

IowaStateFair

# 2021 SPONSORSHIP BROCHURE



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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

2020 has been a tough year - for the country, the world and the fair industry. Not only did these challenges lead us to postpone our beloved Iowa State Fair, but so too were dozens of events planned for Fairgrounds' buildings and barns.

As we look toward the 2021 Iowa State Fair, we fully anticipate things must look and feel different. Our commitment to **ensuring the health and safety** of everyone present on the Fairgrounds will be a primary focus along every step in our planning process.

We are optimistically moving forward with 2021 planning. As a prelude to this process, we surveyed 95 current sponsors in November 2020. The results indicated 90% of respondents are completely satisfied with sponsorship program execution. That is good news! But the tougher news is approximately 62% expect sponsorship budgets to decrease somewhat. Which makes **Flexibility – Creativity – Patience** our watchwords as we move forward.

The Sponsorship Team is prepared whenever you are ready to start planning a presence at the 2021 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 2021 Iowa State Fair is a **partnership** between your organization, the Fair and more than one million annual attendees. We are committed to a 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 the **2021 Sponsorship Brochure** and **2019 Post-Fair Sponsorship Report**.

If a shorter activation is your preference, please review the **2021 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 **2021 Day of Fair Sponsorship Proposal**.

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 2021 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](http://www.iowastatefair.org/sponsors/meg@blueribbonfoundation.org)

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



# 2019 STATE FAIR RECAP

In the absence of a 2020 Iowa State Fair due to the global pandemic, we will share a summary of the 2019 Iowa State Fair, which was a record-setter in several ways.

First, we smashed the 2018 Fair record with a total of **1,1700,375 visitors**. That's more than 40,000 additional Fairgoers over 2018 Fair attendance. Why? Well, the weather was a HUGE factor plus a 51% increase in Grandstand concert tickets sold and nearly every Democratic Presidential candidate hopeful had their 20 minutes on the Des Moines Register's Candidate Soapbox. The Grandstand Concert Series drew a record-setting **128,502 concert-goers**. WOW!!

Additional excitement was generated in 2019 by the bustling, newly renovated East 31st Street corridor. Fairgoers were drawn to several attractions here including a new home for Thrill Zone, the stabling area for the returning Clydesdales and Power Up Iowa Wind's 185-foot wind turbine blade exhibit.

THANK YOU to all **84 sponsors** for making these milestones possible. The 2019 Fair was an exciting place to eat, shop, play, be entertained and experience what's special about our state and its people. Collectively you contributed more than **\$2.3 million** in cash and in-kind services. Yes, that's another all-time record!

Thank you to the 15 new Iowa State Fair sponsors welcomed (or welcomed back) to the Fairgrounds in 2019:

Corteva Agriscience  
Iowa Total Care  
Metro by T-Mobile  
Better Business Bureau  
Power Up Iowa Wind

Goldman Sachs *10,000 Small Businesses*  
Exile Brewing Company  
Iowa Select Farms  
Hilton Des Moines Downtown  
Holiday Inn Downtown Mercy Campus

Microsoft  
Aetna  
LeafFilter  
Nintendo  
Solar Day

The **Iowa State Fair Blue Ribbon Foundation** reached its 27th year raising funds to support capital improvements on the Fairgrounds. More than \$165 million has been invested in the preservation of this Iowa tradition that we enjoy every August. And all year round.

For more than 150 years, the Iowa State Fair has been a source of family entertainment. With livestock competitions, concerts, thrill rides, food or as a place to people watch, the crowds gather on the Iowa State Fairgrounds for the most fun-filled eleven days in August. As an official sponsor of the Fair, you have a custom-tailored opportunity to interact with nearly 1.2 million people!

Next year we expect to build on these traditions, and we hope you will join us once again as an Official Sponsor of the 2021 Iowa State Fair: **HOW DO YOU FAIR?**



# SPONSORSHIP BRANDING





# WHAT'S NEW FOR THE 2021 FAIR?

What did the Iowa State Fair hope to share with visitors to the 2020 Iowa State Fair? What was brand new to the Fairgrounds to make the annual experience even better? As it turns out, quite a bit. Below is a summary and photos of three projects that will still be new this coming summer.

## **Bruce L. Rastetter 4-H Exhibits Building Renovation** (below left)

Sponsored by Touchstone Energy Cooperatives of Iowa

This past spring, the renovation of the 4-H Building was completed. A portion of the south exterior wall was removed, creating space for a new kitchen facility, storage area and loading bays. An expansion to the west added classroom space while the interior of the building was revitalized from top to bottom with new lighting, floors and updated restrooms.



