



2022 IOWA STATE FAIR

Strolling Acts and Special Attractions Sponsorship Opportunities

The internationally-acclaimed Iowa State Fair is the single largest event in the state of Iowa and one of the oldest and largest agricultural expositions in the country. Annually attracting more than a million people from all over the world, the Iowa State Fair 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.

The Iowa State Fair is without a doubt the country's most famous state fair. The inspiration for a Pulitzer Prize-winning novel, three motion pictures and a Rodgers and Hammerstein musical. The Iowa State Fair is listed in The New York Times best-selling travel book *1000 Places to See Before You Die* and the subsequent *1,000 Places to See in the USA and Canada Before You Die*.

Known as "America's classic state fair," the event features all the traditional activities associated with state fairs in a park-like, 450-acre setting listed on the National Register of Historic Places. Throughout its history, the Iowa State Fair has served to educate, inform and entertain people from all walks of life. An outstanding agricultural showcase, it boasts one of the world's largest livestock shows as well as the largest art show in Iowa showcasing both visual and performing arts.

We are pleased to offer the following Iowa State Fair
sponsorship proposal.



2022 IOWA STATE FAIR

IOWA STATE FAIR TALENT SEARCH COMPETITION **SOLD**

In 1946, Iowa Falls native Bill Riley, Sr. emceed variety shows hosted at the Iowa State Fair by KRNT radio. In 1957, Bill approached Fair secretary Lloyd Cunningham about showcasing talented kids during the State Fair. Two years later, Bill Riley's first Iowa State Fair Talent Search was held.

Affectionately known as "Mr. State Fair," Bill retired from the Talent Search in 1996, passing the responsibility to his son, Bill Riley, Jr. In 2006, the Plaza Stage was renamed the Anne and Bill Riley Stage.

Currently, nearly 100 local qualifying shows are held across the state with those qualifiers competing over the first seven days at the Iowa State Fair, where the state's brightest young stars perform for delighted Fairgoers. Two levels compete: Sprouts (ages 2-12) and Seniors (ages 13-21). Semi-finals are held next and result in the selection of six Sprout champions and one Senior champion. Thousands of young Iowans have competed in the Talent Search, many repeatedly, and enjoy the fun and excitement of performing on a main stage at the Iowa State Fair.



In late 2020, Bill Riley, Jr. announced his plan to retire after the 2021 Iowa State Fair. A new Emcee will be selected and the Iowa State Fair will continue the legacy that Bill and his father so passionately created. The Iowa State Fair Talent Search is a prime tradition for contestants and audience members alike.

Sponsorship Fee: \$100,000

Exclusive Sponsorship Benefits

- Recognition as a Purple Ribbon Sponsor of the Iowa State Fair.
- Recognition as the Presenting Sponsor of the Talent Search Competition at the Iowa State Fair.
- During daily Talent Search sessions every afternoon:
 - Right to recognition signage on the Anne and Bill Riley Stage.
 - Right to verbal recognition multiple times by event Emcee.
 - Right to logo placement on participant plaques and certificates.
 - Right to inclusion in the prize packages awarded to the winning contestants.



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IOWA STATE FAIR QUEEN CONTEST

The Iowa State Fair Queen Contest has been held since 1964 and brings 102 county fair queens from all over the state of Iowa together to vie for the coveted State Fair Queen crown. Final judging takes place on the first Saturday of the Fair on the Anne and Bill Riley Stage. The judges selection is based on personality, attitude, awareness, leadership, citizenship, contribution to community, overall appearance, charm, and poise.



Each Queen reigns for a full year and traverses the state representing herself and the Iowa State Fair. The 2021 queen received two cash scholarships totaling \$8,000 plus numerous other prizes. First, second and third runners-up are also selected.

Sponsorship Fee: \$30,000

Exclusive Sponsorship Benefits

- Recognition as a Purple Ribbon Sponsor of the Iowa State Fair.
- Recognition as the Presenting Sponsor of the Iowa State Fair Queen Contest.
- The text "Presented by [sponsor name]" will be incorporated into the contest logo.
- Recognition during all promotion of the Queen Contest.
- During final Queen Contest judging:
 - * Right to recognition signage on the Anne and Bill Riley Stage.
 - * Right to verbal recognition multiple times by the contest Emcee.
 - * Right to logo placement on the awarded plaques and certificate, etc.
 - * Right to inclusion in the prize package awarded to the winning contestant.

BANDALONI

Bandaloni, the amazing one-man-band, has brought his unique entertainment to visitors at outdoor fairs and festivals throughout Canada and the United States. Bandaloni will roam the Iowa State Fairgrounds three times each day entertaining Fairgoers of all ages with his musical talents. Bandaloni is a fully licensed pyro-technician which means specialty smoke and flares delight and capture the imagination of all Fairgoers.

