

IOWA STATE FAIR 2022

SPONSORSHIP REPORT



AUG 11-21 2022

IowaStateFair

OFFICIAL
SPONSOR



THANK YOU!

From barns to butter cows to buckets of cookies galore, the 2022 Iowa State Fair did not disappoint. Fairgoers from around the world “found their fun” this August during the 11-day run of Iowa’s largest event.

Beautiful weather, popular new foods, a strong Grandstand lineup, record-breaking events, and 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 our country has to offer!

MESSAGE TO SPONSORS

from Julianna Curtis

This year more than 1.1 million Fairgoers walked the avenues, barns, buildings, and parks of the Iowa State Fairgrounds 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 Iowa State Fair had something for everyone to enjoy.

Thank you for being a Fair sponsor and partnering with us to make it a success!

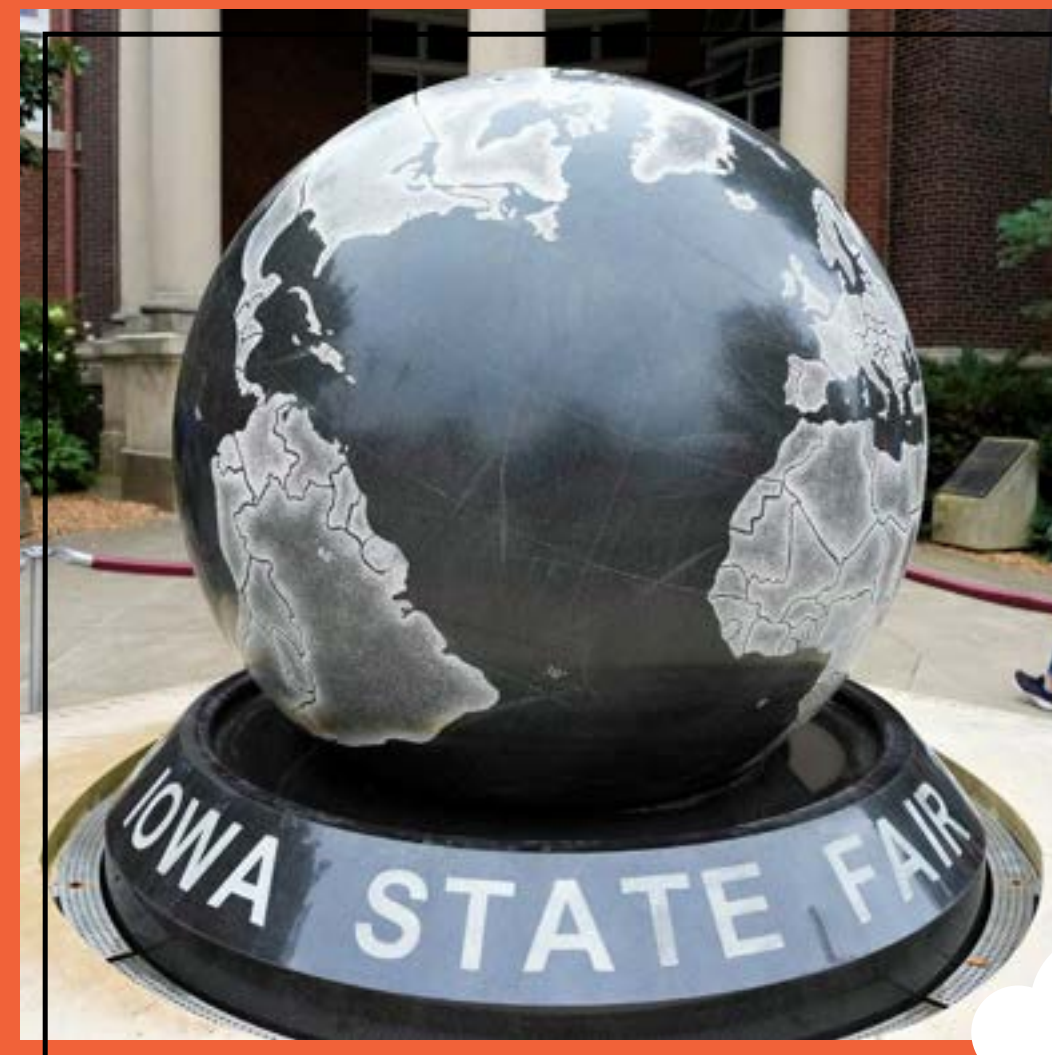
After an excellent comeback year in 2021, the 2022 Fair surpassed expectations once again. Attendance increased by more than 25,000 people compared to 2021, the Grandstand Concert Series drew **110,635 concertgoers** over 11 nights, and Saturday, August 20th broke the all-time **one-day attendance record 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 2022 Fair an exciting destination to eat, shop, play, people-watch, and experience

what's so special about our state and its people. Together you contributed nearly **\$3.2 million** in cash and in-kind donations – another all-time record!

The Fairgrounds saw several new additions this year as well: "The Kitchen" in the Maytag Family Theaters held food demonstrations ranging from decorating cakes and cooking with honey to designing charcuterie boards and cutting local meats. The open-air Alliant Energy Landing was perfect for hosting events like the Opening Ceremonies and the Blue Ribbon Foundation's 1854 Society and Legislative Day brunches. The Elwell Family Park entered its second year on grounds, boasting a new roof and press box as well as 1,000 additional grandstand seats, where fans cheered on the truck and tractor pulls, short course UTV and ATV races, and demolition derby events.

Also revealed on the last day of the Fair was an exciting announcement for upcoming livestock barn renovations. Over the next several years, a historic \$25 million project will upgrade the barns so future generations can continue the timeless tradition of showing their prize cattle, horses, sheep, and swine.



Since 1854, the Iowa State Fair has been a critical piece of our rich history – a true reflection of the state's culture, industries, and quality of life. The Fair is committed to both maintaining the traditions Fairgoers love and generating improvements and innovative ideas that make it **the** place to be in August for both first-time and hundredth-time Fairgoers alike. When

the Fair thrives, our economy thrives. As an official sponsor, you make this collective success possible through your time, passion, and commitment.