## **Family Garden** (above right)

Sponsored by Corteva Agriscience

Throughout the coming summer of 2021, we will be busy planting and tending to the new Family Garden. Fair visitors will experience this new area located north of the Paul R. Knapp Animal Learning Center. Filled with crops, plants, trees and even a tunnel with pole beans, gourds, and other vegetables growing overhead, this unique space will showcase a combination of rural and urban agriculture.

## **New, improved and moved Giant Slide** (at right)

Before you know it, August 2021 will be here and Iowans will once again enjoy the Giant Slide at the Iowa State Fair. Fairgoers will have something new to look forward to ... the slide has been moved to a new location southeast of the Varied Industries Building and north of the Walnut Center. A complete update of the Giant Slide's support structure is complimented by complete refurbishment of the original slide surface.





# 2019 FUN FACTS

## RECORD ATTENDANCE

1,170,375 (previous record 1,130,260 set in 2018)

## RECORD NUMBER OF CONCERT GOERS

128,502 (previous record was 87,558 in 2018)

## RECORD ATTENDEES FOR A SINGLE CONCERT

17,032 for Slipknot on Saturday, August 10

## RECORD NUMBER OF VEHICLES PARKED ON GROUNDS

77,473 (about 2,000 more than 2018)

## INCREASE IN NUMBER OF CLICKS ON THE STATE FAIR SPONSORSHIP PAGE

74.1% (about 100 hits per day)

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

253,000+

## WINNER 2019 BEST NEW FOOD

Georgie's Roast with the Most ... beef pot roast Mexican wrap

## RECORD RAISED AT THE BLUE RIBBON FOUNDATION WOODCARVER'S AUCTION

\$65,400 (2018 record was \$56,500)

## TOTAL NUMBER CAMPERS

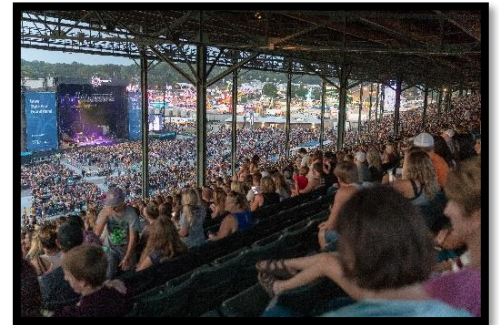
3,309

## 2019 VERSION OF THE IOWA STATE FAIR APP

Total downloads: 23,000+

## 2020 VERSION FOR NON-FAIR EVENTS

10,158 total page views



# SOCIAL + WEB ANALYTICS

## FACEBOOK

196,556 likes – 3.9% increase over 2018

### Popular Posts:

- Time lapse of pavilion flooring being put down (676.3K impressions, 20.5K engagement)
- Iowa State Fair Queen Pageant Live Stream (100.8K impressions, 21.5K engagement)
- Fair After Dark Fire Art video + contest (4.4 mil impressions, 94.9K engagement)



## TWITTER

69,306 – 3.5% increase over 2018



## INSTAGRAM

35,601 followers – **35.8% increase** over 2018



## WEBSITE

### Total users

27.86% increase  
453,278 users in 2019  
(354,519 in 2018)

### Total sessions

30.37% increase  
784,397 sessions in 2019  
(601,674 in 2018)

### Sponsorship page clicks

**74.1% increase** in the number of clicks on the sponsorship page (see previous page)

### Total page views

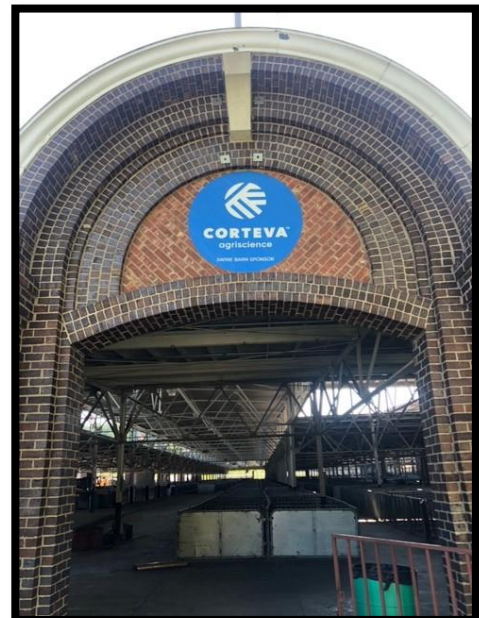
35.26% increase  
2,291,942 total page views in 2019  
(1,808,048 in 2018)

