

≡2023≡
IOWA
STATE
≡FAIR≡

SPONSORSHIP
BROCHURE

august
10-20

BEST DAYS EVER

IowaStateFair

NOTHING
COMPARES





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THE 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 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, unequaled and unparalleled.

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

Iowa's Fair is also known as "America's classic state fair" because it 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 adjoining 160 acres of campgrounds are listed on the **National Register of Historic Places**. Most buildings pre-date World War I; many are priceless examples of 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 Fair also features visual and performing arts through a variety of special exhibits and activities.



Each year, hundreds of manufacturers and industrial representatives clamor to rent coveted exhibit space. Nearly 600 vendors and concessionaires sell quality merchandise and award-winning foods (including 60+ on a stick). In addition to the tremendous showcase of agriculture and industry, the Fair is an entertainment destination for Iowa and the Midwest. Its unique displays, attractions, competitions, and people all make the Iowa State Fair **the greatest state fair in the nation**.

IOWA STATE FAIR SPONSORSHIP

With a successful 2022 Fair in the books, attention now turns to August 2023 and creating the right sponsorship packages for both returning and new sponsors.

As an official sponsor of the Iowa State Fair, your organization has a tailored opportunity to interact with more than one million people! Engaging in a sponsorship at the 2023 Fair is a **partnership** between your organization, the Fair, and Fairgoers who come to enjoy the 11 most fun-filled days of the year. We are committed to a positive, successful, and memorable experience for all.

When considering a sponsorship with the Fair, imagine the experience you want to create and the impression you want to leave with Fairgoers. Some sponsors seek **on-site exhibit space** to share their product, service, or message. Others seek **signage and logo placement** to increase brand awareness and affinity. Still others prefer to support a **special event, attraction, or Fairtime contest** or even create a **unique experience** for Fairgoers to enjoy.

Whatever your goals, we will help you meet them.

Start planning your presence at the 2023 Fair by reviewing this brochure and the **2022 Post-Fair Sponsorship Report**.

If you're interested in on-site exhibit space, please check out the following options:

- **Mobile Marketing Proposal** – for shorter (<11 days), outdoor activations.
- **Shared 10'x10' VIB Booth Proposal** – for one or two day activations in the air-conditioned, 110,400 square foot Varied Industries Building.
- **Day of Fair Sponsorship Proposal** – for a single day in a prime location on the Grand Concourse. (Availability varies but typically opens late winter/early spring if the previous year's Day of Fair sponsors do not renew.)
- For other, 11-day space options or unique requests, please contact the Sponsorship Director.

Every Iowa State Fair sponsorship is **unique and customized** to meet your goals. If you are interested in a sponsorship opportunity, please contact us at your earliest convenience. We look forward to helping you plan a successful sponsorship at the 2023 Iowa State Fair!



Julianna Curtis

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2022

FAIR RECAP

After an excellent comeback year in 2021, the 2022 Iowa State Fair surpassed expectations once again. More than 1.1 million Fairgoers walked the avenues, barns, buildings, and parks of the Fairgrounds this year to experience the joy of rural and urban Iowa coming together. Whether it was a cup of cookies or Pork Picnic in a Cup, giant boars or the Giant Slide, live music or The Music Man made of butter, the 2022 Fair had something for everyone to enjoy.

Attendance increased by more than 25,000 people compared to 2021, the Grandstand Concert Series drew **110,635 concert-goers** over 11 nights, and Saturday, August 20th broke the all-time **one-day attendance record with 128,298 people** – 730 of whom participated in the Guinness World Record largest cornhole tournament.

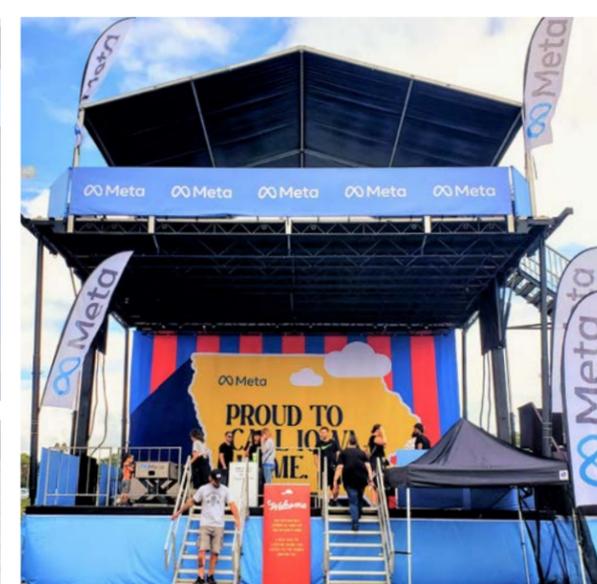
To continue the record-setting trend, the Sponsorship program also saw its biggest year to date. 107 sponsors and Mobile Marketers, including 18 new sponsors, helped make the Fair an exciting destination to eat, shop, play, people-watch, and experience what's so special about our state. Together, our partners contributed nearly **\$3.2 million** in cash and in-kind donations – another all-time record!

