

# 2024 Sponsorship Handbook

## Welcome to the Iowa State Fair Sponsorship Program!

Thank you for partnering with us to provide the best experience possible for more than one million Fairgoers at the Iowa State Fair. Every building, stage, event, activation, or unique attraction that you sponsor makes these 11 days the most fun-filled days of the year!

This handbook serves as a quick reference for contact information, rules and regulations, important and helpful information, and general questions about this year's Fair.

### Sponsorship Department

Introducing the Business Relations Intern for 2024: Jayce Reed! She will be a senior in the fall at Iowa State University, where she is majoring in Agricultural Business with a Finance option and a minor in Event Management. She is originally from Albia, Iowa and is excited to meet and assist you so that the Iowa State Fair can be a successful and fun event for all involved.

Julianna Curtis has been the Sponsorship Director since spring of 2022 and is responsible for securing and managing all sponsors for the Fair. As a champion of the Fair since a young age, she believes it is the best reflection of Iowa's rich culture and quality of life.

Feel free to contact either of us with questions. We look forward to working with you to make your presence at the 2024 Iowa State Fair enjoyable and successful. Thank you!



**Julianna Curtis**  
Sponsorship Director  
515-401-1676 office  
515-229-1479 cell (best after July 22)  
[JCurtis@IowaStateFair.org](mailto:JCurtis@IowaStateFair.org)



**Jayce Reed**  
Business Relations Intern  
515-262-3111 x379  
[SponsorRelations@blueribbonfoundation.org](mailto:SponsorRelations@blueribbonfoundation.org)

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# IOWA STATE FAIR SPONSORSHIP OVERVIEW

Since its inception in 1854, the Iowa State Fair has been a staple for the Iowa community, consistently attracting visitors from across the state, nation, and world. Without incredible partners like you, the Fair could not continue setting records, supporting our economy, wowing audiences, and creating lifelong memories. On behalf of the Iowa State Fair Board, the administrative team, the Blue Ribbon Foundation, and 1,000,000+ annual Fairgoers, **thank you** for your partnership as an Official Sponsor of the 2024 Iowa State Fair.



**Fair Fever** is our theme for 2024. From the food to the livestock shows to the Grandstand entertainment, Fairgoers can “catch” that special sense of joy at the Iowa State Fair! Whether enjoying a ride in Thrill Ville, watching a livestock show, or attending a free concert, Fairgoers are sure to have a case of “Fair Fever” after soaking up all of the fun activities found only at the 2024 Fair.

## 2024 SPONSOR TIMELINE

### **June 1**

Certificate of Liability Insurance (COI) due.

### **June 15**

All signed agreements due, unless otherwise discussed (after which the offer and benefits will be forfeited).

### **Sunday, July 7**

“Top 11” newspaper inserts distributed in the *Des Moines Sunday Register* and most statewide newspapers.

### **Mid-July**

Credentials (admission tickets, parking passes, concert tickets, etc.) ready to be picked up or delivered to sponsors who have fulfilled their Sponsorship Fee per agreement.

### **Monday, July 22 – Wednesday, August 7**

Set-up begins for Sponsors, Vendors, Exhibitors, & Concessionaires. See page 4 for details. COI must be received before setup is allowed.

### **Saturday, August 3 – Wednesday, August 7**

Pre-Fair Pass required to bring a vehicle onto the Fairgrounds. See page 4 for details.

### **Sunday, August 4**

“Iowa State Fair Official Daily Programs” distributed in the *Des Moines Sunday Register* across Iowa.

### **August 8 – 18**

2024 Iowa State Fair: “Fair Fever!”

### **Wednesday, August 21**

All exhibits must be removed from the Fairgrounds by 4:30pm or face financial penalty.

# USE OF IOWA STATE FAIR LOGOS

The Iowa State Fair provides sponsors with the right to use official Iowa State Fair logos to promote the Fair and the sponsorship. All logo uses must be pre-approved by the Sponsorship Director and follow the design standards provided. Both the Fair branding boxes and Official Sponsor logos may be used (examples below).



