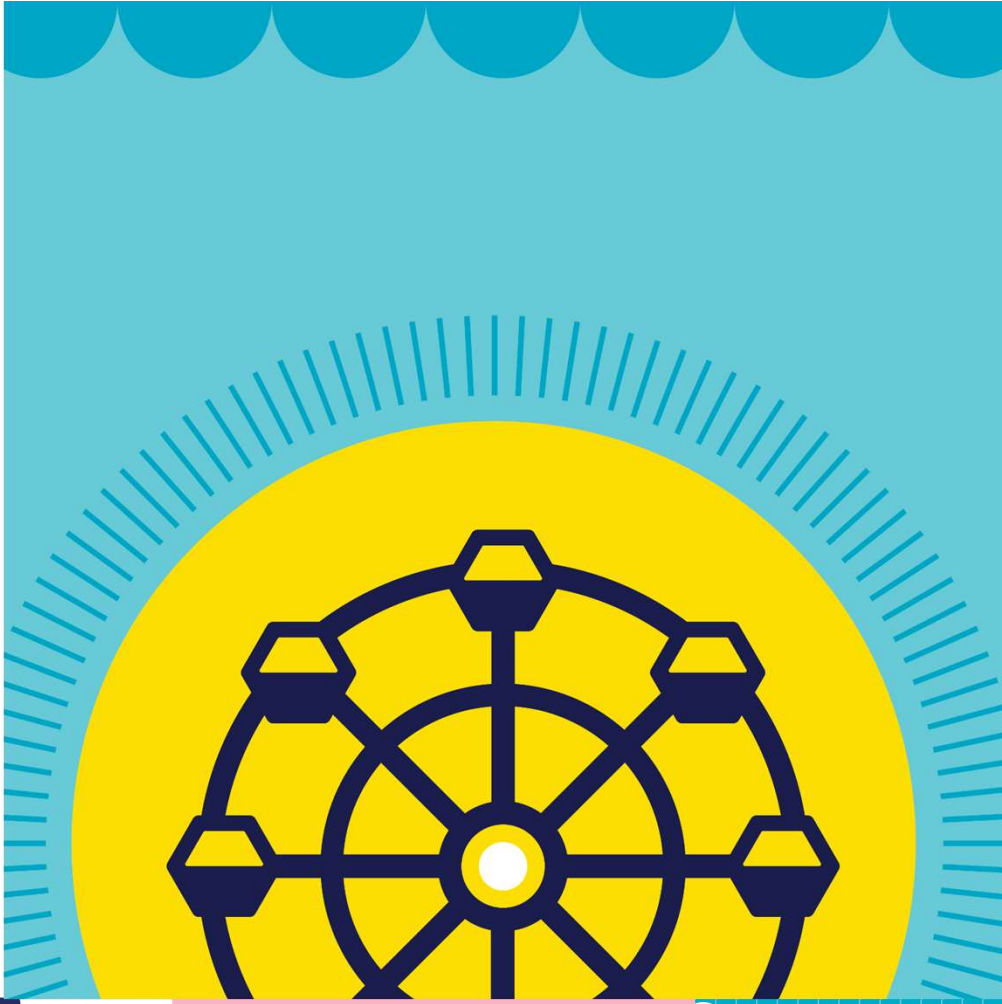
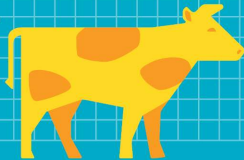


Capital Improvements



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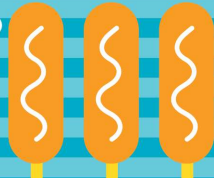


*Elwell Family Park ...
New Roofing*



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Pioneer Hall – West Entrance upgrade, new roofing



Maytag Family Theatre, The Kitchen (new upgrade/renovation)

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Upgrades to bathrooms!