Thank you again for your valued partnership and contributions to the 11 most fun-filled days of the year!



2022 FAIR ATTENDANCE

Event Total

1,118,763

(5-year average: 1,128,790)

Thursday, August 11

82,862

(82,769)

Friday, August 12

103,556

(103,534)

Saturday, August 13

113,012

(116,828)

Sunday, August 14

110,661

(108,604)

Monday, August 15*

87,599

(96,418)

Tuesday, August 16

99,965

(96,582)

Wednesday, August 17

97,901

(99,380)

Thursday, August 18

99,715

(99,026)

Friday, August 19*

93,348

(101,719)

Saturday, August 20

128,298

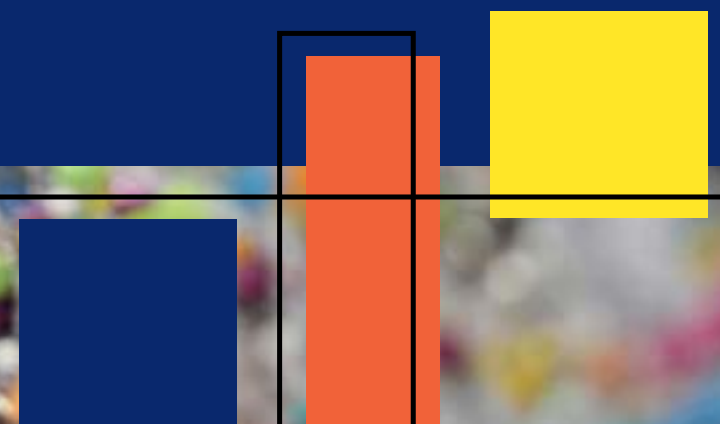
(120,603)

Sunday, August 21

101,846

(103,326)

*indicates rain



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

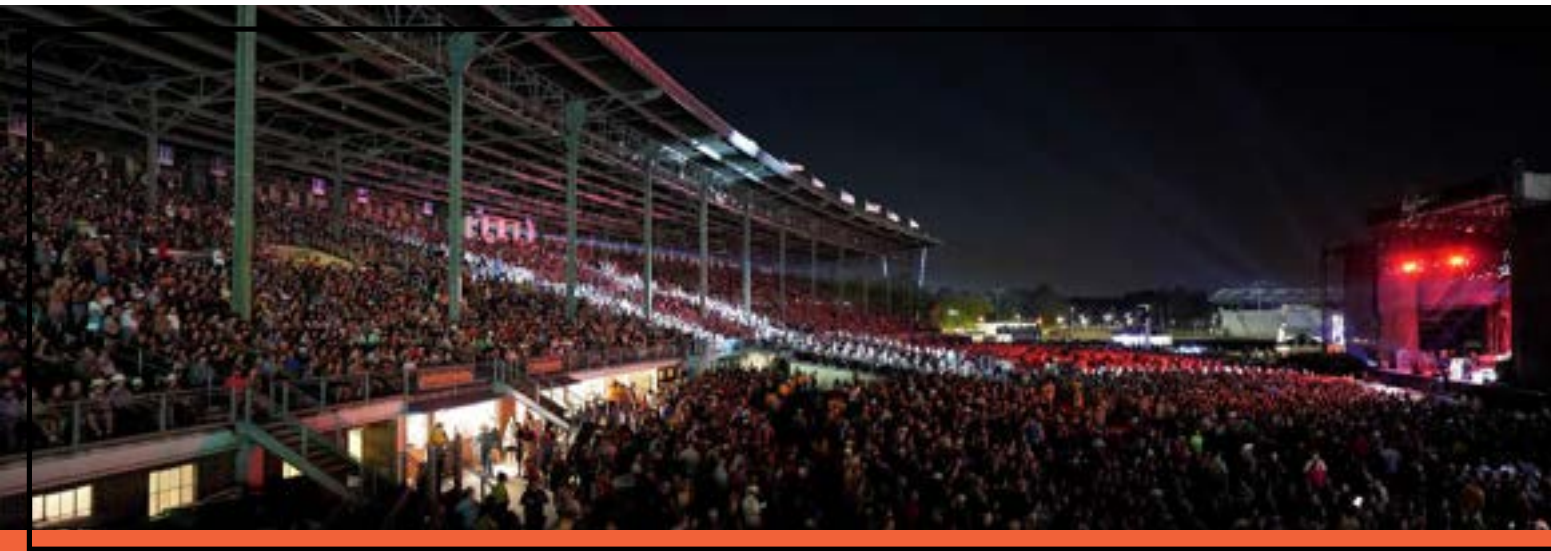
A record 128,298 people attended the Fair on Saturday, August 20. The previous record of 127,277 was set on the first Saturday of the 1991 Fair.

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.

