

IowaStateFair

2022 SPONSORSHIP BROCHURE

August 11-21



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IOWA STATE FAIR

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 one million people from all over the world, the Iowa State Fair, held 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, unequaled and unparalleled.

National media frequently rank the Iowa State Fair as **one of the top events in the country**. Midwest Living magazine named the Iowa State Fair one of the "Top 30 Things Every Midwesterner Should Experience." The Fair is 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. & Canada Before You Die*.

The Iowa State 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 Fairgrounds and adjoining 160 acres of campgrounds are listed on the **National Register of Historic Places**. Most of the buildings pre-date World War I; many are priceless examples of iconic American exposition-style architecture.

Throughout its history, the Iowa State 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**. The Iowa State Fair also showcases visual and performing arts with a variety of special exhibits and activities.

Each year, hundreds of manufacturers and industrial representatives clamor to rent coveted exhibit space. In addition to its tremendous showcase of agriculture and industry, the Iowa State Fair is also an entertainment destination for Iowa and the Midwest. Nearly 600 exhibitors and concessionaires sell quality merchandise and tasty foods, with several being served on a stick. Hundreds of displays, exhibitions, demonstrations, unique attractions and all kinds of competition – for fun, for ribbons and for the pride of winning – make the Iowa State Fair **the greatest state fair in the nation**.



STATE FAIR SPONSORSHIP

We're Back! After a 24-month absence, all things Iowa State Fair again materialized for Fairgoers from across the state and the nation to enjoy. We knew the 2021 Fair would be a little different from year's past, and we were right. But our commitment to **ensuring the health and safety** of everyone present on the Fairgrounds was a primary focus throughout the 11-day annual showcase of the best Iowa has to offer.

Attention now turns to August 2022 and putting together the right sponsorship fit for our many returning sponsors and what we expect will be a handful of new sponsors as well. The Sponsorship Team is prepared to start planning your presence at the 2022 Iowa State Fair.

As an **Official Sponsor** of the Iowa State Fair, your organization will have a tailored opportunity to interact with more than one million people! Since 1886, the Iowa State Fair has been a source of family entertainment. Livestock competitions, concerts, thrill rides, food, hundreds of exhibits and displays and so much more, bring crowds to the Iowa State Fairgrounds for the most fun-filled eleven days in August.

Engaging in a sponsorship at the 2022 Iowa State Fair is a **partnership** between your organization, the Fair and Fairgoers who expect good fun, great food and so much to enjoy. We are committed to a successful, positive and memorable experience for all parties. When considering a sponsorship opportunity with the Iowa State Fair, imagine the experience you want to create and the impression you want Fairgoers to remember.

While some sponsors seek **on-site exhibit space** to engage with the fairgoers, other sponsors seek **branding and logo placement**. Others prefer to support a **special event, attraction** or **Fairtime contest**. Still others seek to create a **unique experience** for Fairgoers.

Whatever your goals, we will help you meet them. As an Iowa State Fair sponsor, you have the opportunity to directly interact with Fairgoers and share your product, service or message. Whatever your need or objective, we can help you sell, sample or promote your business or message.



STATE FAIR SPONSORSHIP

Start planning your Fair presence by reviewing this document and the [2022 Post-Fair Sponsorship Report](#).

If a shorter activation (less than the full run of the 11-day Iowa State Fair) is your preference, please review the [2022 Mobile Marketing Brochure](#).

A single day on the Fairgrounds in a prime location may serve your goals. If yes, then take a look at the [2022 Day of Fair Sponsorship Proposal](#). Availability for this option varies but generally opens late winter/early spring if any of the previous year's Day of Fair sponsors decide not to renew.

The most recent Iowa State Fair analytics are available here: [Iowa State Fair Analytics Summary](#).

Every Iowa State Fair sponsorship is **unique and customized** to meet your goals. If you are interested in a sponsorship opportunity for the 2022 Iowa State Fair, please contact us at your earliest convenience.