A sponsor has the unique opportunity to add their logo to the Bandaloni drum (see photo at right) which is visible to the crowd as Bandaloni traverses the Fairgrounds during the 11-day Iowa State Fair.



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Sponsorship Fee: \$15,000

Exclusive Sponsorship Benefits

- Recognition as a Blue Ribbon Sponsor of the Iowa State Fair.
- Right to place sponsor logo on the Bandaloni one-man-band drum.
- Right to verbal recognition at least once during each Bandaloni performance.



THE RED TROUSER SHOW **SOLD**

Returning to the Iowa State Fair after entrancing fairgoers in 2012, 2014, 2015, 2018 and 2019, the Red Trousers Show performances will occur three times daily on Expo Hill (adjacent to the MidAmerican Energy Wind Turbine).

Average performance crowds top 300 and they are consistently voted the top act at many fairs and festivals. One event organizer went so far as to warn other events that the only drawback was managing the giant crowds that gather to watch their exciting pyro-technic and acrobatic show.



Sponsorship Fee: \$15,000

Exclusive Sponsorship Benefits

- Recognition as a Blue Ribbon Sponsor of the Iowa State Fair.
- Right to sponsorship recognition signage and verbal mentions the artists at the event location on Expo Hill.



by

ROBOCARS

ROBOCARS are a unique and engaging brightly-colored, life-sized, transforming robot vehicles currently featuring Cars, Trucks, Motorcycles and Tractors. Operator driven, they walk and drive creating endless excitement and photo opportunities for the whole family. Click either link below for a video highlighting exactly how ROBOCARS interact with event visitors. Several shots in the video show logo'd decals that provide visible sponsorship sponsor. (see photos at right)



[_Robocars.mp4](#)

[Robocars.mp4 - Google Drive](#)

Sponsorship Fee: \$7,500

Exclusive Sponsorship Benefits

- Recognition as a Red Ribbon Sponsor of the Iowa State Fair.
- Right to display a logo and messaging on three ROBOCARS side, top and back panels (as appropriate to each vehicle).



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DISC-CONNECTED K9s **SOLD**

Disc-Connected K9s is a unique, educational show that has crowds cheering and laughing. The shows are choreographed to music, with hundreds of freestyle moves and tricks. Professionally trained team members and 16 performing dogs amaze the audience.



Multiple shows run daily for the duration of the 11-day Iowa State Fair. The Disc-Connected K9s attraction will be located just west of the Jacobsen Exhibition Center in the southwest area of the Fairgrounds. This area is directly south of the family-friendly Thrill Town rides and attractions park.

Click this link to go to their Facebook page where you can review photos and videos of past performances: [\(1\) Disc-Connected K9's | Facebook](#)

Sponsorship Fee: \$7,500

Exclusive Sponsorship Benefits

- Recognition as a Red Ribbon Sponsor of the Iowa State Fair.
- Right to sponsorship recognition signage around the Disc-Connected K9s show arena.

STROLLING PIANO

A revolutionary concept in the world of musical entertainment, combining the classic and sophisticated nature of a pianist/singer with the flexibility of a strolling musician. This fully mobile, fully self-contained piano can move around any event space safely and with ease, and it cleverly contains a PA system that will support up to 300 guests or can wirelessly connect to an existing house PA system for larger events. The Strolling Piano can operate for over 4 hours on its internal battery. The Strolling Piano is a truly unique entertainment option and will have Fairgoers intrigued, engaged, and delighted.



Visit this link for more information: [Entertainers | Fusion Talent Group](#)

Sponsorship Fee: \$7,500

Exclusive Sponsorship Benefits

- Recognition as a Red Ribbon Sponsor of the Iowa State Fair.
- Right to place sponsor logo or additional information on the front digital display screen or sides for visible sponsorship recognition.



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WHEELS OF AGRICULTURE

Everyone loves the TV show Wheel of Fortune, right? Well, Fairgoers will equally enjoy the Wheels of Agriculture because it's modeled on the classic TV game show.

The Wheels of Agriculture is an audience-interactive, trivia-based game show where contestants, chosen from the audience, answer randomly selected questions to earn points. The topics are primarily agricultural-based and include local agriculture, livestock, plants, food groups, music and other sounds, and more. The mission is to entertain and raise agriculture awareness and education by playing a unique audience interactive game show for all ages!



Visit this link for more information: [Home | Wheels of Agriculture Game Show](#)

Sponsorship Fee: \$7,500

Exclusive Sponsorship Benefits

- Recognition as a Red Ribbon Sponsor of the Iowa State Fair.
- Right to sponsorship recognition signage at the event location inside busy main Gate 15.