### Average session duration

00:02:34



# SPONSORSHIP BRANDING





# FAIR ATTENDANCE

	<u><b>2016</b></u>	<u><b>2017</b></u>	<u><b>2018</b></u>	<u><b>2019</b></u>	4-yr daily averages
<b>Day 1</b>					
<b>Thursday</b>	70,927	86,408	81,948	84,928	81,053
<b>Day 2</b>					
<b>Friday</b>	90,259	103,424	98,747	103,096	100,050
<b>Day 3</b>					
<b>Saturday</b>	113,873	120,833	116,583	122,111	118,350
<b>Day 4</b>					
<b>Sunday</b>	97,923	112,396	104,270	108,283	105,718
<b>Day 5</b>					
<b>Monday</b>	93,092	105,522	95,666	97,682	97,991
<b>Day 6</b>					
<b>Tuesday</b>	88,171	96,863	92,440	102,953	95,107
<b>Day 7</b>					
<b>Wednesday</b>	95,881	95,322	102,843	109,323	100,842
<b>Day 8</b>					
<b>Thursday</b>	85,366	96,015	99,090	104,247	96,180
<b>Day 9</b>					
<b>Friday</b>	86,674	97,958	102,447	112,891	99,993
<b>Day 10</b>					
<b>Saturday</b>	112,672	120,616	117,062	119,276	117,407
<b>Day 11</b>					
<b>Sunday</b>	96,440	94,714	114,492	105,585	102,808
Total Fairgoers	<b>1,031,278</b>	<b>1,130,071</b>	<b>1,030,260</b>	<b>1,170,375</b>	4-yr Average <b>1,115,496</b>
		<b>Record!</b>	<b>Record!</b>	<b>Record!</b>	

# 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

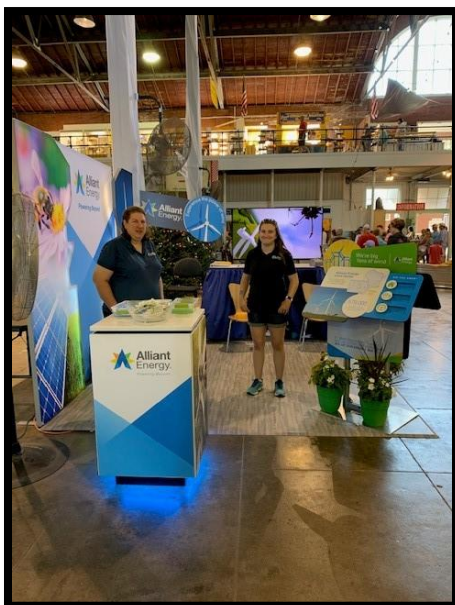


## What they do while at the Iowa State Fair...

- 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 380,000\* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (\*2021 Fair 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. 50,000\* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (\*2021 Fair quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Best of Show sponsors.
- Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- 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 Ville, Thrill Town & Thrill Zone



## MARKETING BENEFITS

- Recognition as a Grand Champion sponsor of the 2021 Iowa State Fair.
- Logo included in 380,000\* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (2021 Fair 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. 50,000\* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (\*2021 Fair quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Grand Champion sponsors.
- Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- 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.
- 350 Admission Tickets plus the opportunity to purchase additional tickets at \$9 each.
- 175 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.





# CHAMPION SPONSOR

## INVESTMENT

\$50,000 — \$99,999

## SPONSORSHIP EXAMPLES

Text Alert System

"Top 11" early July newspaper insert

Bob & Deb Pulver Outdoor Arena

Richard O. Jacobsen Exhibition Center

Sheep Barn

Horse Barn

Pioneer Hall



## MARKETING BENEFITS

- Recognition as a Champion sponsor of the Iowa State Fair.
- Logo included in 380,000\* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (\*2021 Fair 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. 50,000\* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (\*2021 Fair quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Champion sponsors.
- Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- 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