We look forward to **helping you plan a successful sponsorship** that will meet your goals.



MEG COURTER
Iowa State Fair
Sponsorship Director

www.iowastatefair.org/sponsors/
meg@blueribbonfoundation.org

Desk Phone: 515-401-1676
Fairtime Cell: 515-229-1479



2021 STATE FAIR RECAP

Yes, we're back! And nearly 1.1 million people also 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, we are grateful it was better than we expected. 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 Slipknot concert - with 17,320 people in the Grandstand for Chris Stapleton.

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 is one more all-time record!

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

Broadlawns Medical Center	Iowa Dept of Transportation	MercyOne
Diabetic Equipment & Supplies	Iowa Egg Council	Renewable Energy Group
Firestone Ag Tire	Iowa Healthiest State Initiative	Simpson College
General Mills	Iowa Lottery	Sylvan Learning Centers
HealthPartners UnityPointHealth	Iowa Select Farms	Titan Tire
Henning Companies	Kemps Dairy	Urban Air Adventure Park
Homemakers Furniture	Kwik Star	WeWash Laundry Co
Iowa Bankers Association	Medigold	

Fairgoers enjoyed several additions and renovations on the Fairgrounds this year:

- Stunning \$14 million renovation of the Bruce Rastetter 4-H Exhibits Building
- 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)
- Four vibrant murals beautified a concrete utility building
- The Garden behind the freshly-painted Little Hands on the Farm
- New location for the Reichardt Family Giant Slide

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

SPONSORSHIP BRANDING



2021 BY THE NUMBERS

STRONG ATTENDANCE

1,094,480 (record set in 2019: 1,170,375)

NUMBER OF CONCERT GOERS

117,419 (record set in 2019: 128,502)

RECORD ATTENDEES FOR A SINGLE CONCERT

17,320 for Chris Stapleton (previous record was 17,032 for Slipknot in 2018)

RECORD NUMBER OF VEHICLES PARKED ON GROUNDS

77,473 (about 2,000 more than 2019)

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

141,000+ (down significantly due to mask mandate on public transportation; normally around 250,000 riders)

VISITORS TO LITTLE HANDS ON THE FARM

25,336 youngsters under 10 years of age

RAISED AT THE BLUE RIBBON FOUNDATION WOODCARVER'S AUCTION

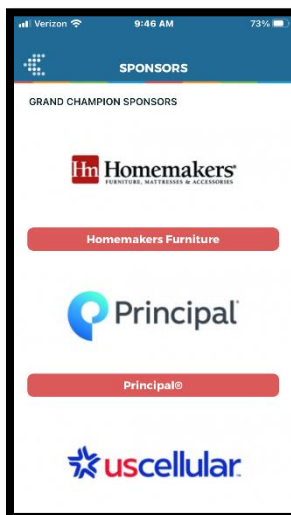
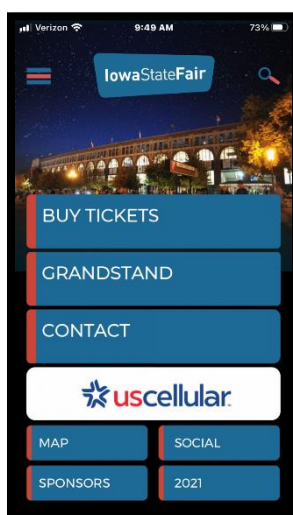
\$61,454 (2018 record was \$56,500)

TOTAL NUMBER CAMPERS

3,321

IOWA STATE FAIR APP

25,900+ total downloads (screen shots below)



eNEWS+SOCIAL+WEB ANALYTICS

IOWA STATE FAIR eNEWSLETTER

96,000+

Two *Sponsor Highlight* features (one sampled below far left) earned 15% and 16% click rates