## PRE-FAIR (FOR EXHIBIT SPACE)

### Setup Logistics

#### **Outdoor Exhibits**

Monday, July 22 – Monday, August 5: 8am – 4:30pm  
Tuesday, August 6 – Wednesday, August 7: 8am – 9pm

#### **Indoor Exhibits**

Monday, July 29 – Monday, August 5: 8am – 4:30pm  
Tuesday, August 6 – Wednesday, August 7: 8am – 9pm

\*No vehicles will be allowed inside the Varied Industries Building after 4:30pm on Monday, August 5.

#### **All Exhibits**

**\*Pre-Fair Passes are required from Saturday, August 3 – Wednesday, August 7 for vehicle access onto the Fairgrounds.** SPONSOR will be provided with free passes based on need. (Vehicles may also park in Lot A between these dates, and gates will be open for pedestrian access.)

\*\*If you are exhibiting for fewer than 11 days, please refer to your agreement or coordinate with the Sponsorship department for setup logistics.

### Exhibit Space Needs

#### **Insurance**

Sponsor must provide a Certificate of General Liability Insurance with minimum coverage of \$1,000,000. The COI is **due June 1** and MUST be received before setup is allowed at the Iowa State Fair.

Please list the following as additional insureds: State of Iowa, Iowa State Fair Authority, Iowa State Fair Board of Directors, its Agents, Officers, and Staff.

#### **Rentals**

**Freeman:** the Iowa State Fair's on-site event supplies provider. If you need tables, chairs, fencing, fans, carpeting, forklift services (set-up/tear-down), or other supplies, please contact Freeman at 469-887-2069 or [kelsey.warfield@freeman.com](mailto:kelsey.warfield@freeman.com) (email is preferred pre-Fair). During the Fair, Freeman may be contacted for all rental inquiries and services. Charges will apply.

Sponsors may order assets directly from Freeman's Fair portal below (advance pricing deadline is July 1): <https://www.freemanco.com/store/show/landing?showID=532738>

**Forklifts and Fans:** If Freeman is booked, we suggest contacting [Sunbelt Rentals](#) in Des Moines at 515-318-6413.

**Tents:** The Fair does not provide tents for exhibit space. Supplying your own tent is recommended, if needed. For rentals, we suggest contacting Freeman, [Classic Events & Parties](#) in West Des Moines, [Big Ten Rentals](#) in Iowa City, or [Lincoln Tent](#) in Lincoln, NE.

### **Digging and Staking**

Staking in the ground is prohibited on the Fairgrounds. Drilling into any concrete surface is also prohibited. All tents must use concrete blocks, sandbags, or water-filled barrels to secure it in place.

Any special requests need proper clearance from Fair Maintenance (515-262-3111 x250) and Electrical (x210) for adequate installation that will not interfere with underground electrical, telephone, gas, or water lines.

### **Utilities**

The Iowa State Fair will provide sponsors with electrical and communications needs as requested. Requests must be submitted **by June 30** to best serve your needs. Any late requests will be assessed at a premium price.

**Electrical:** Electrical needs are included for sponsors at no charge. (Charges apply only if substantial work is required by Fair officials beyond reasonable setup needs.)

**Communications (Wi-Fi & phone):** Wi-Fi is included for Varied Industries Building exhibits at no charge but is not included for any other exhibits. All needs must be requested through the Communications Form (advance pricing deadline is June 30).

Only Iowa State Fair officials are allowed to do electrical and communications work. Any changes or issues with service should be reported to the Sponsorship Director, who will help coordinate installation and service.

### **Ice**

Ice may be purchased through the Ice and Feed House, located on the eastern side of the Fairgrounds (southeast of Grandfather's Barn, down the hill). Call **515-262-3111 x4363** (Fairtime only) to place an order for pick-up or delivery. 40lb bags cost \$10 delivered (\$9 picked up); 16lb bags cost \$6 delivered (\$5 picked up).

### **Bottled Water**

Bottled water may be purchased through a partnership between the Fair, the Blue Ribbon Foundation, and Mountain Valley Spring Water. Proceeds support the restoration and preservation of the Fairgrounds.

