2023 IOWA STATE FAIR

SPONSORSHIP BROCHURE

august 10-20

Iowa State Fair
NOTHING COMPARES
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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.
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!
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.

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!
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)

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

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
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.
# Fair Attendance

## 2022 Event Total

**1,118,763**

5-year average: **1,128,790**

<table>
<thead>
<tr>
<th>Day</th>
<th>2022 Attendance</th>
<th>5-year Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Thursday</td>
<td>82,862</td>
<td>82,769</td>
</tr>
<tr>
<td>First Friday</td>
<td>103,556</td>
<td>103,534</td>
</tr>
<tr>
<td>First Saturday</td>
<td>113,012</td>
<td>116,828</td>
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<tr>
<td>First Sunday</td>
<td>110,661</td>
<td>108,604</td>
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<tr>
<td>Monday</td>
<td>87,599*</td>
<td>96,418</td>
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<tr>
<td>Tuesday</td>
<td>99,965</td>
<td>96,582</td>
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<tr>
<td>Wednesday</td>
<td>97,901</td>
<td>99,380</td>
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<td>Second Thursday</td>
<td>99,715</td>
<td>99,026</td>
</tr>
<tr>
<td>Second Friday</td>
<td>93,348*</td>
<td>101,719</td>
</tr>
<tr>
<td>Second Saturday</td>
<td>128,298</td>
<td>120,603</td>
</tr>
<tr>
<td>Second Sunday</td>
<td>101,846</td>
<td>103,326</td>
</tr>
</tbody>
</table>

*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
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, 76K 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
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.

Survey Sample Demographics
17 states represented
89% Iowa residents from 50 counties
61% female • 38% male
Ages 18-70+

65% of Fairgoers planned to stay for 6+ hours
52% of Fairgoers planned to attend for more than one day

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
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:
• 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:
• 400 General Admission tickets
• 200 Fairgrounds North Lot parking passes

**CHAMPION**
INVESTMENT: $50,000 to $99,999
SPONSORSHIP EXAMPLES:
• Grand Concourse
• Historic Grandstand & Grandstand Concert Line-Up
• Thrill Parks (Thrill Ville, Thrill Town, Thrill Zone)
• Admission Ticket Back
TICKET BENEFITS:
• 300 General Admission tickets
• 150 Fairgrounds North Lot parking passes
2023 IOWA STATE FAIR

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

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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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

Sponsorship Director  515-401-1676 Office Direct
Iowa State Fair  515-229-1479 Fairtime Cell
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FUTURE FAIR DATES

2024 August 8-18
2025 August 7-17
2026 August 13-23