FACEBOOK

209,479 likes – **6.7% increase** over 2019

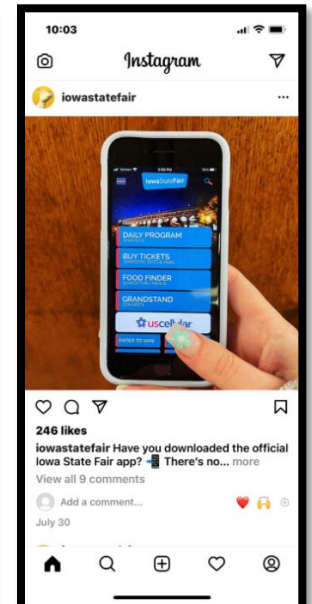
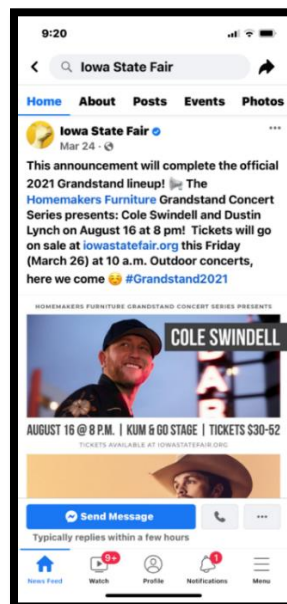
Most successful sponsor post: Chris Stapleton concert package give-a-way included a Homemakers gift card – 3,200+ likes, 12,000+ comments and 503 shares.

TWITTER

68,392 followers – slight decrease from 2019

INSTAGRAM

44,905 followers – **26.1% increase** over 2019



WEBSITE

Total users

2021 data not available
453,278 users in 2019
354,519 users in 2018

Total page views

1,140,581 total page views in 2019
(2,291,942 in 2019 in candidate's Soap Box year)

Total sessions

2% increase over 2019
797,190 sessions in 2021
(784,397 in 2019)

Average session duration

00:03:49
48.1% increase over 2019

SPONSORSHIP BRANDING



FAIR ATTENDANCE

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2021</u>	<u>AVERAGE</u>
Day 1 Thursday	70,927	86,408	81,948	84,928	77,700	80,382
Day 2 Friday	90,259	103,424	103,419	103,096	104,177	100,875
Day 3 Saturday	113,873	120,833	116,583	122,111	111,603	117,001
Day 4 Sunday	97,923	112,396	104,270	108,283	107,410	106,056
Day 5 Monday	93,092	105,522	95,666	97,682	95,621	97,517
Day 6 Tuesday	88,171	96,863	92,440	102,953	90,688	94,223
Day 7 Wednesday	95,881	95,322	102,843	109,323	91,510	98,976
Day 8 Thursday	85,366	96,015	99,090	104,247	96,064	96,156
Day 9 Friday	86,674	97,958	102,447	112,891	101,952	100,384
Day 10 Saturday	112,672	120,616	117,062	119,276	117,764	117,478
Day 11 Sunday	96,440	94,714	114,492	105,585	99,991	102,244
Total Fairgoers	1,031,278	1,130,071	1,130,260	1,170,375	1,094,480	1,115,496
	RECORD	RECORD	RECORD			

5 year averages

SPONSORSHIP BRANDING



FAIRGOER DEMOGRAPHICS

*Data taken from 2016 Iowa State Fair survey.

Age 41 years old (mean)
31% are 30-39 years old
55% are younger than 40

Gender 39% Male
61% Female

99% of Fairgoers rate the Iowa State Fair as **Good to Excellent** (the other 1% were eating something on a stick and could not respond when asked)

\$126 was reported as the average amount of money spent at the Fair

7 Hours was the average length of time spent at the Fair

10% of Fairgoers attend all 11 days while **most Fairgoers visit 3 different times**

74% of adult Fairgoers have an income greater than \$50,000

88.7% of Fairgoers live in Iowa. Fairgoers also reported Nebraska, Missouri, Minnesota, Texas, Alaska and New York as the top six visitors from other home states.

55.3% of Fairgoers live in Polk, Dallas & Warren Counties



FAIRGOER DEMOGRAPHICS

What brings them to the Iowa State Fair...