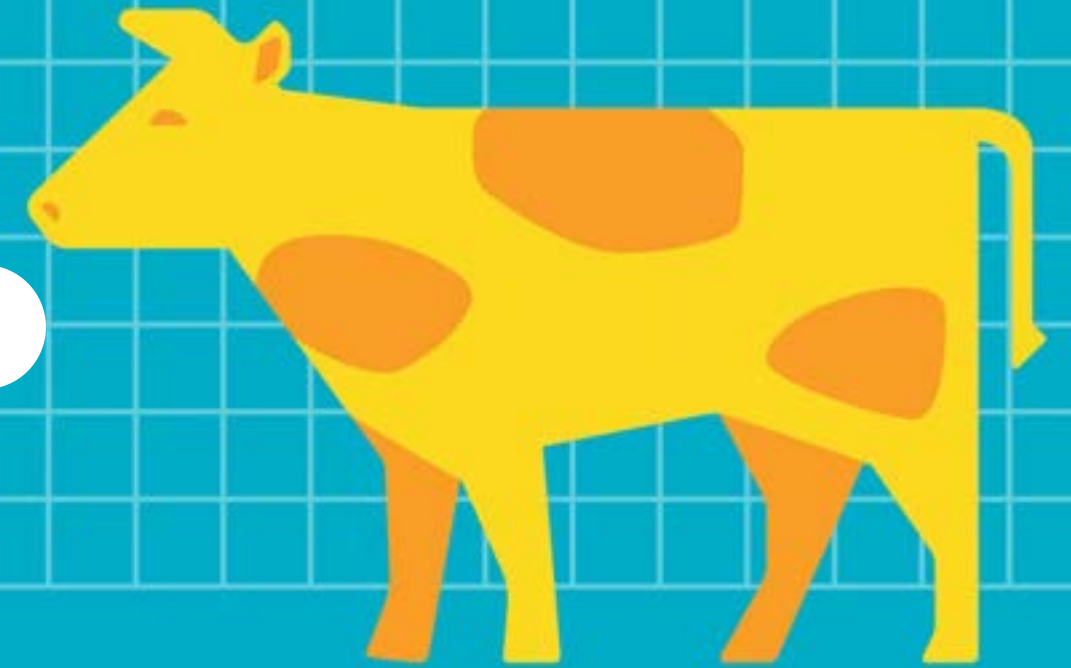




The Farm to Fair Dinner on Tuesday, August 16, hosted 200 guests plus 95 farmers & producers from all seven commodity groups, who sponsored the event.



The 18th annual Outhouse Races, sponsored by Stivers Ford Lincoln of Iowa, also took place on Tuesday. The Blue Ribbon Foundation & Stivers team pictured above won Best Costume.



MARKETING ANALYTICS

IOWA STATE FAIR WEBSITE BETWEEN AUGUST 11-21

- 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

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



IOWA STATE FAIR WEBSITE

Several weeks before Opening Day, the Best of Show, Grand Champion, Champion, Purple Ribbon, and Blue Ribbon sponsor logos and Red Ribbon and White Ribbon sponsors are posted on the Sponsorship page of the Fair website. This display will continue to run until July 2023 when any changes in sponsors are made for the approaching Fair.

BEST OF SHOW



GRAND CHAMPION SPONSORS



CHAMPION SPONSORS



PURPLE RIBBON SPONSORS



BLUE RIBBON SPONSORS



RED RIBBON SPONSORS

- | | |
|---------------------------------|-------------------------------|
| Royal Prestige | Cambria Countertops |
| Aetna | Ziegler |
| Wyflets Hybrids | Solar Day |
| Simpson College | Onchain Farm and Home |
| The Lawn Ranger | Sylvan Learning Centers |
| Kwik Star | Iowa Lottery |
| Iowa Egg Council | Hemming Companies |
| HealthPartners UnityPointHealth | Iowa Corn |
| Iowa Select Farms | Iowa Beef Industry Council |
| Silvers Ford Lincoln of Iowa | Mountain Valley Spring Water |
| Iowa Credit Union League | Iowa 4-H Foundation |
| Farm Bureau Financial Services | Des Moines University |
| Delta Dental of Iowa | Community Choice Credit Union |
| Bankers Trust | |

WHITE RIBBON SPONSORS

- | | |
|-----------------------------------|----------------------------------|
| Zipcar | Units of Central Iowa |
| Floor & Decor | ChildServe |
| Holiday Inn Downtown Henry Campus | Iowa HealthPart State Initiative |
| Renewable Energy Group | Iowa Pork Producers Association |
| Midwest Dairy | Cargill |
| Des Moines Marriott Downtown | Duke University |
| GuideOne Insurance | Hilton Des Moines Downtown |
| Dewe & Co | |

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



Instagram



Facebook



SOCIAL MEDIA EXAMPLES

Twitter

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		

OFFICIAL DAILY PROGRAM

40,000+ were distributed in the August 7, 2022 edition of the Des Moines Sunday Register. An additional 10,000+ were distributed at Fairgrounds gates during the 11-day event.

Digital page views for the online Daily Program on DMR.com were 22,000+. On the day the program was published (Aug. 7), the E-edition had 33,000+ visitors with a total of 680,000 page views and an average of 9 minutes reading content.

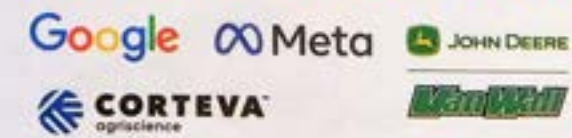


DESMOINESREGISTER.COM | SUNDAY, AUGUST 7, 2022 | 15P

Front Cover

THANK YOU TO OUR 2022 IOWA STATE FAIR SPONSORS

BEST OF SHOW



GRAND CHAMPION



CHAMPION



PURPLE RIBBON



BLUE RIBBON



RED RIBBON

- | | |
|---|---|
| <ul style="list-style-type: none"> Attna Bankers Trust Cambria Countertops Community Choice Credit Union Delta Dental of Iowa Des Moines University Farm Bureau Financial Services HealthPartners UnityPointHealth Henning Companies Iowa 4-H Foundation Iowa Beef Industry Council Iowa Corn Iowa Credit Union League | <ul style="list-style-type: none"> Iowa Egg Council Iowa Lottery Iowa Select Farms Mountain Valley Spring Water Orschein Farm and Home Royal Prestige Simpson College Solar Day Stivers Ford Lincoln of Iowa Sylvan Learning The Lawn Ranger Wyffels Hybrids Ziegler |
|---|---|

WHITE RIBBON

- | | |
|---|--|
| <ul style="list-style-type: none"> Cargill ChildServe Deere & Co. Des Moines Marriott Downtown Drake University Floor & Decor GuideOne Hilton Des Moines Downtown | <ul style="list-style-type: none"> Holiday Inn Downtown Mercy Campus Iowa Healthiest State Initiative Iowa Pork Producers Association Midwest Dairy Renewable Energy Group, Inc. UNITS of Central Iowa Zingro |
|---|--|

MEDIA

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> 100.3 The Bus Life 107.1 1150 AM KWYV (Iowa Catholic Radio) 1460 KKNO 1700 The Champ 92.5 KJZZ 94.9 KOGO 97.3 NASH FM 99.3 The Vibe CW Iowa 23 | <ul style="list-style-type: none"> Des Moines Register Des Moines Radio Group HeartRadio Iowa Agribusiness Radio Network Iowa PBS IMC, Inc. KCCI 8 KDSM Fox 17 KIOA 93.3 KKDM-FM (KISS 107.5) | <ul style="list-style-type: none"> KOIA (KX 101.3) Lazer 103.3 Local 5 - We Are Iowa 104.1 EZ FM Pulse 101.7 STAR 102.5 WHO Radio WHO The Big Show Iowa Farmer Today WHOTV 13 |
|---|---|---|

DESMOINESREGISTER.COM | SUNDAY, AUGUST 7, 2022 | 15P



Page 10 featured a listing of every stage, building, barn, program, attraction, exhibit, event, and branding opportunity showcased by Iowa State Fair sponsors.

