



2022 IOWA STATE FAIR

Agricultural-Focus 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 please to offer the following Iowa State Fair
sponsorship proposal.



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LIVESTOCK SHOW PROGRAMS

Livestock shows are one of the deepest rooted traditions of the Iowa State Fair. Over 4,500 exhibitors showcase more than 17,000 entries in the Open Class, 4-H and FFA livestock shows. From horses to goats to llamas and rabbits, exhibitors bring their very best in an effort to bring home the Grand Champion banner. Each show features a program listing the entries, exhibitors, animal information and order of the classes. These programs are an essential reference for exhibitors as well as spectators and livestock enthusiasts.

Open Class, 4-H and FFA programs can be found on the Iowa State Fair's website and mobile app. Printed programs are distributed for open class shows at the livestock barns and the show arenas. The breakdown of show programs is as follows:

- Open Class: 9,000 total printed copies for 66 programs
- 4-H: 14 programs accessible on the Fair website and mobile app
- FFA: 13 programs accessible on the Fair website and mobile app

Sponsorship Fee: \$40,000

Exclusive Sponsorship Benefits

- Recognition as a Purple Ribbon Sponsor of the Iowa State Fair.
- Printed programs:
 - ⇒ Full page ad (8.25" x 10.75") B/W on inside front cover OR full color on back cover
- Website and mobile app programs:
 - ⇒ Full page ad (8.25" x 10.75") full color ad after front cover



LIVESTOCK PAVILION

Built in 1902, the Pioneer Livestock Pavilion is a true landmark on the Iowa State Fairgrounds. The dome-shaped, 47,000-square-foot arena can host up to 2,000 people. Horse and cattle shows are popular events in the year-round pavilion. The original wooden understructure and spectator seating were both replaced in 1989. Air conditioning was added in 2011.



During the 11 days of the Iowa State Fair, the Pioneer Livestock Pavilion is one of the most-popular facilities on the Fairgrounds, hosting 4-H, FFA and open class livestock shows and the popular Governor's Charity Steer Show.

Sponsorship Fee: \$25,000

Exclusive Sponsorship Benefits

- Recognition as a Purple Ribbon Sponsor of the Iowa State Fair.



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- Right to signage on the exterior and interior of the Livestock Pavilion (previous signage shown upper and lower right).
- Right to sponsorship recognition in the legend of the Official Iowa State Fair map (below left) which appears in the following places:
 - ◇ Five billboard-sized grounds map at major Fairgrounds gates
 - ◇ 382,000 daily pocket guide schedules
 - ◇ 60,000+ Official Iowa State Fair Daily Programs inserted in the Des Moines Sunday Register on the weekend prior to the Fair's opening day
 - ◇ Official Iowa State Fair mobile app
 - ◇ Iowa State Fair website

LIVESTOCK EXHIBITOR ID NUMBERS **SOLD**

Every year the Iowa State Fair hosts dozens of FFA, 4H and open show competitions for entrants to present their livestock projects, with close to 5,000 exhibitors in total. Livestock shows take place in the East and West Swine Barn Show Arenas, Livestock Pavilion, Sheep Barn and the Pulver Outdoor Arena.

Every livestock exhibitor is identified by an assigned number which is displayed while exhibiting. A sponsor logo can be printed on the ID numbers, either alone or in conjunction with the Iowa State Fair brand. The photo at right shows the ID Number that was used for the 2021 Iowa State Fair.

Sponsorship Fee: \$20,000

Exclusive Sponsorship Benefits

- Recognition as a Blue Ribbon Sponsor of the Iowa State Fair.
- Right to display a logo and messaging on 5,000 livestock exhibitor ID numbers.



BLUE RIBBON KIDS' CLUB

Blue Ribbon Kids, the Fair's special club for youth age 10 and under, has been going strong since 2005. Fun daily activities allow children to experience the Fair from a unique perspective. Blue Ribbon Kids' Club members get a rare glimpse into the heart of the Iowa State Fair. Members not only get a hands-on Fair-time experience, they also receive a birthday card and monthly newsletter after signing up.

Each family looks forward to one highly-prized benefit: a jam-packed coupon book filled with discounts, Buy One-Get One deals and more from vendors located throughout the Fairgrounds.

