THANK YOU!

From barns to butter cows to buckets of cookies galore, the 2022 Iowa State Fair did not disappoint. Fairgoers from around the world “found their fun” this August during the 11-day run of Iowa’s largest event.

Beautiful weather, popular new foods, a strong Grandstand lineup, record-breaking events, and dozens of partnerships created through the Sponsorship program all contributed to this year’s success.

Thank you for joining us in making the Iowa State Fair one of the best annual attractions our country has to offer!
MESSAGE TO SPONSORS

This year more than 1.1 million Fairgoers walked the avenues, barns, buildings, and parks of the Iowa State Fairgrounds 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 Iowa State Fair had something for everyone to enjoy.

Thank you for being a Fair sponsor and partnering with us to make it a success! After an excellent comeback year in 2021, the 2022 Fair surpassed expectations once again. 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.

To continue the record-setting trend, the Sponsorship program also saw its biggest year to date. 107 sponsors and Mobile Marketers, including 18 new sponsors, helped make the 2022 Fair an exciting destination to eat, shop, play, people-watch, and experience what’s so special about our state and its people. Together you contributed nearly $3.2 million in cash and in-kind donations – another all-time record!

The Fairgrounds saw several new additions this year as well: “The Kitchen” in the Maytag Family Theaters held food demonstrations ranging from decorating cakes and cooking with honey to designing charcuterie boards and cutting local meats. The open-air Alliant Energy Landing was perfect for hosting events like the Opening Ceremonies and the Blue Ribbon Foundation’s 1854 Society and Legislative Day brunches. The Elwell Family Park entered its second year on grounds, boasting a new roof and press box as well as 1,000 additional grandstand seats, where fans cheered on the truck and tractor pulls, short course UTV and ATV races, and demolition derby events.

Also revealed on the last day of the Fair was an exciting announcement for upcoming livestock barn renovations. Over the next several years, a historic $25 million project will upgrade the barns so future generations can continue the timeless tradition of showing their prize cattle, horses, sheep, and swine.

Since 1854, the Iowa State Fair has been a critical piece of our rich history – a true reflection of the state’s culture, industries, and quality of life. The Fair is committed to both maintaining the traditions Fairgoers love and generating improvements and innovative ideas that make it the place to be in August for both first-time and hundredth-time Fairgoers alike. When the Fair thrives, our economy thrives. As an official sponsor, you make this collective success possible through your time, passion, and commitment.

Thank you again for your valued partnership and contributions to the 11 most fun-filled days of the year!
# 2022 FAIR ATTENDANCE

## Event Total

1,118,763

(5-year average: 1,128,790)

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<td>Sunday, August 21</td>
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</table>

*indicates rain
**2022 IOWA STATE FAIR SPONSORSHIP REPORT**

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**FUN FACTS & FIGURES**

**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)

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**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

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**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.
The Farm to Fair Dinner on Tuesday, August 16, hosted 200 guests plus 95 farmers & producers from all seven commodity groups, who sponsored the event.

The 18th annual Outhouse Races, sponsored by Stivers Ford Lincoln of Iowa, also took place on Tuesday. The Blue Ribbon Foundation & Stivers team pictured above won Best Costume.

MARKETING ANALYTICS

IOWA STATE FAIR WEBSITE
BETWEEN AUGUST 11-21
- 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
- 335+ individual media badges requested
- 19 media trade partners on the grounds
Several weeks before Opening Day, the Best of Show, Grand Champion, Champion, Purple Ribbon, and Blue Ribbon sponsor logos and Red Ribbon and White Ribbon sponsors are posted on the Sponsorship page of the Fair website. This display will continue to run until July 2023 when any changes in sponsors are made for the approaching Fair.
SOCIAL MEDIA EXAMPLES

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, 7,6K 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

SPONSORSHIP REPORT

SPONSORS

Blue Ribbon
- Accu-Steel Fabric Buildings
- Agri-Pro Enterprises
- Broadlawns Medical Center
- Buick GMC
- Concept by Iowa Hearing Aid Centers
- Cookies Food Products
- Perfect

Purple Ribbon
- Chevrolet Motor Division
- Dr Pepper Snapple Group
- Egyptian Beverage Company
- Fram

Red Ribbon
- Aria
- Bally's
- Cambria Countertops
- Community Choice Credit Union
- Delta Dental of Iowa
- Des Moines University

Sponsorship page via App
**“TOP 11” NEWSPAPER INSERT**

410,000+ copies were distributed in the July 10, 2022 edition of the Des Moines Sunday Register and local newspapers throughout Iowa. Other distribution spots included statewide grocery stores (Fareway, Hy-Vee, Price Chopper), libraries, hotels, welcome centers, coffee houses, gas stations, farmers markets (Des Moines' Downtown & Ankeny), CR Kernels baseball games, the Iowa Games, the Dew Tour, Iowa State Fair mailing lists, and the Fairgrounds’ gates.
OFFICIAL DAILY PROGRAM

40,000+ were distributed in the August 7, 2022 edition of the Des Moines Sunday Register. An additional 10,000+ were distributed at Fairgrounds gates during the 11-day event.