The Fairgrounds saw several new additions as well:

- "The Kitchen" in the Maytag Family Theaters, which held food demonstrations ranging from decorating cakes to cutting local meats
- The Alliant Energy Landing, which hosted events like the Opening Ceremonies and Blue Ribbon Foundation Legislative Day brunch
- Renovations at Elwell Family Park, which boasted a new roof and press box as well as 1,000 additional grandstand seats for fans to enjoy tractor pulls, UTV and ATV races, and demo derbies

An exciting announcement was also made for upcoming livestock barn renovations. Over the next several years, a historic \$25 million project will upgrade the four barns so future generations can continue the timeless tradition of showing their prize cattle, horses, sheep, and swine.

Thank you to our valued Fair sponsors for partnering with us and making this collective success possible!



2022

FUN FACTS & FIGURES

TOTAL FAIR ATTENDANCE

1,118,763 (fourth largest in Iowa State Fair history – down 4.4% from record-setting 2019 but up 2.17% from 2021)

ALL-TIME ONE-DAY ATTENDANCE RECORD

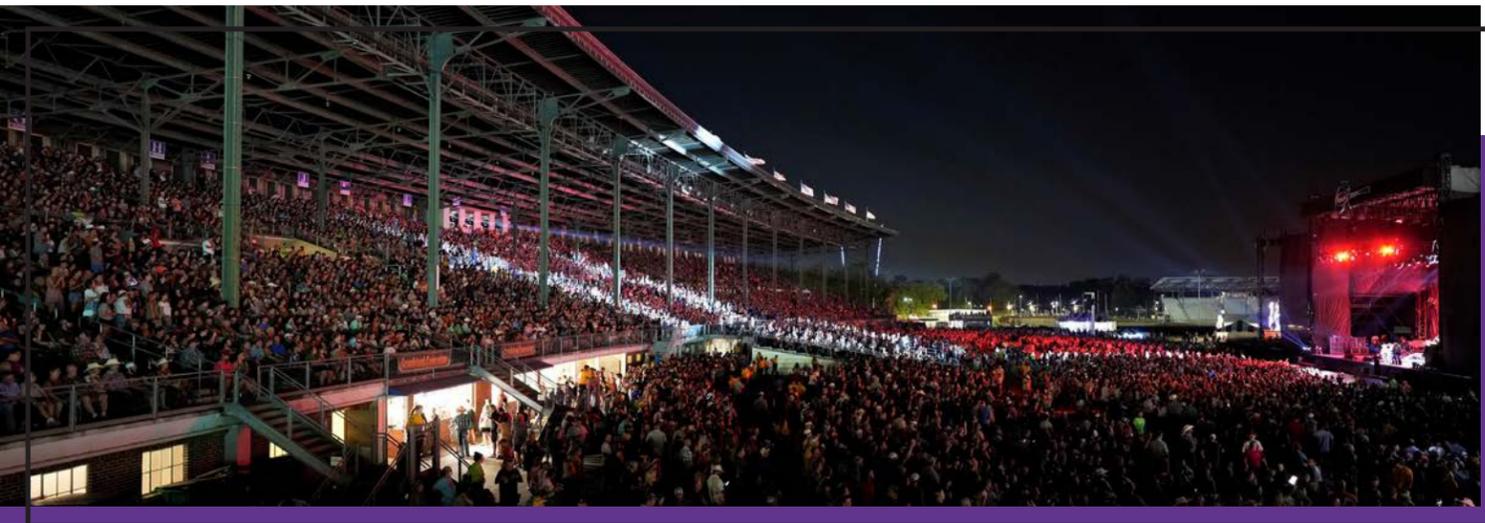
A record 128,298 people attended the Fair on Saturday, August 20. The previous record of 127,277 was set on the first Saturday of the 1991 Fair.