Elwell Family Food Center  
Livestock Pavilion Show Arena  
Robert G. Horner and Shari Avis Horner Service Center  
Blue Line Parking Shuttle  
Wool Riders Only Mutton Bustin'  
Blue Ribbon Foundation Volunteers  
Patty & Jim Cownie Cultural Center  
Richard O. Jacobson Hall & Kenyon Gallery  
Grandfather's Farm  
Ralph H. Deets Historical Museum  
Oman Family Youth Inn  
Gate 13 or Gate 11



## MARKETING BENEFITS

- Recognition as a Purple Ribbon sponsor of the Iowa State Fair.
- Logo included in 380,000\* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (\*2021 Fair 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. 50,000\* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (\*2021 Fair quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Purple Ribbon sponsors.
- Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- 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 the Fair  
Gate 15 Beautification  
Ye Old Mill  
Walnut Center  
Expo Hill



## MARKETING BENEFITS

- Recognition as a Blue Ribbon sponsor of the Iowa State Fair.
- Logo included in 380,000\* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (\*2021 Fair 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 100,000 copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (\*2021 Fair quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Blue Ribbon sponsors.
- Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- 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

Barn Education: Cattle Corner – Pig Place – Horse Haven – Sheep Stop

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 2021 Iowa State Fair.
- Business name included in 380,000\* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (+2021 Fair 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. 50,000\* copies inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 available at Fairgrounds gates (\*2021 Fair quantities TBD).
- Business name included on four Official Sponsor truss banners placed on the Fairgrounds.
- Business name included on the Iowa State Fair sponsorship web page.
- 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 Chicken Coop

Little Hands on the Farm Garden

Milking Parlor

Straw Sculpture

First Church

Pioneer Hall Stage

Stone Map

Various Attractions & Special Events: Bags Tournament - Sea Lion Splash – Kachunga the Alligator

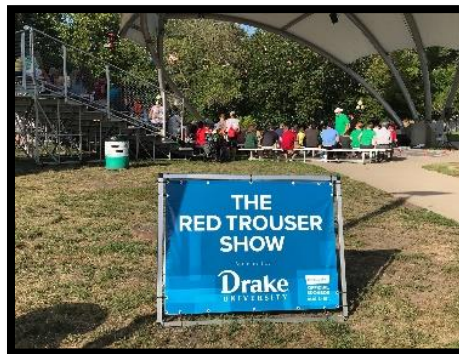


## MARKETING BENEFITS

- Recognition as a White Ribbon sponsor of the 2021 Iowa State Fair.
- Business name included in 380,000\* "Top 11" early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (\*2021 Fair 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. 50,000\* copies inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 available at Fairgrounds gates (\*2021 Fair quantities TBD).
- Business name included on four Official Sponsor truss banners placed on the Fairgrounds.
- Business name included on the Iowa State Fair sponsorship web page.
- 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.
- 10 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.





# SPONSORSHIP BRANDING



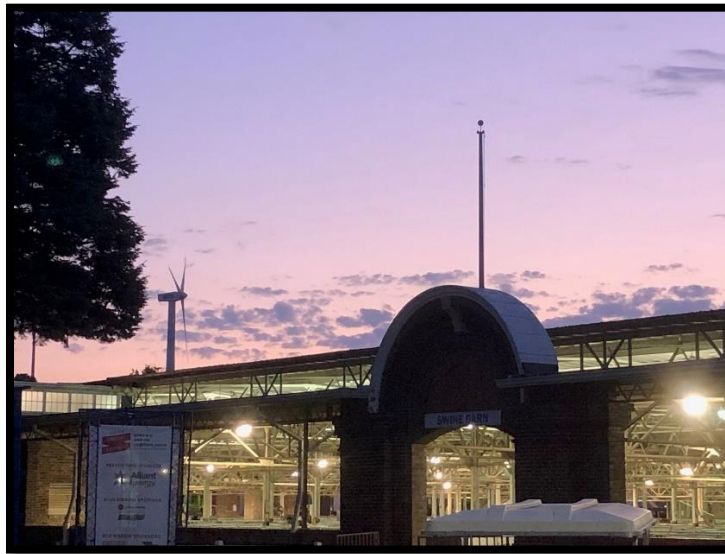


# FUTURE FAIR DATES

2022 AUGUST 11-21

2023 AUGUST 10-20

2024 AUGUST 8-18



## Sponsorship Iowa State Fair

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

**[meg@blueribbonfoundation.org](mailto:meg@blueribbonfoundation.org)**

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

**[www.iowastatefair.org/sponsors/](http://www.iowastatefair.org/sponsors/)**