24-pack cases of 5.5-liter bottles cost \$16. The Blue Ribbon Foundation can set up a daily delivery to your exhibit space, or you can call the Ice and Feed House at x4363 (Fairtime only) to place an order as needed.

Individual bottles are also available at eight Foundation water booths as well as concession stands that opt to sell bottled water. This is the only bottled water allowed for sale at the Fair.

**\*The Blue Ribbon Foundation Development Manager will be in touch by mid-late July to provide all details for pre-Fair orders and for orders/deliveries during the Fair.**

### **Package Deliveries & Pickups**

To reduce traffic, Gate 9 (southwest corner of the Fairgrounds) is designated as the area for delivery services to park their trucks and deliver/pick up shipments. If you are expecting a delivery, you must coordinate with that service provider to receive packages on the Fairgrounds or send packages from the Fairgrounds.

## Exhibitor Rules

### **Door Prizes, Giveaways, and Drawings**

All prizes and giveaways must be pre-approved by the Sponsorship Director. Please forward a list or pictures of items **by July 1** to [JCurtis@IowaStateFair.org](mailto:JCurtis@IowaStateFair.org).

**The following novelty items are expressly prohibited as giveaways:** T-shirts, caps, hats, jackets, belt buckles, sunglasses, stickers, stick-ons, bumper stickers, or balloons (inflated or not).

Drawings must take place in the presence of an Iowa State Fair employee or official representative. Fairgoers must be informed that completion of an entry form establishes a relationship that removes the patron from the "do not call" list.

### **Sampling**

Food and beverage sampling must abide by the One Bite, Two Sips Rule, or a sample size of 2 ounces or less, and must be pre-approved by the Sponsorship Director **by July 1**.

**The following food items are expressly prohibited as giveaways:** ice cream, popcorn, hot dogs, chocolate chip cookies, soft drinks, coffee, bottled water, and cups of water.

As long as samples are free, you are not required by Iowa law to obtain a temporary food permit. If you have any questions about this, please contact:

Julie Kraling, Retail Foods Program Lead at the Iowa Department of Inspections and Appeals  
Food and Consumer Safety Bureau  
515-689-4718  
[Julie.Kraling@dia.iowa.gov](mailto:Julie.Kraling@dia.iowa.gov)

### **Sound**

No loudspeaker, amplifier, radio, band, orchestra, musician, or other sound device can be used unless the sound or amplification is confined to the area occupied by the exhibitor at a level approved by the Fair. Microphones, bullhorns, and megaphones are strictly prohibited.

If noise interferes with neighboring exhibits or stages, the exhibitor will be asked to reduce volume levels per the discretion of the Iowa State Fair. Failure to adjust as requested may result in expulsion from the Fairgrounds.

### **The Exhibitor Rules below must be followed by all sponsors/exhibitors during the Iowa State Fair, no exceptions:**

1. All indoor and outdoor exhibits must open by 9am CST and close at 8pm CST each day. There are no late starts or early closings allowed. Exhibits must be staffed 11 hours daily.
2. All exhibits must be presented in an attractive fashion and remain totally intact until closing time. Exhibit plans must be pre-approved by the Sponsorship Director.
3. **ABSOLUTELY NO ROAMING OUTSIDE OF CONTRACTED EXHIBIT SPACE IS ALLOWED.** Staff must remain within the confines of the space and may not occupy the sidewalk, aisle, or any areas outside of the space. Please design your exhibit such that Fairgoers engaging with your staff are doing so **INSIDE** your contracted footprint. If it is necessary to interact over a countertop, the counter must be set back from the edge of the space at least 2 feet to allow attendants and Fairgoers to interact without being in the aisle or sidewalk.
4. Distribution of handbills, flyers, coupons, or any other materials outside of the exhibit space is prohibited.
5. Distribution of novelty or food items as advertising material will not be allowed unless approval is received from the Sponsorship Director. Expressly prohibited novelty items include, but are not limited to, T-shirts, caps, hats, jackets, belt buckles, sunglasses, stickers, stick-ons, bumper stickers, or balloons (inflated or not). Expressly prohibited food items include, but are not limited to, ice cream, popcorn, hot dogs, chocolate chip cookies, soft drinks, coffee, bottled water, and cups of water.
6. Food and beverage sampling must abide by the One Bite, Two Sips Rule, or a sample size of 2 ounces or less.
7. Access to all areas of buildings, aisles, sidewalks, and roads must remain clear and unobstructed.