TOTAL NUMBER OF GRANDSTAND CONCERTGOERS

110,635 (all-time record is 128,502 from 2019)

MOST POPULAR 2022 CONCERT

15,074 attendees for Brooks and Dunn on Aug. 12 (all-time record is 17,320 – Chris Stapleton in 2021)



NUMBER OF VEHICLES PARKED ON GROUNDS

65,791

TOTAL RIDERSHIP FOR DART PARK & RIDE

218,220 people (from the three Park & Ride locations to the Fairgrounds transit hub at Gate 10)

NUMBER OF CAMPERS

3,252



ONE-DAY RECORD IN THE THRILL PARKS

13,539 guests (games + rides)

YE OLD MILL'S 100TH ANNIVERSARY

A record 45,200+ ride tickets sold

ATTENDEES AT ELWELL FAMILY PARK TICKETED EVENTS

- UTV & ATV Racing on 8/13: 1,563
- Truck & Tractor Pulls on 8/16-17: 4,755 (600 more than 2021)
- Demolition Derby on 8/20: 2,617

FAIR FOOD

- 53 new foods
- 62 foods-on-a-stick
- 20,790 "The Finishers" (Best New Food winner) sold at The Rib Shack
- 7,300 lbs of food donated by vendors to the Food Bank of Iowa



GUINNESS WORLD RECORD

730 participants in the world's largest cornhole tournament

BILL RILEY TALENT SEARCH CONTESTANTS

214 individuals between ages 2-21

RECORD WOODCARVERS' AUCTION

\$79,137 raised to support the Blue Ribbon Foundation

BABY ANIMALS BORN AT THE FAIR

220 baby chicks, piglets, lambs, and calves

COMPETITIVE EVENT ENTRIES

47,944 entries across Iowa Family Living, Open Class, 4-H, & FFA



THE KITCHEN PARTICIPATION

- 51 presentations & cooking demos
- 4,500+ attendees
- Three paid classes (each sold-out)

AG EDUCATION TICKETED EVENTS

- 28,708 youngsters learned all about agriculture at Little Hands on the Farm
- 75 families snuggled baby animals during the five sold-out Cuddles & Snuggles Chore Time sessions
- 150 yogis joined bunnies, goats, and llamas for three sold-out Barnyard Yoga classes
- 462 students participated in the hands-on Vet Camps
- 416 Fairgoers enjoyed the Pop Up Happy Hour and Fair After Dark: Barnyard Brews events



First ever Sensory-Friendly Morning at the Iowa State Fair on Wednesday, August 17 from 8am - noon, presented by ChildServe.



The Kitchen



Little Hands on the Farm





FAIR ATTENDANCE

2022 Event Total

1,118,763

5-year average: 1,128,790

First Thursday

82,862

82,769

First Friday

103,556

103,534

First Saturday

113,012

116,828

First Sunday

110,661

108,604

Monday

87,599*

96,418

Tuesday

99,965

96,582

Wednesday

97,901

99,380

Second Thursday

99,715

99,026

Second Friday

93,348*

101,719

Second Saturday

128,298

120,603

Second Sunday

101,846

103,326

*indicates rain in 2022

Sponsorship Examples





MARKETING ANALYTICS

IOWA STATE FAIR WEBSITE DATA TAKEN BETWEEN AUGUST 11-21, 2022

- 2.9M unique events (clicks, views, etc.)
- 556K total sessions
- 358K total users (316K new users)
- 0.77 engaged sessions per user
- Average engagement time per user: 00:37
- Average engagement time per session: 00:24

IOWA STATE FAIR E-NEWSLETTER

- 114.9K active contacts
- 58.4K monthly e-newsletter subscribers
- 35.9% open rate for the August 11 e-blast, featuring Iowa Food & Family Project in the "Sponsor Highlight"

MEDIA PARTNERS AT THE 2022 FAIR

- 335+ individual media badges requested
- 19 media trade partners on the grounds



2022

APP & SOCIAL MEDIA ANALYTICS

IOWA STATE FAIR APP

- 40.8K active users during the 11-day run (almost double that of 2021)
- 101.7K unique users
- 8,375,616 total page views
- 5 sponsored beacons sent custom push notifications to active users

FACEBOOK

219,363 likes (4.7% increase from 2021)
 Top post: Record-Breaking Saturday on 8/21 – 897,044 impressions, 7.6K likes

TWITTER

70,345 followers (2.9% increase)
 Official Butter Cow account: 1,539 followers
 Top post: Proposal in the Butter Cow Cooler on 8/20 – 53,182 impressions

INSTAGRAM

48,391 followers (7.8% increase)
 Top post: Ye Old Mill reel on 8/20 – 32,724 impressions, 1.9K likes