- For enjoyment
- To see a friend or family member compete in a livestock show
- To see a friend or family member perform on stage
- To see a friend or family member's exhibit or entry
- Rides & games
- The food
- Camping
- Family or group outing
- Corporate retreat
- A specific Grandstand or free stage show
- Shopping
- Volunteer opportunity
- People-watching/Fairgoer-watching



What they do while at the Iowa State Fair...

- Eat something on a stick (repeated several times throughout each visit)
- Visit the exhibitors in the William C. Knapp Varied Industries Building
- View the livestock in the barns and Animal Learning Center
- Remember the years past in Pioneer Hall & Heritage Village
- Enjoy free entertainment on one of the four free stages
- Enjoy the photography salon in the Cultural Center
- Take their children to Little Hands on the Farm
- Make memories with friends and family
- View the projects in the 4-H Building
- Stroll through the Machinery Grounds
- Enjoy a show in the Grandstand
- Visit the DNR Building
- See the Butter Cow
- Enjoy the Midway

SPONSORSHIP BRANDING



BEST OF SHOW SPONSOR

INVESTMENT

\$250,000 or greater

SPONSORSHIP EXAMPLES

Mutually determined



MARKETING BENEFITS

- Recognition as a Best of Show sponsor of the Iowa State Fair.
- Logo included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and most local newspapers throughout Iowa (*2022 quantities TBD).
- Logo and sponsorship-level recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. 40,000* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 20,000 are available at Fairgrounds gates (*2022 quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Best of Show sponsors.
- Logo included on two Official Sponsor towers placed at the east and west ends of the Grand Concourse.
- Logo and web link included on the Iowa State Fair sponsorship web page & mobile app.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS

- Exhibit space if desired.
- Right to branding opportunities at sponsored venue, activity or attraction.
- 500 Admission Tickets plus the opportunity to purchase additional tickets at \$9 each.
- 250 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.



GRAND CHAMPION SPONSOR

INVESTMENT

\$100,000 to \$249,999

SPONSORSHIP EXAMPLES

Historic Grandstand and Grandstand Concert Line-up

Grand Concourse

Thrill Parks: Thrill Ville, Thrill Town & Thrill Zone

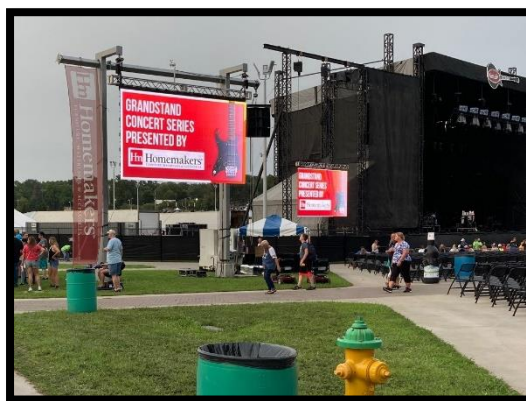
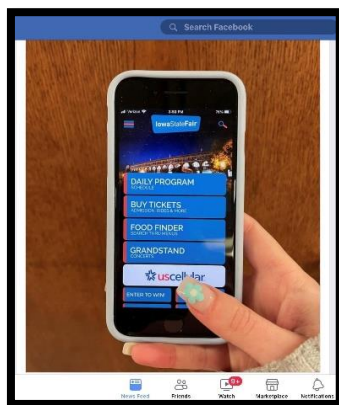


MARKETING BENEFITS

- Recognition as a Grand Champion sponsor of the 2022 Iowa State Fair.
- Logo included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and most local newspapers throughout Iowa (2022 quantities TBD).
- Logo and sponsorship recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. 40,000* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 20,000 are available at Fairgrounds gates (*2022 quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Grand Champion sponsors.
- Logo included on two Official Sponsor towers placed at the east and west ends of the Grand Concourse.
- Logo and web link included on the Iowa State Fair sponsorship web page & mobile app.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS

- Exhibit space if desired.
- Right to distribute promotional items and give-a-ways from designated exhibit space.
- 400 Admission Tickets plus the opportunity to purchase additional tickets at \$9 each.
- 200 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.