IOWA STATE FAIR: SPONSORS

MAJOR FAIR PARTNERSHIPS
Van Wall Equipment: Official Tractor and Utility Vehicle Provider and Stalling Barn
Google: Grand Concourse and Jacobson Exhibition Center
Meta: Bill Riley Talent Search, Fireworks Spectacular, Iowa State Fair Mobile App
Homemakers Furniture: Grandstand Concert Series and Blue Line Tram System
Accu-Steel Fabric Buildings: Official Sponsor of the Iowa State Fair Blue Ribbon Foundation
Principal: William C. Knapp Varied Industries Building and Legacy Terrace
Superior Sleep: East and West Sky Glider Rides
Winebago Industries: Campgrounds
Wolfe Eye Clinic: Daily Pocket Guide Schedules

STATE FAIR BUILDING SPONSORS
Alliant Energy: John Deere Agriculture Building
CareSource: Robert G. Horner & Sheri Avis Horner Service Center
Christensen Farms: Paul R. Knapp Animal Learning Center and Stage
Corteva Agriscience: Swine Barn and The Garden
MidAmerican Energy Company: Wind Turbine and Education Center
Touchstone Energy Cooperatives of Iowa: Bruce L. Rastetter 4-H Exhibits Building
Urban Air Adventure Park: Elwell Family Food Center
Vermear: John and Emily Putney Family Cattle Barn

FREE STAGES
Iowa Realty: MidAmerican Energy Stage
Pepsi Beverages Company: Anne and Bill Riley Stage
Prairie Meadows: Susan Knapp Amphitheater
Community Choice Credit Union: Fun Forest Stage

DAY OF FAIR SPONSORS
MidAmerican Energy Day: Thursday, August 11
Iowa 4-H Day: Friday, August 12
Delta Dental of Iowa Day: Saturday, August 13
Des Moines University Day: Sunday, August 14
Iowa Lottery Day: Monday, August 15
Kemps Dairy Day: Tuesday, August 16
Solar Day: Wednesday, August 17
Iowa Credit Union Day: Thursday, August 18
Iowa Corn Day: Friday, August 19
Christensen Farms Day: Saturday, August 20

20 STEM Day: Sunday, August 21

LITTLE HANDS ON THE FARM SPONSORS
Cargill: Little Hands on the Farm Start Barn
Farway Meat & Grocery: Little Hands on the Farm Grocery Store
Henning Companies: Little Hands on the Farm Chicken Barn
Iowa Beef Industry Council: Little Hands on the Farm Cattle Barn
Iowa Egg Council: Little Hands on the Farm Chicken Barn
Iowa Pork Producers Association: Little Hands on the Farm Swine Barn
Iowa Select Farms: Little Hands on the Farm Swine Barn
Iowa Soybean Association: Little Hands on the Farm Grain Bin
Deere & Co.: Little Hands on the Farm Tractor Shed
Kemps Dairy: Little Hands on the Farm Dairy Barn
Landus: Little Hands on the Farm Adventure Passport
Pioneer: Little Hands on the Farm Start Barn
Renewable Energy Group, Inc.: Little Hands on the Farm Tractor Shed
Wyffels Hybrids: Little Hands on the Farm Grain Bin

GENERAL SPONSORS
Atlantic Bottling Company: Marquee Sponsor
Bankers Trust: Patty and Jim Cowie Cultural Center Atrium
Broadlawns Medical Center: Hand Sanitizer and Hand Washing Stations
Buick GMC: DART Transit Hub
U.S. Cellular: Purple Ribbon Sponsor
Chevrolet Motor Division: Purple Ribbon Sponsor
Concept by Iowa Hearing Aid Centers: Blue Ribbon Sponsor
Des Moines Marriott Downtown: Iowan of the Day Honoree Accommodations
Drake University: Iowa State Fair App-Based Scavenger Hunt
Farm Bureau Financial Services: Don't Text and Drive Campaign
Home Solutions of Iowa: Blue Ribbon Sponsor
Hy-Vee: Information Booths and Health and First Aid Center
Iowa Soybean Association: Campground Tram System
The Lawn Ranger: Official Blue Ribbon Foundation Sponsor
LeafFilter: Blue Ribbon Sponsor
Lashier Graphics & Signs: Grounds Map Directories

Matress Firm: The Red Trouser Show
Mediacom: Mobile Device Charging Stations
MercyOne: Touchless Payments at Fairgrounds Gates
MercyOne Children's Hospital: Public Health Messaging
Meskwaki Bingo Casino Hotel: William C. Knapp Varied Industries Building Carpet
Midwest Ford Dealers: Blue Ribbon Sponsor
Orscheln Farm and Home: FFA Exhibitor T-Shirts
Perficut: Thrill Parks Beautification
Premier Outdoor Management: Fairgrounds Beautification
RAM: Purple Ribbon Sponsor
Eldon C. Stutsman, Inc.: Exhibitor ID Numbers
Sylvan Learning: Red Ribbon Sponsor
Taco John's: Advanced and Gate Admission Tickets
Ziegler: Ag Equipment Loan
Zinpro: SE Polk FFA T-Shirts