TIK TOK

5,563 followers (370% increase)
 Top post: The Fair is Calling – 73.7K views



Sponsor page on App

SPONSORS	Blue Ribbon	Red Ribbon
Purple Ribbon	Accu-Steel Fabric Buildings	Aetna
Chevrolet Motor Division	Agri-Pro Enterprises	Bankers Trust
Christensen Farms	Broadlawn Medical Center	Cambria Countertops
Hy-Vee	Buick GMC	Community Choice Credit Union
Mediacom	Concept by Iowa Hearing Aid Centers	Delta Dental of Iowa
Pepsi Beverages Company	Cookies Food Products	Des Moines University
Perficut		



Instagram



SOCIAL MEDIA EXAMPLES



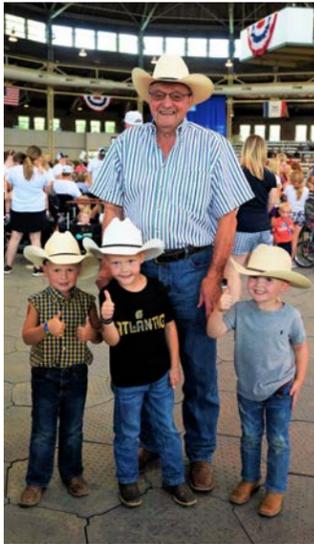
Twitter

FAIRGOER DEMOGRAPHICS

In 2022 the Iowa State Fair Marketing team worked with ADV Market Research & Consulting to gather primary insights on attendees' experiences at the Fair. Responses were collected over three days (Thursday-Saturday, August 18-20) from 503 people at various Fairgrounds locations. Below are a few highlights from survey results.

Most Enjoyed Iowa State Fair Attractions/Features

1. Food
2. People-watching
3. Free entertainment
4. Animal/livestock exhibits
5. Agriculture Building/Butter Cow
6. General Atmosphere and Varied Industries Building (tie)



Survey Sample Demographics

17 states represented
 89% Iowa residents from 50 counties
 61% female • 38% male

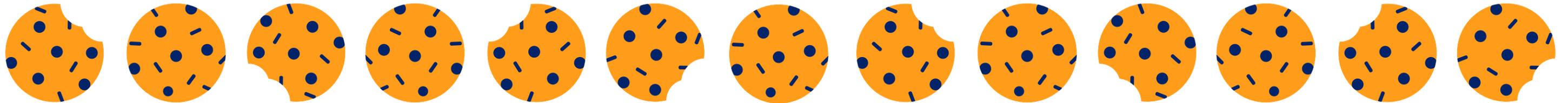


Net Promoter Score (NPS)

A measure of brand strength & advocacy that asks respondents whether they would recommend a product, service, or experience

+70.9

(a typical NPS for live events is +53 & an NPS greater than 60 is considered exceptionally high)



65% of Fairgoers planned to stay for **6+ hours**

1 in 8 planned to stay for **12+ hours**



52% of Fairgoers planned to attend for more than one day

1 in 11 planned to attend all 11 days

Economic Impact of the Fair in Des Moines

Total 2022 Attendees	1,118,763 people	
Est. Out-of-Town Attendees	537,006 people	
Avg. Total People in Party	3.7 people	} Out attendees/ avg. party size
Est. Out-of-Town Parties	145,137 parties	
Avg. Spent in Des Moines by Party	\$692.47	} Out parties x avg. spent
Est. Total Spent by Out-of-Town Visitors in Des Moines	\$100,503,453	

IOWA STATE FAIR SPONSORSHIP LEVELS

The Iowa State Fair offers seven different sponsorship levels, each with unique benefits. Depending on your objectives and desired level of investment, we will create a custom sponsorship package that best fits your organization's goals.



BEST OF SHOW

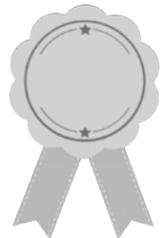
INVESTMENT: \$250,000+

SPONSORSHIP EXAMPLES:

- Drone Light Show
- Other sponsorships mutually determined

TICKET BENEFITS:

- 500 General Admission tickets
- 250 Fairgrounds North Lot parking passes



GRAND CHAMPION

INVESTMENT: \$100,000 to \$249,999

SPONSORSHIP EXAMPLES:

- Grand Concourse
- Historic Grandstand & Grandstand Concert Line-Up
- Thrill Parks (Thrill Ville, Thrill Town, Thrill Zone)
- Admission Ticket Back

TICKET BENEFITS:

- 400 General Admission tickets
- 200 Fairgrounds North Lot parking passes



CHAMPION

INVESTMENT: \$50,000 to \$99,999

SPONSORSHIP EXAMPLES:

- Elwell Family Park
- Richard O. Jacobson Exhibition Center
- Public Safety
- Daily Pocket Guide
- Thrill Park Magic Money Cards
- "Top 11" July newspaper insert