8. All storage boxes and trash must be out of sight. The Fair is not responsible for cleaning or clearing contracted spaces. Trash receptacles are available throughout the grounds. Dumpsters for flattened cardboard and oversized trash are located west of the Varied Industries Building and west of the Fairgrounds Fire Station.
9. All drapes, curtains, hangings, hay, straw, or other decorative materials must be flame-retardant as stated by the Iowa State Fire Marshal Code.
10. Gas cans, portable liquid propane, and bottle gas tanks are prohibited in all Iowa State Fair buildings.
11. No smoking is allowed in any Iowa State Fair building.
12. No firearms or weapons of any type will be permitted on the Fairgrounds.
13. Any display vehicle brought on grounds must have a very low amount of fuel, taped or locked gas cap, disconnected battery, and removed ignition key as stated by the Iowa State Fire Marshal Code. The vehicle must remain a static part of the display and cannot be moved in or out during the Fair's open hours.
14. The use of scooters, skateboards, hover boards, roller blades, roller skates, bicycles, unicycles, and remote controlled vehicles is prohibited on the Fairgrounds.
15. Painting, alterations, or attachment (signage, etc.) to any part of the Iowa State Fair's buildings, grounds, or structures (trees, poles, etc.) are prohibited, unless authorized in writing by the Sponsorship Director.
16. Tent stakes, along with any digging or excavation, are not allowed. All tents must be weighted with ballasts.
17. Spray painting and sidewalk chalk are prohibited.
18. Handwritten signs are never acceptable at the Iowa State Fair.
19. No loudspeaker, amplifier, radio, band, orchestra, musician, or other sound device can be used unless the sound or amplification is confined to the area occupied by the exhibitor at a level approved by the Fair.
20. Microphones, bullhorns, and megaphones are strictly prohibited.
21. Animals of any kind are prohibited on the Fairgrounds, except for those entered into shows or that have received the appropriate pass from the Sponsorship Director (e.g. if they are part of an exhibit).
22. SPONSOR and representatives must agree that there will be no discrimination based on race, religion, national origin, sex, age, or physical and mental ability from staff at the exhibit and further agree that this Agreement will be terminated by the Iowa State Fair if a violation is found.

**For full exhibitor rules, please visit [www.iowastatefair.org/participate/commercial-space/rules-regulations](http://www.iowastatefair.org/participate/commercial-space/rules-regulations).**

**Specific to indoor booths:**

1. Sidewalls must not be higher than four feet tall in the front half of the space (closest to the aisle) unless mutually agreed upon by adjoining exhibitors.
2. Tables must be clothed and skirted to the floor. The backs of tables must be covered if visible to the public.
3. No part of the booth may extend in the aisle (refer also to the booth's depth as specified in the agreement).
4. Maximum booth height is 12 feet, including signs.
5. Delivery hours will be 8am to 9am with no vehicles allowed near the building for the rest of the day.
6. Only approved adhesives (Gaffer's tape) may be used for flooring purposes.
7. NEW in 2024: No tents are allowed inside buildings.

# POST-FAIR (FOR EXHIBIT SPACE)

## Teardown Logistics

### **Outdoor Exhibits**

Monday, August 19 – Friday, August 23: 8am – 4:30pm

\*Outdoor exhibits may begin teardown after 8pm on Sunday, August 18, but no vehicles will be allowed onto the Fairgrounds until deemed safe by the Iowa State Fair Police Department (likely after 9pm).

### **Indoor Exhibits**

Monday, August 19 – Wednesday, August 21: 8am – 4:30pm

\*The Varied Industries Building will be secured by Fair staff from Sunday, August 18 at 8pm until Monday, August 19 at 8am, after which you will be solely responsible for your exhibit and items.