EVENTS, AWARDS & ATTRACTIONS
Aetna: Older Iowans' Day Tent
Agri-Pro Enterprises: Iowa State Fair Vet Camps and Advanced Vet Camps
ChildServe: Sensory-Friendly Morning
Cookies Food Products: Iowan of the Day Program
Firestone Ag Tire: Big Boar Contest and Exhibit
Floor & Decor: Bags Tournament
GuideOne: Old Fashioned Hymn Sing
Hilton Des Moines Downtown: Blogger/Vlogger Tour accommodations
Holiday Inn Downtown Mercy Campus: The Way We Live Award winner accommodations
Iowa Bankers Association: Avenue of Breeds
Iowa Healthiest State Initiative: Barnyard Yoga
Iowa Select Farms: Veteran's Day Parade
Mountain Valley Spring Water: Disconnected K-9s
Pioneer: The Way We Live Award
Simpson College: Sand and Straw Sculptures
Stivers Ford Lincoln of Iowa: Outhouse Races on Tuesday, August 16
Titan Tire, Maker of Goodyear Farm Tires: Tractor Pulls: August 16 and 17
UPS: Thrill Parks Storage

FAIR AFTER DARK
Iowa Beef Industry Council
Iowa Corn
Iowa Egg Council
Iowa Pork Producers Association
Iowa Soybean Association

Iowa Turkey Federation
 Midwest Dairy

FARM TO FAIR DINNER
Iowa Beef Industry Council
Midwest Dairy
Iowa Soybean Association
Iowa Pork Producers Association
Iowa Egg Council
Iowa Turkey Federation
Iowa Corn

THE KITCHEN
Warners' Stellan
Royal Prestige
Cambria Countertops
Farway Meat & Grocery
RADA Cutlery

MEDIA PARTNERS
100.3 The Bus (The Depot, West Grand Concourse)
LIFE 107.1 (Skillet Presenting Sponsor-Grandstand 8/11-ticketed event)
1150 AM KWKY Iowa Catholic Radio (West of the Anne and Bill Riley Stage)
Cumulus Media - 1700 KBGG The Champ, 92.5 KJZY-FM, 94.9 KGGG, 97.3 NASH FM, 98.3 The Vibe (West of the Administration Building)
CW Iowa 23/Local 5 - We Are Iowa (Grand Concourse Administration Building)
Des Moines Register (Soapbox-Service Center Grand Ave.)
HeartRadio (Anne and Bill Riley Stage)
Iowa Agribusiness Radio Network (Cattle Barn)
Iowa PBS, Iowa Farmer Today (Outlaw Truck & Tractor Pulls, Way We Live)
KCCI 8 (MidAmerican Energy Stage with Iowa Realty)
IMC, Inc. (Latino Celebration - Anne & Bill Riley Stage 8/14)
KISS 107.5 (Fair After Dark - Barnyard Brews- ticketed event)
KDSM Fox 17 (MLB at Field of Dreams, Lego Masters - Susan Knapp)
Des Moines Radio Group - KIOA 93.3, Lazer 103.3, 104.1 EZ FM, STAR 102.5 (West end of Grandstand)
KXIA (KIX 101.1) (West of Ag Building in Rock Island Ave.)
Pulse 101.7 (West of Kids' Zone)
WHO Newsradio 1040 & iHeartRadio (Crystal Studios, West Grand Ave.)
WHO Newsradio 1040 The Big Show (Avenue of Breeds & West of Elwell Family Park)
WHOTV 13 (Susan Knapp Amphitheater)

105P | SUNDAY, AUGUST 7, 2022 | THE DES MOINES REGISTER



DAILY POCKET GUIDES

Daily Pocket Guides were available to Fairgoers at all entrance gates and the five Information Booths throughout the Fairgrounds. A total of 322,000 copies were printed, recognizing the Day of Fair sponsor on each cover and the official Pocket Guide sponsor, Wolfe Eye Clinic, in daily advertisements.

Quantities printed per day:

- Aug 11: 23,500 • Aug 12: 32,250 • Aug 13: 33,750 • Aug 14: 32,250
- Aug 15: 28,500 • Aug 16: 25,500 • Aug 17: 25,500 • Aug 18: 27,750
- Aug 19: 30,000 • Aug 20: 33,750 • Aug 21: 29,250



Specialized medical & surgical eye care

- Cataracts
- Corneal Disease
- Glaucoma
- LASIK
- Oculofacial Plastics
- Pediatrics
- Retina Disease

(833) 703-2566



Welcome to the Iowa State Fair!

Wolfe Eye Clinic is proud to have served Iowans for over 100 years... and counting!

Find us in a community near you

- Ames • Ankeny • Carroll
- Cedar Falls • Fort Dodge • Hiawatha
- Iowa City • Marshalltown • Ottumwa
- Pleasant Hill • Spencer • Waterloo
- West Des Moines

wolfeeyeclinic.com

UNIVERSITY AVENUE MARQUEES

The five top-level sponsor slides played on screen for 7 seconds each, cycling every couple minutes throughout the Fair on both the East 33rd Street and East University Avenue marquees, sponsored by Coca Cola.



Fans gathered by the screens for the MLB Field of Dreams Game watch party on August 11.



ADDITIONAL RECOGNITION - LED SCREENS



As an added perk, four large LED screens illuminated the Fairgrounds this year thanks to sponsor Google. Located by the Administration Building on Grand, the Dairy Barn, the west Sky Glider, and the Jacobson Exhibition Center, these screens played the above slides for 5 seconds each every few minutes.

Each Day of Fair sponsor had a slide that played on their day as well.



SPONSOR RECOGNITION TOWERS

These attractive two-sided towers featured all seven levels of Fair sponsors and are located near Gate 11 and on the corner of the Grand Concourse/Rock Island Avenue.