TICKET BENEFITS:

- 300 General Admission tickets
- 150 Fairgrounds North Lot parking passes





PURPLE RIBBON

INVESTMENT: \$25,000 to \$49,999

SPONSORSHIP EXAMPLES:

- Livestock Show Programs
- Patty & Jim Cownie Cultural Center
- Blue Ribbon Foundation Volunteers
- Fair Queen Contest
- Recycling Program
- ATMs
- Gate 11 or 15
- Sheep or Horse Barn



TICKET BENEFITS:

- 200 General Admission tickets
- 100 Fairgrounds North Lot parking passes



BLUE RIBBON

INVESTMENT: \$15,000 to \$24,999

SPONSORSHIP EXAMPLES:

- Blue Ribbon Kids' Club
- E-News
- Day of Fair
- Ye Old Mill
- Grandfather's Farm
- North Parking Lot
- Iowa State Fair Parade
- Super Bull Competition



TICKET BENEFITS:

- 100 General Admission tickets
- 50 Fairgrounds North Lot parking passes



BENEFITS

FOR BEST OF SHOW, GRAND CHAMPION, CHAMPION, PURPLE RIBBON, AND BLUE RIBBON SPONSORS

MARKETING BENEFITS

- Recognition as an Official Sponsor of the Fair.
- Logo included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other statewide newspapers (*2023 quantities TBD).
- Logo included in 40,000* Official Daily Programs distributed in the Des Moines Sunday Register on the Sunday before opening day. An additional 20,000 will be distributed at Fairgrounds gates (*2023 quantities TBD).
- Logo included on the two University Avenue marquees when recognizing sponsors at the corresponding level.
- Logo included on two Official Sponsor towers placed at either end of the busy Grand Concourse.
- Logo and web link included on the Iowa State Fair Sponsorship webpage & mobile app.
- Access to Iowa State Fair marketing resources (Official Sponsor logos, social media graphics, hashtags, thematic icons, and a Usage Guide) to promote the partnership.

EXCLUSIVE BENEFITS

- Exhibit space if desired.
- Right to distribute promotional items and give-a-ways from designated exhibit space.
- Additional mutually-determined benefits appropriate to the sponsorship.



RED RIBBON

INVESTMENT: \$7,500 to \$14,999

SPONSORSHIP EXAMPLES:

- Bandaloni One-Man Band
- Woodcarvers Auction
- Individual Thrill Parks Rides
- Volunteer Office & Credential Pick-Up Building
- Agriculture Education programs (e.g. Fair After Dark, Thank a Farmer Magic Show)
- Various Attractions & Special Events (e.g. Robocars, Strolling Piano, Red Trouser Show)

TICKET BENEFITS:

- 50 General Admission tickets
- 25 Fairgrounds North Lot parking passes



WHITE RIBBON

INVESTMENT: \$2,500 to \$7,499

SPONSORSHIP EXAMPLES:

- Little Hands on the Farm stops
- Discovery Garden at the Agriculture Building
- Dairy Barn Milking Parlor
- Pioneer Hall Stage
- Agriculture Education programs (e.g. barn education stops, Vet Scrubs, Cuddles & Snuggles Chore Time, Wine Down at the Garden)
- Various Attractions & Special Events (e.g. Cow Chip Throwing, Cowboy Shooting, Fiddlers' Contest, Spelling Bee, Mr. Legs Contest)

TICKET BENEFITS:

- 25 General Admission tickets
- 15 Fairgrounds North Lot parking passes



BENEFITS

FOR RED RIBBON AND WHITE RIBBON SPONSORS

MARKETING BENEFITS

- Recognition as an Official Sponsor of the Iowa State Fair.
- Sponsor name included in 500,000* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other statewide newspapers (*2023 quantities TBD).
- Sponsor name included in 40,000* Official Daily Programs distributed in the Des Moines Sunday Register on the Sunday before opening day. An additional 20,000 will be distributed at Fairgrounds gates (*2023 quantities TBD).
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- Sponsor name included on the Iowa State Fair Sponsorship webpage & mobile app.
- Access to Iowa State Fair marketing resources (Official Sponsor logos, social media graphics, hashtags, thematic icons, and a Usage Guide) to promote the partnership.

EXCLUSIVE BENEFITS

- Additional mutually-determined benefits appropriate to the sponsorship.





We look forward to
partnering with you at the

2023 IOWA STATE FAIR!

AUGUST 10-20

Julianna Curtis

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FUTURE FAIR DATES

2024

August 8-18

2025

August 7-17

2026

August 13-23