### **All Exhibits**

\*Please be respectful of other exhibitors during the teardown/load-out process.

\*\*Unless arranged otherwise with the Sponsorship Director, exhibitors must remove all items from the Fairgrounds by the teardown deadlines above, or they will be subject to a fee of \$500 per day and risk future participation.

## FAIRTIME

### Fair Hours

#### **Fairgrounds Hours**

Thursday – Saturday, August 8-17: 8am – midnight (no entry/re-entry after 10pm)

Sunday, August 18: 8am – 9pm (no entry/re-entry after 7pm)

#### **Buildings Hours**

9am – 8pm

#### **Thrill Parks Hours**

Thrill Ville: 10am – 11pm

Thrill Town: 10am – 10pm

Thrill Zone: 10am – 11pm

\*All parks close at 9pm on Sunday, August 18

#### **Gate Hours**

Gates 2, 4-7, and 9-16: open at 7am with a soft opening at 6:30am for workers

Gates 3 and 8: open 24 hours/day

Gate 1: open only during peak usage of Lot A

\*Most gates close by 1am

### Fair Admission

#### **Admission to the Iowa State Fair**

Anyone entering the Iowa State Fairgrounds, including employees and delivery personnel, must present an admission ticket or wristband, no exceptions. There will be no refunds for unused admission tickets.



**General Admission Tickets:** cost \$11 for adults and \$7 for children ages 6-11 (available online and at participating Hy-Vee, Fareway, and Price Chopper stores throughout Iowa before the Fair).

During the Fair, tickets cost \$16 for adults and \$10 for children (available online and at the gates). Children 5 and under get in free.

Please contact the Sponsorship department if you need to purchase additional General Admission Tickets. The advance cost of \$11 still applies for sponsors even after the Fair begins.

**Wristbands:** cost \$121 and cover one person's admission for all 11 days (does not admit a vehicle). Wristbands must be worn each day for entry and must be tight enough to be impossible to remove – if it is not tight enough, admission will be denied to the wearer and the wristband may be confiscated.

## Parking and Transportation

### **Getting to the Fairgrounds**

The Iowa State Fairgrounds are located on the east side of Des Moines. Pleasant Hill is just a few minutes east, and Downtown Des Moines is just 10 minutes west. The Fairgrounds are easily accessible from Highway 69, Interstate 80/35, and Highway 65/5. For driving directions, visit <https://www.iowastatefair.org/visit/directions>.

**Mailing Address:** Iowa State Fair, PO Box 57130, Des Moines, IA 50317

**Physical Address:** Iowa State Fair, 3000 E Grand Avenue, Des Moines, IA 50317

Stay up-to-date on road closures and construction schedules at [www.511ia.org](http://www.511ia.org), a service of the Iowa Department of Transportation, and through the Fair's Text Alert System (see page 12).

### **Parking at the Iowa State Fair**

Parking in Fairgrounds lots is on a first-come, first-served basis. Some lots fill quickly, so if the designated lot is full, follow the instructions from parking staff about where to park. On high attendance days, the Des Moines Police Department determines when outside Fairgrounds gates are opened/closed. When one gate closes, generally, another is opened to help minimize traffic congestion on city streets.

\*Each person in a vehicle must have a valid admission ticket, wristband, or re-entry handstamp to be admitted.

\*\*Parking is allowed in designated lots only. Illegally parked cars will be towed at owner's expense to the interior Fairgrounds Impound Lot in the NW corner of the Fairgrounds.

\*\*\*The Fair's App and Text Alert System (see page 12) are the best ways to stay informed on parking availability.

**Lot A Parking Passes:** single-day parking passes that look like large raffle tickets and cost \$10 per vehicle (available through the Sponsorship department or at the lot). Present the pass to parking staff at both Gate 2 and Lot A. Passes are single-use only – there is no free same-day return policy for vehicles.