BAGS TOURNAMENT **SOLD**

For many years, the second Saturday of the Iowa State Fair brings dozens of competitors to the Grand Concourse for a fun-filled bags tournament. Close to 500 participants team-up to compete in brackets until a champion is crowned. Registration begins shortly after the Fair opens with games scheduled to begin at 10 am. Championship rounds take place that afternoon and everything wraps up by mid-afternoon. Hundreds of spectators stroll by as team after team toss their way to victory, or defeat.

As an exciting addition for the 2022 Fair, we will attempt to set a World Record for the most bags games thrown in a single day.



Sponsorship Fee: \$5,000

Exclusive Sponsorship Benefits

- Recognition as a White Ribbon Sponsor of the Iowa State Fair.
- Right to sponsorship recognition signage at event location all day on Saturday, August 20



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SAND AND STRAW SCULPTURES **SOLD**

Help us repeat the magic from several previous Iowa State Fairs by sponsoring either the Straw Sculpture or the Sand Sculpture. These creative gems alternate between locations SW of the Varied Industries Building or at the entrance to Thrill Ville. New designs are envisioned each Fair.

Sponsorship Fee: \$5,000 per sculpture

Exclusive Sponsorship Benefits

- Recognition as a White Ribbon sponsor if one sculpture is selected or a Red Ribbon Sponsor if both sculptures are selected.
- Right to sponsorship recognition signage at ground level at three locations around the periphery of each sculpture.



FAIRTIME CONTESTS

The Iowa State Fair has countless traditions, not least of which are the 30 plus contests for Fairgoers young and old to enter and experience. Contestants and spectators alike enjoy the excitement and friendly fun.

Sponsorships are available for individual contests or package a few together to reach a variety of audiences over several days spread throughout the Fair's 11-day run. Check out the list of options below and ask for the Special Events Directory to learn more about each opportunity (see a few photos on next page).

4x4 Stomper Pull	Backgammon Tournament
Banjo/Guitar/Mandolin Contests	Bench Press/Deadlift Contest
Checkers/Checkers/Cribbage Tournaments	Decorated Diaper Contest
Diaper Derby	Fiddlers' Contest
Fly Tying Competition	Heritage Contests
Iowa Auctioneers ASSN Bid Calling Finals	Iowa Parks & Recreation Day
Marvelous Hat Contest	Micro-Mini Tractor Pull
Monster Arm Wrestling Championships	Mr. Legs Contest
Outhouse Races SOLD	Pedal Tractor Pull
Pigtail/Ponytail/Braid/Mullet & Mohawk Contest	Spelling Bee
Tall Corn Contest	Twins, Triplets & More Contest

Sponsorship Fee: \$500 to \$1,000 per contest

Exclusive Sponsorship Benefits

- Recognition as a Fairtime Contests Sponsor of the Iowa State Fair.
- Right to sponsorship recognition appropriate to the contests) and total investment level.

ADDITIONAL PROMOTIONAL BENEFITS AVAILABLE TO SPONSORS



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Purple and Blue Ribbon Sponsorship Levels - investment between \$15,000-\$99,999

- Right to exhibit booth space inside or outside.
- Logo recognition in 500,000+ special newspaper inserts distributed statewide in early July.
- Logo recognition in 40,000+ Iowa State Fair Daily Program Guides distributed in the Des Moines Register on the Sunday before opening day plus 20,000 at Fair entry gates—see image below.
- Logo identification and web hyperlink on the sponsors' page of the Fair website.
- Logo recognition with all same-level sponsors on both East University Ave electronic marquees.
- Logo included on two Official Sponsor towers located at either end of the busy Grand Concourse.
- Right to use the Iowa State Fair and Official Sponsor logos to promote the partnership.
- Quantity of general admission tickets and parking passes.
- Additional mutually-determined benefits.

White and Red Ribbon Sponsorship Levels - investment between \$2,500-\$14,999

- Organization name in text in 500,000+ newspaper inserts distributed statewide in early July.
- Organization name in text in 40,000+ Iowa State Fair Daily Program Guides distributed in the Des Moines Register on the Sunday before opening day and 20,000+ at Fair entry gates.
- Organization name in text on the sponsors' page of the Fair website.
- Organization name in text on two Official Sponsor towers placed at either end of the busy Grand Concourse.
- Right to use the Iowa State Fair and Official Sponsor logos to promote the partnership.
- Quantity of general admission tickets and parking passes.
- Additional benefits we mutually determine.

**We hope you choose to join us as a
Sponsor for the 2022 Iowa State Fair!**

Julianna Curtis, Iowa State Fair Sponsorship Director
515-401-1676; jcurtis@iowastatefair.org