CHAMPION SPONSOR

INVESTMENT

\$50,000 — \$99,999

SPONSORSHIP EXAMPLES

"Top 11" early July newspaper insert (Q=500K statewide)

Bob & Deb Pulver Outdoor Arena

Richard O. Jacobson Exhibition Center

Public Safety

Sheep Barn

Horse Barn



MARKETING BENEFITS

- Recognition as a Champion sponsor of the Iowa State Fair.
- Logo included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and most local newspapers throughout Iowa (*2022 quantities TBD).
- Logo and sponsorship-level recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. 40,000* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 20,000 are available at Fairgrounds gates (*2022 quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Champion sponsors.
- Logo included on two Official Sponsor towers placed at the east and west ends of the Grand Concourse.
- Logo and web link included on the Iowa State Fair sponsorship web page & mobile app.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS

- Exhibit space if desired.
- Right to distribute promotional items and give-a-ways from designated exhibit space.
- 300 Admission Tickets and opportunity to purchase additional at \$9 each.
- 150 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.



PURPLE RIBBON SPONSOR

INVESTMENT

\$25,000 — \$49,999

SPONSORSHIP EXAMPLES

Livestock Pavilion Show Arena

Robert G. Horner and Sheri Avis Horner Service Center

Blue Ribbon Foundation Volunteers

Patty & Jim Cownie Cultural Center

Richard O. Jacobson Hall & Kenyon Gallery

Oman Family Youth Inn



Grandfather's Farm

Ralph H. Deets Historical Museum

Gate 13 or Gate 11

MARKETING BENEFITS

- Recognition as a Purple Ribbon sponsor of the Iowa State Fair.
- Logo included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and most local newspapers throughout Iowa (*2022 quantities TBD).
- Logo and sponsorship-level recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. 40,000* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 20,000 are available at Fairgrounds gates (*2022 quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Purple Ribbon sponsors.
- Logo included on two Official Sponsor towers placed at the east and west ends of the Grand Concourse.
- Logo and web link included on the Iowa State Fair sponsorship web page & mobile app.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS

- Exhibit space if desired.
- Right to distribute promotional items and give-a-ways from designated exhibit space.
- 200 Admission Tickets and opportunity to purchase additional at \$9 each.
- 100 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.



BLUE RIBBON SPONSOR

INVESTMENT

\$15,000 — \$24,999

SPONSORSHIP EXAMPLES

Blue Ribbon Kid's Club
Day of Fair
Ye Old Mill
Walnut Center
Expo Hill

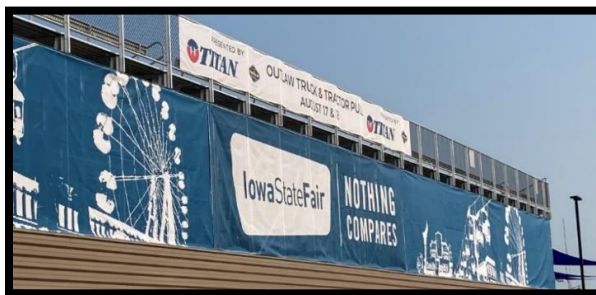


MARKETING BENEFITS

- Recognition as a Blue Ribbon sponsor of the Iowa State Fair.
- Logo included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and most local newspapers throughout Iowa (*2022 quantities TBD).
- Logo and sponsorship-level recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. More than 40,000 copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 20,000 are available at Fairgrounds gates (*2022 quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Blue Ribbon sponsors.
- Logo included on two Official Sponsor towers placed at the east and west ends of the Grand Concourse.
- Logo and web link included on the Iowa State Fair sponsorship web page & mobile app.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS

- Exhibit space if desired.
- Right to distribute promotional items and give-a-ways from designated exhibit space.
- 100 Admission Tickets and opportunity to purchase additional at \$9 each.
- 50 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.