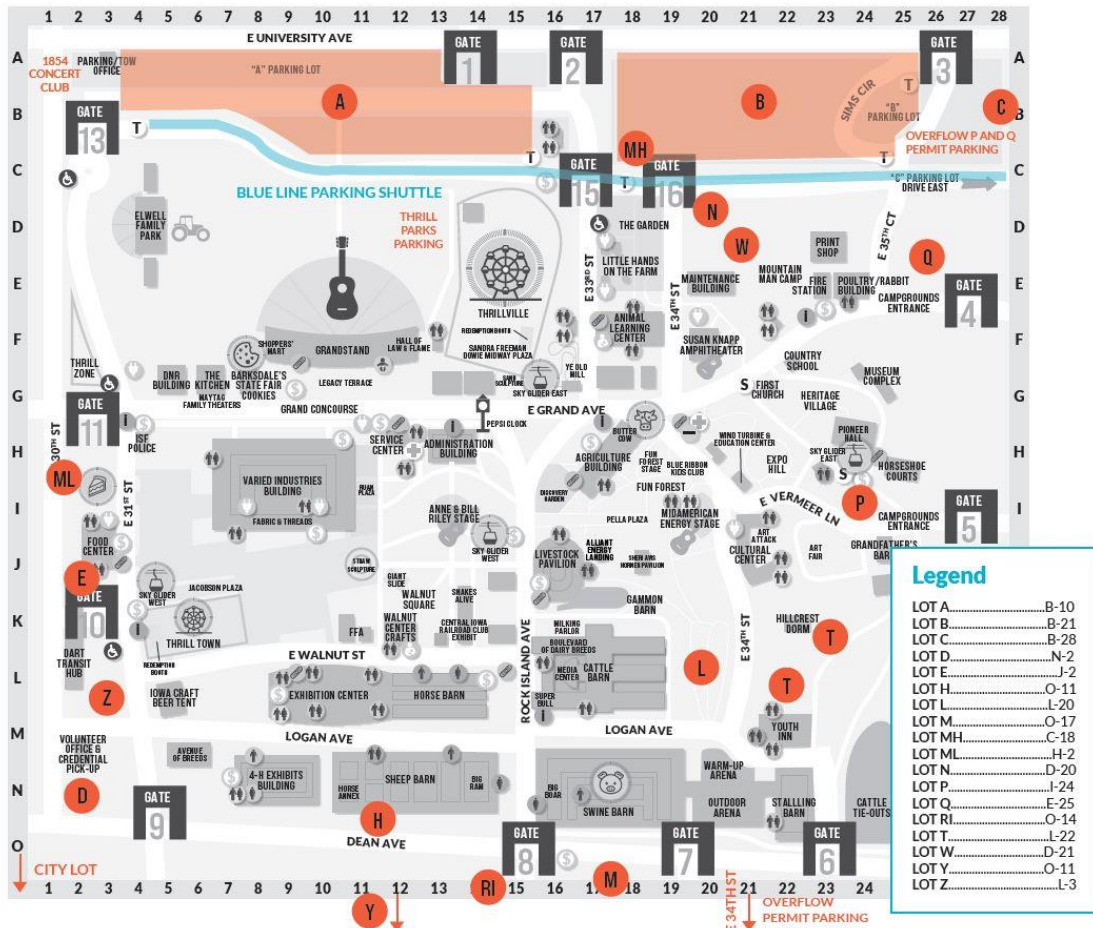
**On-Grounds Parking Passes (Mirror Hangers):** single or multi-day mirror hangers that provide vehicles with access through the gate(s) and to the parking lot(s) indicated on the hanger.

**Unload/Load Permits:** single or multi-day permits that provide vehicles with access through the gate(s) and to the location(s) indicated on the permit to unload/load items as necessary. This may/may not include parking, so vehicles must exit the grounds or go to the designated parking lot after unloading/ loading.

**ADA/Disabled Parking:** Accessible through Gate 2, two paved parking areas (one on the west edge of Lot A, and one next to the restroom building north of Gate 15) are reserved for Fairgoers with disabilities. Vehicles with an IDOT-issued parking permit or a disabilities license plate will be directed to the closest, most convenient parking space available. Parking requires a Lot A Parking Pass and is on a space-available basis.