BEST OF SHOW



PURPLE RIBBON



RED RIBBON

Aetna
Bankers Trust
Cambria Countertops
Community Choice Credit Union
Delta Dental of Iowa
Des Moines University
Farm Bureau Financial Services
HealthPartners UnityPointHealth
Henning Companies
Iowa 4-H Foundation
Iowa Beef Industry Council
Iowa Credit Union League
Iowa Corn

Iowa Egg Council
Iowa Lottery
Iowa Select Farms
Mountain Valley Spring Water
Orscheln Farm and Home
Royal Prestige
Simpson College
Solar Day
Stivers Ford Lincoln of Iowa
Sylvan Learning
The Lawn Ranger
Wyffels Hybrids
Ziegler

GRAND CHAMPION



CHAMPION



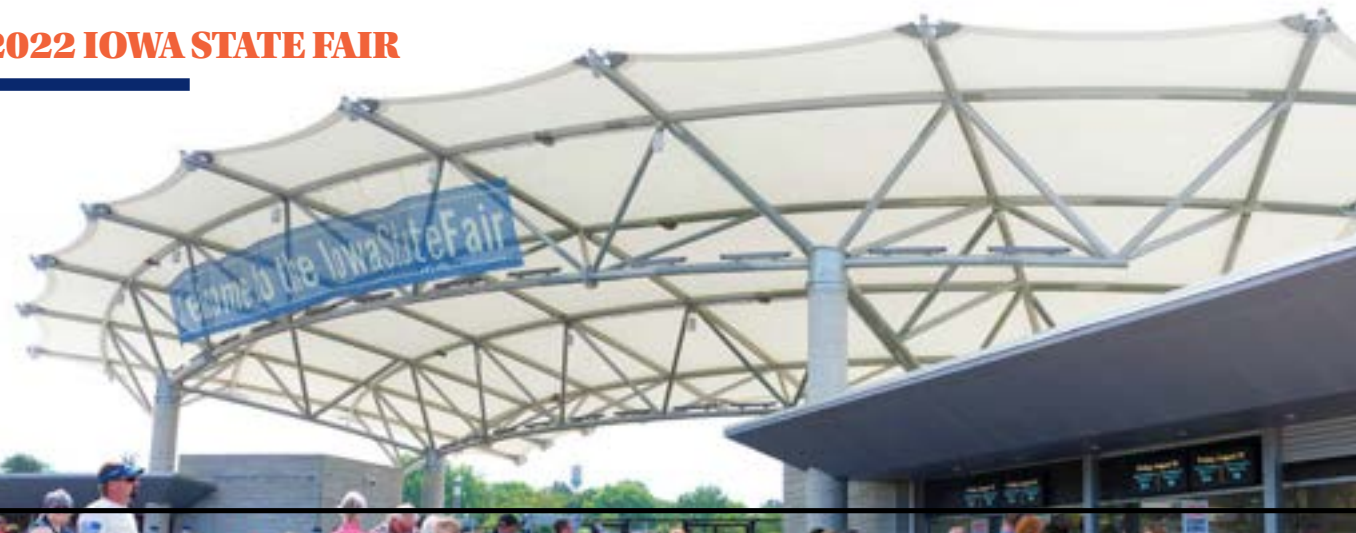
BLUE RIBBON



WHITE RIBBON

Cargill
ChildServe
Deere & Co.
Des Moines Marriott Downtown
Drake University
Floor & Decor
GuideOne
Hilton Des Moines Downtown

Holiday Inn Downtown Mercy Campus
Iowa Healthiest State Initiative
Iowa Pork Producers Association
Midwest Dairy
Renewable Energy Group, Inc.
UNITS of Central Iowa
Zinpro



Gate Entry by the numbers

(does not include wristbands or children under 6)

Gate 15: 232,147	Gate 11: 205,908
Gate 10: 99,327	Gate 8: 61,745
Gate 4: 51,955	Gate 7: 51,331
Gate 9: 39,256	Gate 5: 32,971
Gate 13: 24,553	Gate 6: 15,551
Gate 16: 3,283	Infield/Pit: 869