RED RIBBON SPONSOR

INVESTMENT

\$7,500 — \$14,999

SPONSORSHIP EXAMPLES

Day of the Fair

Bandaloni One-Man Band

Agriculture Education programs

Various Attractions & Special Events:

Fitness on the Hill – BINGO – Animal Learning Center Vet Scrubs & T-shirts – Horseshoe Courts



MARKETING BENEFITS

- Recognition as a Red Ribbon sponsor of the 2022 Iowa State Fair.
- Business name included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and most local newspapers throughout Iowa (*2022 quantities TBD).
- Business name and sponsorship-level recognition included in the Iowa State Fair Official Guide: compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. 40,000* copies inserted in the Des Moines Sunday Register four days before Fair opening day plus 20,000 available at Fairgrounds gates (*2022 quantities TBD).
- Business name included on two Official Sponsor towers placed at the east and west ends of the Grand Concourse.
- Business name included on the Iowa State Fair sponsorship web page & mobile app.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS

- 50 Admission Tickets and opportunity to purchase additional at \$9 each.
- 25 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.



WHITE RIBBON SPONSOR

INVESTMENT

\$2,500 — \$7,499

SPONSORSHIP EXAMPLES

Little Hands on the Farm stops
Agriculture Education programs
Dairy Barn Milking Parlor
Pioneer Hall Stage
Various Attractions & Special Events



MARKETING BENEFITS

- Recognition as a White Ribbon sponsor of the 2022 Iowa State Fair.
- Business name included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and most local newspapers throughout Iowa (*2022 quantities TBD).
- Business name and sponsorship-level recognition included in the Iowa State Fair Official Guide: compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. 40,000* copies inserted in the Des Moines Sunday Register four days before Fair opening day plus 20,000 available at Fairgrounds gates (*2022 quantities TBD).
- Business name included on two Official Sponsor towers placed at the east and west ends of the Grand Concourse.
- Business name included on the Iowa State Fair sponsorship web page & mobile app.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS

- 25 Admission Tickets and opportunity to purchase additional at \$9 each.
- 15 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.



SPONSORSHIP BRANDING

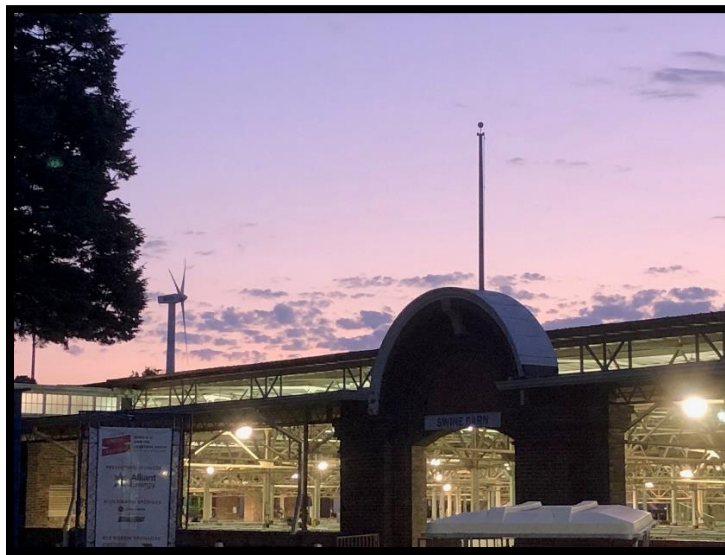


FUTURE FAIR DATES

2023 AUGUST 10-20

2024 AUGUST 8-18

2025 AUGUST 7-17



Sponsorship Iowa State Fair

Meg Courter
Sponsorship Director
3000 East Grand Avenue
PO Box 57130
Des Moines, IA 50317

meg@blueribbonfoundation.org

515-401-1676 Desk phone
515-229-1479 Fairtime cell

www.iowastatefair.org/sponsors/