in 600,000 Iowa State Fair newspaper inserts which feature the "Top 11 Things to Do at the Fair." The insert will appear in an early July edition of the Des Moines Sunday Register and local newspapers throughout Iowa. \*may shift due to Fair budget constraints

- Company name or logo included in the Official Iowa State Fair Daily Program (at right). Designed by the Des Moines Register, the Daily Program includes Iowa State Fair schedules, maps, articles of interest and special advertisements. Approximately 50,000 copies distributed in Des Moines Sunday Register on the Sunday before Fair opening day. Another 10,000 are available at Fairground gates.
- Dedicated slide on both University Avenue marquees recognizing the Day of Fair sponsorship (below at right).
- Company name or logo included on four Official Sponsor truss banners placed at four main entrance gates on the Iowa State Fairgrounds (bottom right). \*may shift due to Fair budget constraints
- Company name or logo included on Iowa State Fair sponsorship webpage.
- Right to use the Official Iowa State Fair and Official Sponsor logos to promote the sponsorship and the Iowa State Fair.
- Admission Tickets — 50 for Red Ribbon; 100 for Blue Ribbon.
- Iowa State Fairgrounds North Parking Lot Passes — 25 for Red Ribbon; 50 for Blue Ribbon.
- Grand Concourse Load/Unload Permits with Parking as mutually-agreed as necessary for load in and load out.



## INSURANCE

Day of Fair Sponsors must provide a certificate of general liability insurance with a minimum amount of \$1,000,000. The following must be listed as additional insureds: State of Iowa, Iowa State Fair Authority, its Agents, Officers and Staff. Further details will be included in the agreed upon contract.

## SPONSORSHIP TERM

The sponsorship shall not be binding until all parties have received a fully executed copy of the agreed upon contract which shall expire on October 31, 2021.

## COST

\$10,000 — Red Ribbon (organization name in text used)  
 \$15,000 — Blue Ribbon (organization logo used)

## CONTACT

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