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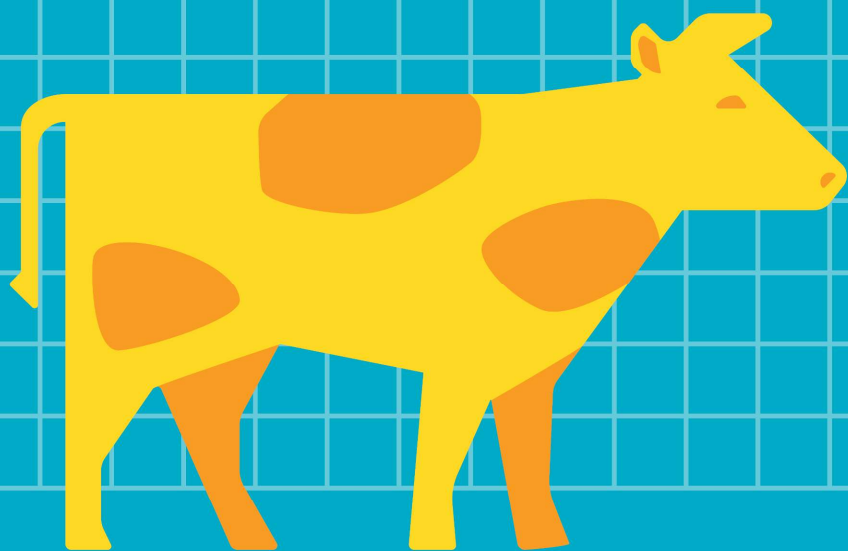
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AT THE IOWA STATE FAIR



AUG **11-21** **2022**

IowaStateFair

**NOTHING
COMPARES**

800.545.FAIR  IOWASTATEFAIR.ORG

Blue Ribbon Foundation

The Foundation is responsible for raising funds for capital improvements on the Fairgrounds. During the Fair funds are generated through the sale of:

Souvenir Merchandise
Bottled Water

Woodcarvers Auction
BINGO

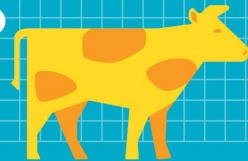
Other Activities:

1854 Society Reception
Cornerstone Reception
Donor Cultivation and Hospitality
Iowan of the Day: 12 pm (not 2pm)
Jake's Club

Legislative Day
Outhouse Races
The Breakfast Club
VIP Hospitality
Volunteers

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Blue Ribbon Foundation

Water:

- Price \$3.00 for a .5 ltr bottle at our six booths.

BINGO:

- BINGO on the Grand Concourse on August 17 from 9 a.m. until 7 p.m.

Merchandise Highlights:

A group of students from Central Academy Potters is making the pottery. Nine students came in on Sundays to make these carafes this year.

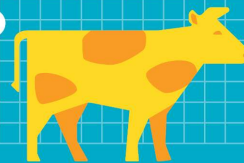


In honor of Fairfield's 20th Birthday, he's our ornament for 2022.

FIND YOUR FUN

In honor of Fairfield's 20th birthday, he's our ornament for 2022.

AUG 11-21 2022



Blue Ribbon Foundation

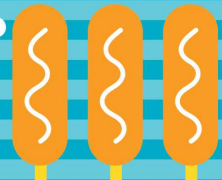
New Improvements:

- Called “Alliant Energy Landing”
- Additional funding from
 - Prairie Meadows
 - Insight Wealth Group



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Blue Ribbon Foundation

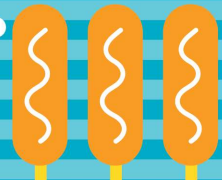
New Improvements:

- Phase II Elwell Family Park
 - Additional seating
 - Press Box
 - Covering



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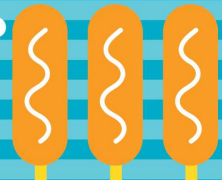
Blue Ribbon Foundation

New Duffy Lyon Statue



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Blue Ribbon Foundation

Smaller Improvement Projects:

- Pioneer Hall West Façade – T.A.G. Team
- New stage, ramp, stairs & skirting in 4-H Building
- Pella Plaza new brick pad and benches
- Replace 80+ benches with recycled composite slats



2022 Corndog Kickoff:

Total Raised: \$797,000 – a new record

More than \$335,000 in Patron donations – another record!

29 Live Auction Packages

- A Golden Ticket – Fair admission for life
- Mexico Vacation
- Haunted locations in Iowa package

291 Silent Auction Packages – a record \$139,217 bid



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Sponsorship

Google - NEW

- NEW 2022 sponsor of the Grand Concourse & Jacobson Exhibition Center

Meta - NEW

- NEW 2022 sponsor of the Bill Riley Talent Search, Fireworks Spectacular, & ISF Mobile App

Superior Sleep - NEW

- NEW 2022 sponsor of the Sky Gliders & The Kitchen (Maytag)

The Kitchen

- Official partners: Warners' Stelian, Royal Prestige, Fareway Meat & Grocery, Cambria Countertops & RADA Cutlery

All 11 Day of Fair Sponsorships are full (all returning sponsors)

Record year with 105+ total sponsors & more than \$3.15 million (cash + in-kind)

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AUG 11-21 2022