## Parking Map

### PERMIT PARKING MAP



## Additional Transportation

**DART Park & Ride:** Des Moines Area Regional Transit (DART) offers shuttle services for a quick-and-easy trip to and from the Fairgrounds' DART Transit Hub at Gate 10. All DART buses are wheelchair accessible. Three Park & Ride locations provide free parking and shuttle service from 8:30am to midnight throughout the Fair:

- **7th and Center St. Park & Ride** – 830 6th Ave. Des Moines, IA 50309
- **Iowa State Capitol** – on E 12th St. between E Grand Ave. & E Walnut St.
- **Southeast Polk Schools** – 7945 NE University Ave. Pleasant Hill, IA 50327

DART round-trip tickets are cash only on the day-of (exact change appreciated). Receive an additional half-off your DART tickets when you purchase through the MyDART app. One-way fares are available upon request.

- \$2 adults (11+)
- \$1 children (ages 6-10), adults (65+), Medicare card holders and people with disabilities.
- Free for children 5 and under

For more details, visit [ridedart.com/fair](http://ridedart.com/fair) or email [dart@ridedart.com](mailto:dart@ridedart.com).

**Blue Line Parking Shuttles:** provide free, convenient service for those parking in the northern Fairgrounds lots. Shuttles loop continuously with stops at Lot B, Lot C, Gate 13, and Gate 15.

**Campground Shuttles:** provide a convenient way for campers to move around the Fairgrounds. Shuttles loop continuously with stops throughout the campgrounds and on the east side of the inner Fairgrounds.

**ZaGaZig Shriners Courtesy Carts:** provide a golf cart-shuttle service (not wheelchair accessible) with stops at Lots A, B, and C and Gates 13 and 15. Golf carts are not available for rent for safety and liability reasons.

## Notable Locations

### **Volunteer Office & Credential Pick Up Building**

Located on the SW corner of the Fairgrounds between Logan Ave. and Dean Ave. near Gate 9 (located outside the Fairgrounds gates, accessible from E 30<sup>th</sup> Street). The building is open from 7:30am to 7:30pm during the Fair. If sponsors need to purchase additional credentials from the Sponsorship department before/during the Fair, this building serves as a convenient location for pick-ups (must bring identification).

### **Admissions Ticket Office**

Beginning July 8, the Fair's Ticket Office is open Monday – Friday from 8am – 4:30pm for walk-up orders only. It is located on the front porch of the Administration Building. All tickets are available while supplies last.

**To learn more about additional tickets available for purchase**, please contact the Sponsorship department (preferably by July 1 before credential packets are ready in mid-July) or visit the Iowa State Fair website: <https://www.iowastatefair.org/visit/buy-tickets>

### **Information Booths**

Staffed by Iowa State Fair volunteers, these six blue huts around the Fairgrounds are open from 9am – 8pm.

### **Lost & Found**

Lost and found items are handled by Iowa State Fair Public Safety building, which is open to the public and located at the west end of the Grand Concourse near Gate 11.

### **ATMs**

More than 40 ATMs are scattered throughout the Fairgrounds (see the [Fairgrounds Map](#) for locations).

### **Accessible Restrooms**

Facilities with ramps and widened doorways, handrails, and stalls built to accommodate mobility aids are available in all major buildings (see the [Fairgrounds Map](#) for locations).

### **Baby Care & Nursing Stations**

Two air-conditioned, private locations are available in the Walnut Center and the Animal Learning Center.

### **First Aid Center**

Two first aid centers are located 1) east of the Agriculture Building and 2) at the Service Center on the Grand Concourse. Both locations are staffed by volunteers from the Central Iowa Chapter of the American Red Cross.

## Safety and Weather Information

### **Safety**

The Iowa State Fair is proud to partner with the Iowa State Patrol, Polk County Sheriff's Office, and Des Moines Police Department to provide top-level public safety and 24-hour security with officers roaming throughout the grounds (see more details at <https://www.iowastatefair.org/safety>).

While the Fair does not provide overnight security for specific booths, sponsors may hire their own security, if desired. We recommend using [Per Mar Security Services](#), based in Davenport, IA. You can contact the Des Moines branch at 515-244-5660.