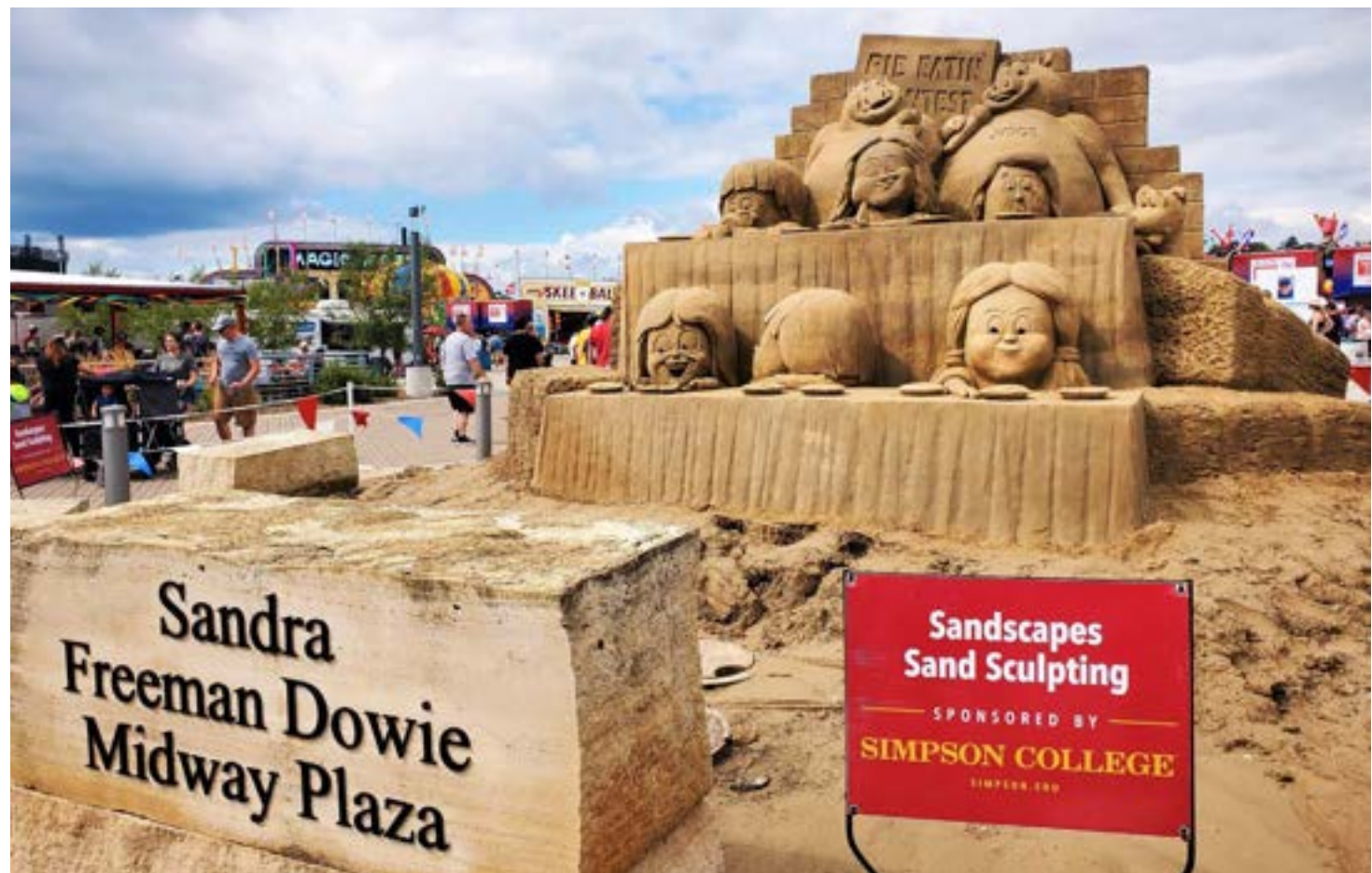


Fairgrounds Beautification by Premier Outdoor Management

MAP DIRECTORY AT GATES

The Iowa State Fair Map Directories, printed by Lashier Graphics & Signs, are posted at five gates across the Fairgrounds:
Gates 4, 8, 9, 11, and 15.







MOBILE MARKETING

Mobile Marketing is a key component of the Iowa State Fair sponsorship program. Day to day changes taking place in two main locations provide new exhibits for Fairgoers to experience. These exhibitors engage with passersby in a variety of ways, such as sharing food and beverage samples, generating leads for future follow-up, or offering an interactive experience through a mobile vehicle.



The Iowa State Fair saw a similar number of mobile tours in 2022 compared to 2021. Thank you to the following mobile marketers who spent one or more days at the Fair this year:

- American Welding Society
- Chevron Renewable Energy Group
- Diabetic Equipment and Supplies
- General Mills

- Iowa Department of Transportation - Truckers Against Trafficking
- Titan Tire - WHO Radio's The Big Show
- Wiley Wallaby's Licorice





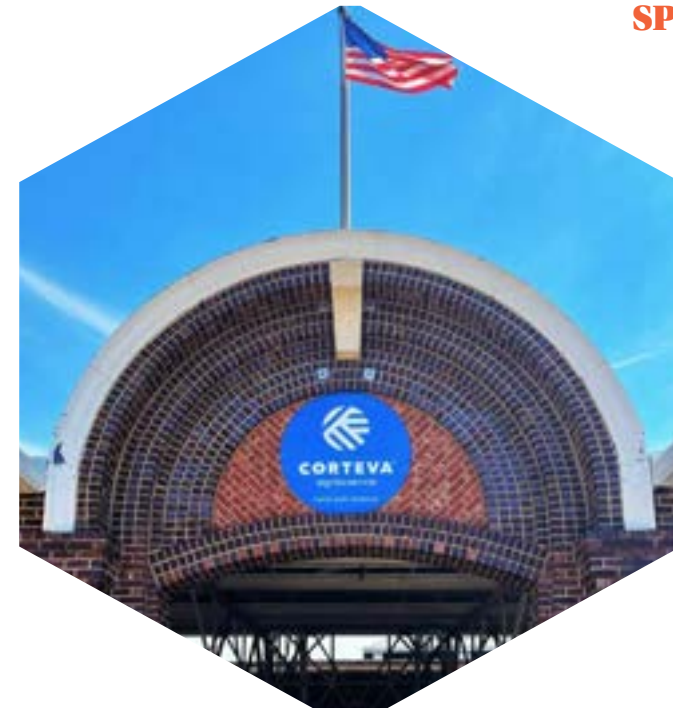
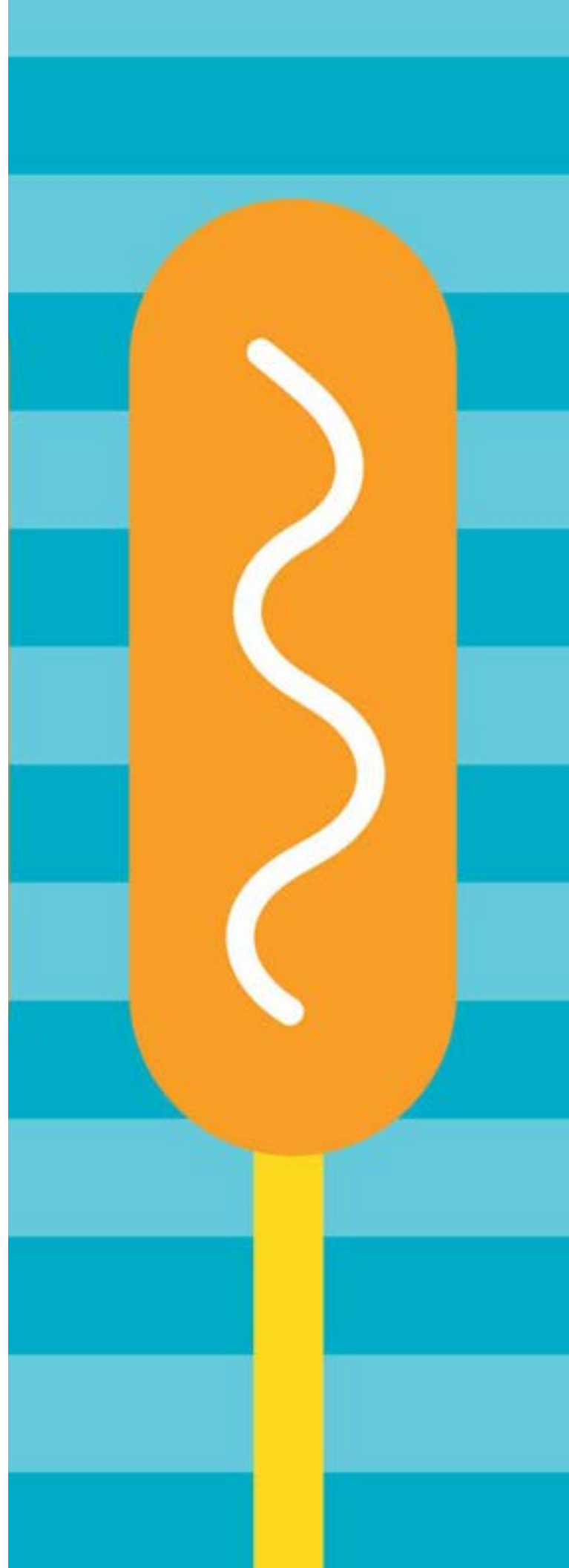
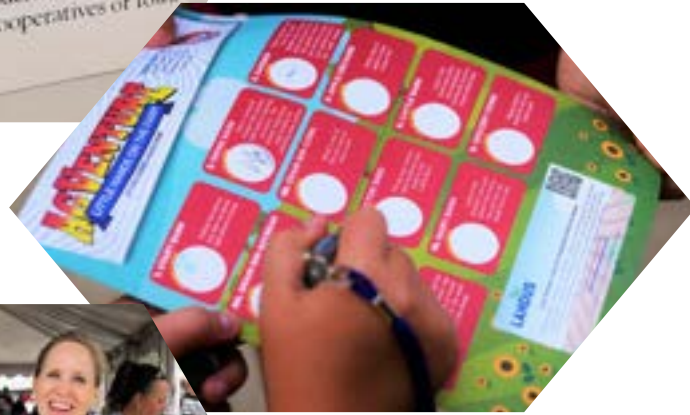
SHARED VI BOOTH