Blue Ribbon Kids' Club Facts:

- More than 1,800 youngsters participated at the 2021 Iowa State Fair
- Activities every weekday morning at 10 am. We also have the ability to schedule a few special sessions on the four weekend days.
- Members hail from 32 states!
- Most events take place in the Hy-Vee Fun Forest on the Community Choice Credit Union Stage.



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Sample activities:

- Make and Take T-Shirt Day
- Breakfast with the Queens
- Art Attack Day at Kids' Club
- The Many Hats of an Iowa Farmer
- The Wonderful World of Eggs with the Iowa Egg Council
- Hy-Vee KidsFit at Kids' Club
- Kids' Club Gives Back to the Des Moines Police Department
- Farm to Fork Meals



Sponsorship Fee: \$18,000

Exclusive Sponsorship Benefits

- Recognition as a Blue Ribbon Sponsor of the Iowa State Fair.
- Right to sponsor logo included in all Kids' Club promotional materials including birthday video and monthly newsletter.
- Right to include a sponsor-related deal in the coupon book.
- Right to suggest or provide one or more days programming.

THANK A FARMER MAGIC SHOW

This magical extravaganza enchants adults and kids of all ages about agriculture through storytelling, juggling and music. Fairgoers return again and again for this fun, energetic and educational show that focuses on the importance and impact farming and agriculture have on our daily lives. Shows take place three times daily in the Animal Learning Center.

Sponsorship Fee: \$15,000

Exclusive Sponsorship Benefits

- Recognition as a Blue Ribbon Sponsor of the 2021 Iowa State Fair.
- Right to logo included in signage at magic show venue.



LITTLE HANDS ON THE FARM

Little Hands on the Farm is an interactive educational program for youngsters ages 2 to 10 that demonstrates who grows our food, where it is grown, and how it makes its way to grocery store shelves. One of the most popular exhibits at the Iowa State Fair, Little Hands on the Farm hosted more than 25,000 participants in 2021!



Young people have the opportunity to experience ways and days on the farm that is presented at their level. From the five replica farm buildings to "collecting" an egg to "driving" a John Deere



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tractor that they “fill” with “soy diesel” to “buying” a snack with their hard earned “dollar”, each step along the way gives them perspective on farm life. Several opportunities exist for the 2022 Fair:

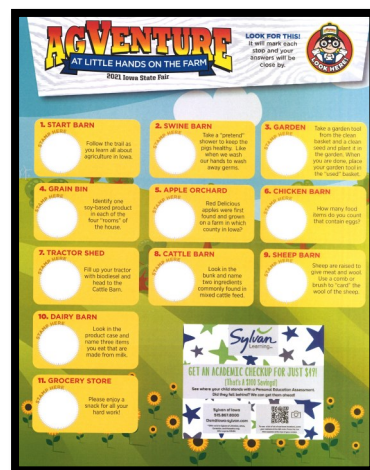
AGVENTURE PASSPORT **SOLD**

Due to COVID restrictions at the 2021 Fair, we developed a passport (shown at right) whereby youngsters visiting Little Hands gained stamps on the passport as they traveled and learned interesting agriculture facts along the path. Ag education happens at each of the 11 Little Hands barns and stops.

Sponsorship Fee: \$10,000

Exclusive Sponsorship Benefits

- Recognition as a Red Ribbon Sponsor of the Iowa State Fair.
- Right to place sponsor branding or coupon on the new passport or game board.
- Right to inclusion on main Little Hands entrance sign.



STOPS ALONG THE LITTLE HANDS PATH

Three of the 11 stops along the Little Hands path are not currently sponsored. Read on to find out what task or questions needed to be done or answered to gain the stamp for these stops ...

Garden: Take a garden tool from the clean basket and a clean seed and plant it in the garden. When you are done, place your garden tool in the used basket.

Apple Orchard: Red Delicious apples were first found and grown on a farm in which Iowa county?

Sheep Barn: Sheep are raised to give meat and wool. Use a comb or brush to “card” the wool of the sheep.