Digital page views for the online Daily Program on DMR.com were 22,000+. On the day the program was published (Aug. 7), the E-edition had 33,000+ visitors with a total of 680,000 page views and an average of 9 minutes reading content.
Page 10 featured a listing of every stage, building, barn, program, attraction, exhibit, event, and branding opportunity showcased by Iowa State Fair sponsors.
Daily Pocket Guides were available to Fairgoers at all entrance gates and the five Information Booths throughout the Fairgrounds. A total of 322,000 copies were printed, recognizing the Day of Fair sponsor on each cover and the official Pocket Guide sponsor, Wolfe Eye Clinic, in daily advertisements.

Quantities printed per day:

- Aug 11: 23,500
- Aug 12: 32,250
- Aug 13: 33,750
- Aug 14: 32,250
- Aug 15: 28,500
- Aug 16: 25,500
- Aug 17: 25,500
- Aug 18: 27,750
- Aug 19: 30,000
- Aug 20: 33,750
- Aug 21: 29,250
UNIVERSITY AVENUE MARQUEES

The five top-level sponsor slides played on screen for 7 seconds each, cycling every couple minutes throughout the Fair on both the East 33rd Street and East University Avenue marquees, sponsored by Coca Cola.

ADDITIONAL RECOGNITION - LED SCREENS

As an added perk, four large LED screens illuminated the Fairgrounds this year thanks to sponsor Google. Located by the Administration Building on Grand, the Dairy Barn, the west Sky Glider, and the Jacobson Exhibition Center, these screens played the above slides for 5 seconds each every few minutes.

Fans gathered by the screens for the MLB Field of Dreams Game watch party on August 11.
Each Day of Fair sponsor had a slide that played on their day as well.
These attractive two-sided towers featured all seven levels of Fair sponsors and are located near Gate 11 and on the corner of the Grand Concourse/Rock Island Avenue.
The Iowa State Fair Map Directories, printed by Lashier Graphics & Signs, are posted at five gates across the Fairgrounds: Gates 4, 8, 9, 11, and 15.

### Gate Entry by the numbers (does not include wristbands or children under 6)

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<tr>
<td>Infield/Pit</td>
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Mobile Marketing is a key component of the Iowa State Fair sponsorship program. Day to day changes taking place in two main locations provide new exhibits for Fairgoers to experience. These exhibitors engage with passersby in a variety of ways, such as sharing food and beverage samples, generating leads for future follow-up, or offering an interactive experience through a mobile vehicle.

The Iowa State Fair saw a similar number of mobile tours in 2022 compared to 2021. Thank you to the following mobile marketers who spent one or more days at the Fair this year:

- American Welding Society
- Chevron Renewable Energy Group
- Diabetic Equipment and Supplies
- General Mills
- Iowa Department of Transportation - Truckers Against Trafficking
- Titan Tire – WHO Radio’s The Big Show
- Wiley Wallaby’s Licorice
Located on a prominent southwest corner of the Varied Industries Building, the shared 10’ x 10’ booth was a popular addition to the 2022 Fair. The 110,400 square foot air-conditioned building is the Fair’s largest, most-visited exhibit venue, welcoming an estimated 65-70% of Fairgoers through its many entrances. Shared VI Booth sponsors exhibited for one or two days and engaged with these visitors by introducing new products, conducting giveaways, generating leads, or distributing promotional items.

Thank you to the following seven sponsors of this new opportunity:

- Buehler Organics
- HealthPartners UnityPoint Health
- Landus
- Medigold MercyOne Medicare Plan
- Purdue University Global
- UnitedHealthcare
- Wolfe Eye Clinic
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

2022 FAIRGOER SURVEY HIGHLIGHTS

With prior surveys conducted in 2012 and 2016, this year 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 the 2022 survey results.

Most enjoyed Iowa State Fair attractions/features

1. Food
2. People-watching
3. Free entertainment
4. Animal/livestock exhibits
5. Agriculture Building/Butter Cow
6. General Atmosphere and Varied Industries Building (tie)

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
1 in 8 planned to stay for 12+ hours
1 in 11 planned to attend all 11 days

Net Promoter Score (NPS)
A measure of brand strength & advocacy that asks respondents whether they would recommend a product, service, or experience

+70.9
(a typical NPS for live events is +53 & an NPS greater than 60 is considered exceptionally high)
We look forward to continuing our partnership at the

2023 IOWA STATE FAIR!
AUGUST 10-20
Art by Kiki Curtis at the Iowa Food & Family Project exhibit