Located on a prominent southwest corner of the Varied Industries Building, the shared 10' x 10' booth was a popular addition to the 2022 Fair. The 110,400 square foot air-conditioned building is the Fair's largest, most-visited exhibit venue, welcoming an estimated 65-70% of Fairgoers through its many entrances. Shared VI Booth sponsors exhibited for one or two days and engaged with these visitors by introducing new products, conducting giveaways, generating leads, or distributing promotional items.

Thank you to the following seven sponsors of this new opportunity:

- Buehler Organics
- HealthPartners UnityPoint Health
- Landus
- Medigold MercyOne Medicare Plan
- Purdue University Global
- UnitedHealthcare
- Wolfe Eye Clinic





2022 FAIRGOER SURVEY HIGHLIGHTS

With prior surveys conducted in 2012 and 2016, this year 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 the 2022 survey results.

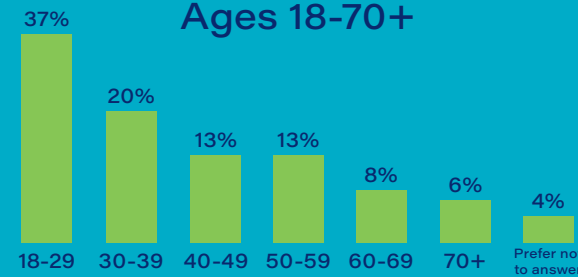
Most enjoyed Iowa State Fair attractions/features

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
 Ages 18-70+

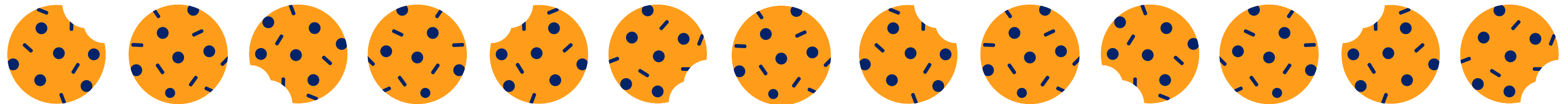


Net Promoter Score (NPS)

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**



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

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

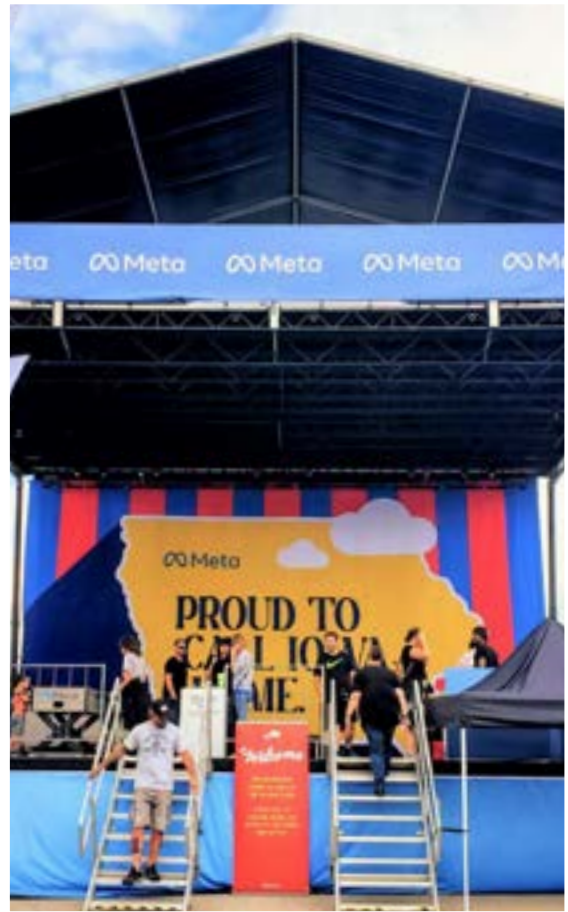
1 in 11 planned to attend all 11 days

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
Est. Out-of-Town Parties	145,137 parties
Avg. Spent in Des Moines by Party	\$692.47
Est. Total Spent by Out-of-Town Visitors in Des Moines	\$100,503,453

OoT attendees/ avg. party size

OoT parties x avg. spent





*We look forward to
continuing our partnership
at the*

2023 IOWA STATE FAIR!

AUGUST 10-20

Julianna Curtis

Sponsorship Director
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Art by Kiki Curtis at the Iowa Food & Family Project exhibit