Sponsorship Fee: \$5,000 per stop

Exclusive Sponsorship Benefits

- Recognition as a Red Ribbon Sponsor of the Iowa State Fair.
- Recognition as the sponsor of the Little Hands stop(s).
- Right to design recognition signage for display inside the stop (planned in conjunction with and installed by Fair staff).
- Right to inclusion on main Little Hands on the Farm sponsor recognition entrance sign.

AG EDUCATION STOPS

Four educational displays are located in each of the Fair's four livestock barns. Each one focuses on the main animals featured in these barns.

Horse Haven – Do you know how to measure a horse in hands? Do you know the difference between an English and Western saddle? Horse Haven is where curious Fairgoers can find information on all things equine – from draft horses to ponies – at this interactive, hands-on exhibit.

Pig Place – Do you know how much a pig weighs? Or what pig food is made from? Go hog wild at Pig Place, where fairgoers young and old can collect fun facts about one of Iowa's largest



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industries. All your swine questions are answered at this interactive hands-on display.

Sheep Stop – The last barn to have an interactive educational exhibit, Sheep Stop answers questions such as how many sheep are there in Iowa? And how much wool do they produce? Oversize story books share a day-in-the-life of a sheep rancher and several photo opportunities allow fairgoers to remember the experience long after they leave the Fair.



Cattle Corner – Do you know how a champion steer is selected? Or what beef breed originated in Iowa? Or how many gallons of water a dairy cow drinks on an average day? All these questions are answered at this interactive hands-on exhibit that features educational displays, puzzles, story books, photo boards, and more!

Sponsorship Fee: \$12,000 for all four stops or \$3,000 per stop

Exclusive Sponsorship Benefits

- Recognition as a White or Red Ribbon Sponsor of the Iowa State Fair.
- Organization name included on display(s) signage and promotional material.

ANIMAL LEARNING CENTER

Celebrating 15 years at the Iowa State Fair, the Paul R. Knapp Animal Learning Center continues to educate and delight Fairgoers of all ages. "Nothing Compares" to this hub of agricultural activity that features young farm animals and fresh educational programming. The state-of-the-art agricultural education exhibit features live births of various species including cattle, swine, goats and sheep, allowing young and old alike to learn about the animal birthing process. Fairgoers can also catch a glimpse of chicks, ducks and polts (baby turkeys).



VET SCRUBS

This sponsorship allows for vet scrubs worn by staff and volunteers to have sponsor branding alongside the text Paul R. Knapp Animal Learning Center.

Sponsorship Fee: \$7,500

Exclusive Sponsorship Benefits

- Recognition as a Red Ribbon Sponsor of the Iowa State Fair.
- Right to logo included on vet staff and volunteer scrubs.

SE POLK FFA SHIRTS

This sponsorship allows for branding 125 T-shirts that SE Polk FFA members wear during their volunteer shifts in the Animal Learning Center.



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Sponsorship Fee: \$5,000

Exclusive Sponsorship Benefits

- Recognition as a White Ribbon Sponsor of the Iowa State Fair.
- This sponsorship allows for T-shirts or scrub tops worn by SE Polk FFA volunteers to have sponsor branding alongside the text Paul R. Knapp Animal Learning Center.

FAIR AFTER DARK/FAIR AFTER WORK

The inaugural Fair After Dark events were held at the 2018 Iowa State Fair and were repeated in 2019 and 2021. In 2021, we hosted one Fair After Dark event plus initiated a new format with Fair After Work.

Geared to engage a millennial audience, these special ticketed events have succeeded in engaging this age group through creative behind-the-scenes experiences involving the Fair's most iconic traditions, such as the Animal Learning Center, the Butter Cow, and more! Each event typically draws between 200 and 250 attendees.

FAIR AFTER DARK

Details on the format and Fairgrounds location will depend on a sponsor willing to partner with us for this 4th annual special event. Fair After Dark events run for two hours from 9 to 11 pm and are held in a building or barn after it has closed to the general public, thereby providing an exclusive behind-the-scenes experience.



FAIR AFTER WORK: WINE DOWN AT THE GARDEN

Relaxing evening enjoying Iowa wines and tasty bites all while enjoying the sights and sounds of the Iowa State Fair educational garden! A time to see a slower pace of the Iowa State Fair. This is a 21 and over event, tickets required.