### **Weather**

The Iowa State Fair will continue regardless of rain or heat. While we sometimes experience extreme rainfall or heat, 2023 had mild weather with most days in the 70s and 80s, light rainfall one day, and just one day with some heavier rain. Be prepared for any and all elements during the 11 days of the Fair.

In the case of dangerous weather that could put Fairgoers at risk, the Iowa State Fair will use its Public Address

System, used only for this purpose and to broadcast the National Anthem sung live at 10am each morning.

For up-to-date weather information, consult The Weather Channel or one of Des Moines' local news channels: KCCI CBS 8, WHO NBC 13, My ABC 5, or WHO Radio 1040.

## Marketing Resources

### Daily Fair Schedule

The best place to access up-to-date schedules for the Fair is on the Iowa State Fair mobile app or website: <https://www.iowastatefair.org/entertainment/fair-schedule>. A Daily Pocket Guide will also be available each day at Information Booths and Fairgrounds gates, listing all scheduled activities for that day.

### Iowa State Fair App

Since 2018, the Iowa State Fair App has been the best way to stay up to date and connected to everything happening at the Fair. The following elements are included in the mobile app:

Events	Maps	Food
Concert Lineup	Thrills	F.A.Q.
Social	Vendors	Tickets
New Food Voting	Contact	Fair Tour
Sponsors	Alerts	Parking

### Social Media

The Iowa State Fair is on Facebook, Instagram, and X. You can use this year's hashtags below:

#NothingCompares	#ISF2024
#FairFever	#IowaStateFair

### Text Alert System

Stay up to date on the latest Fair news and events with Iowa State Fair text alerts! Text **FAIR** to 844-844-8508 for special offers, updates on the status of Fair parking lots, concerts, daily activities, weather alerts, and more.

Animal lover? Text **BABY** to 844-844-8508 to hear when new babies are born at the Animal Learning Center.

Message frequency varies. No purchase necessary. By texting in, you agree to receive autodialed marketing messages at the number provided. Message & data rates may apply.

## Grandstand Lineup

Thursday	8-Aug	Lauren Daigle with Blessing Offor
Friday	9-Aug	Foreigner's Historic Farewell Tour with Melissa Etheridge
Saturday	10-Aug	Jelly Roll with Dax
Sunday	11-Aug	Greta Van Fleet Starcatcher World Tour with The Beaches
Monday	12-Aug	Brett Young with NEEDTOBREATHE
Tuesday	13-Aug	Thomas Rhett with Priscilla Block
Wednesday	14-Aug	Motley Crue with Pop Evil
Thursday	15-Aug	Gabriel 'Fluffy' Iglesias Live
Friday	16-Aug	The Avett Brothers with G. Love & Special Sauce
Saturday	17-Aug	Ne-Yo with Eric Bellinger
Sunday	18-Aug	Kidz Bop

## IMPORTANT CONTACTS

### On-Grounds **NON-Emergency**

Iowa State Fair Patrol  
515-262-3111 x327 or 515-262-3931

### On-Grounds **Emergency**

Iowa State Fair Patrol  
515-262-3111 x311

### Iowa State Fair Ticket Office

515-262-3111 x305

### Display/Assets/Forklift Rental

Freeman

469-887-2069, [kelsey.warfield@freeman.com](mailto:kelsey.warfield@freeman.com) (email is preferred)

Rental Portal: <https://www.freemanco.com/store/show/landing?showID=532738>

### Ice Purchase

Iowa State Fair

515-262-3111, x4363 (during the Fair only)

### Bottled Water Purchase

Iowa State Fair

515-262-3111, x4363 (during the Fair only)

### Diesel Fuel

James Oil Company LLC

Bill Hauf, 515-989-3314

### **Julianna Curtis**      **Sponsorship Director**

Cell phone: 515-229-1479 (best after July 24)

Office phone: 515-401-1676

Email: [jcurtis@iowastatefair.org](mailto:jcurtis@iowastatefair.org)

### **Jayce Reed**      **Business Relations Intern**

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