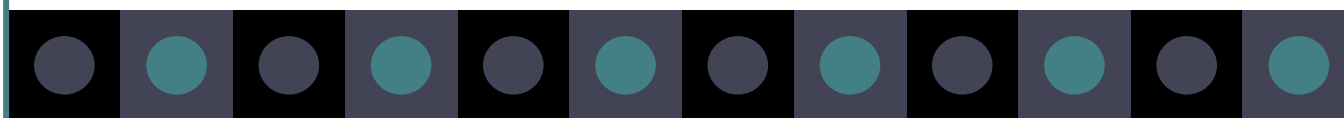
Sponsorship Fee: \$5,000 per event

Exclusive Sponsorship Benefits

- Recognition as a White or Red Ribbon Sponsor of the Iowa State Fair.
- Right to be recognized as the Fair After Dark/Fair After Work event(s) sponsor.
- Right to be included in promotional efforts and social media campaigns.
- Right to branding and signage.
- Right to an exhibit table or 10x10 booth space during the event(s).
- Right to a logo on the on-line event registration form and event ticket.

CUDDLES & SNUGGLES CHORE TIME

In 2021, the Iowa State Fair introduced a family adventure like no other! Families signed up to work along-side the Animal Learning Center veterinarians and helped perform morning chores. This was a backstage-access experience for those interested in learning what it takes to care for the mommas



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and babies housed in the popular ALC during the Fair. Post-chores breakfast could be provided by the sponsor.

Sponsorship Fee: \$4,000

Exclusive Sponsorship Benefits

- Recognition as a White Ribbon Sponsor of the Iowa State Fair.
- Right to recognition during promotion of the Chore Time opportunity, including the social media campaign.
- Right to recognition for the breakfast served after Chore Time.



BARNYARD YOGA SOLD

Goat Yoga has been a fan favorite for the last few years but in 2021 new animals were added – bunnies and llamas. These ticketed events include giveaway items for participants (yoga mat, t-shirt, shaker cup, etc.) with sponsor branding. Also the locations of the classes will change based on where the animals are housed or shown, like the Rabbit Building, Livestock Pavilion or Outdoor Arena.

Sponsorship Fee: \$4,000

Exclusive Sponsorship Benefits

- Recognition as a White Ribbon Sponsor of the Iowa State Fair.
- Right to brand a giveaway item.
- Right to event signage.
- Right to inclusion in the promotional campaign.



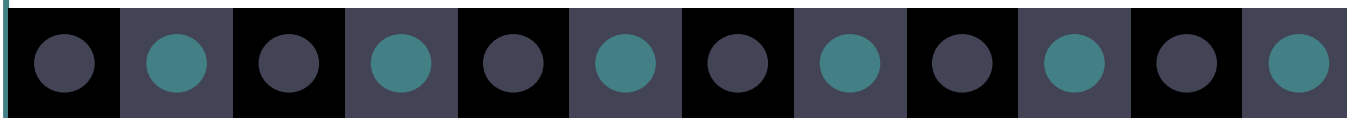
HAVE YOU HERD?

These informative educational presentations are staged in a tent on the east side of the Sheep Barn. Approximately 50 FFA and 4H presenters share information three times a day at the Fair. Each presenter is given a T-shirt and gift (the gift is sponsored by Sullivan Supply Co).

Sponsorship Fee: \$2,500

Exclusive Sponsorship Benefits

- Recognition as a White Ribbon Sponsor of the Iowa State Fair.
- Right to place sponsor branding on the presenter T-shirt.
- Right to place branded signage at the tent.



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ADDITIONAL PROMOTIONAL BENEFITS AVAILABLE TO ALL SPONSORS

White and Red Sponsorship Levels — investment below \$15,000:

- 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.

Blue and Purple Sponsorship Levels — investment \$15,000 and above

- 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 and 20,000+ at Fair entry gates.
- Logo identification and web hyperlink on the sponsors' page of the Fair website.
- Logo recognition with all same-level sponsors on both electronic marquees on University Avenue.
- Logo included 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, Grandstand concert and parking passes.
- Additional benefits we mutually determine.

Please join us as a sponsor at the 2022 Iowa State Fair!

Meg Courter, Iowa State Fair Sponsorship Director
515-401-1676; meg@blueribbonfoundation.org

