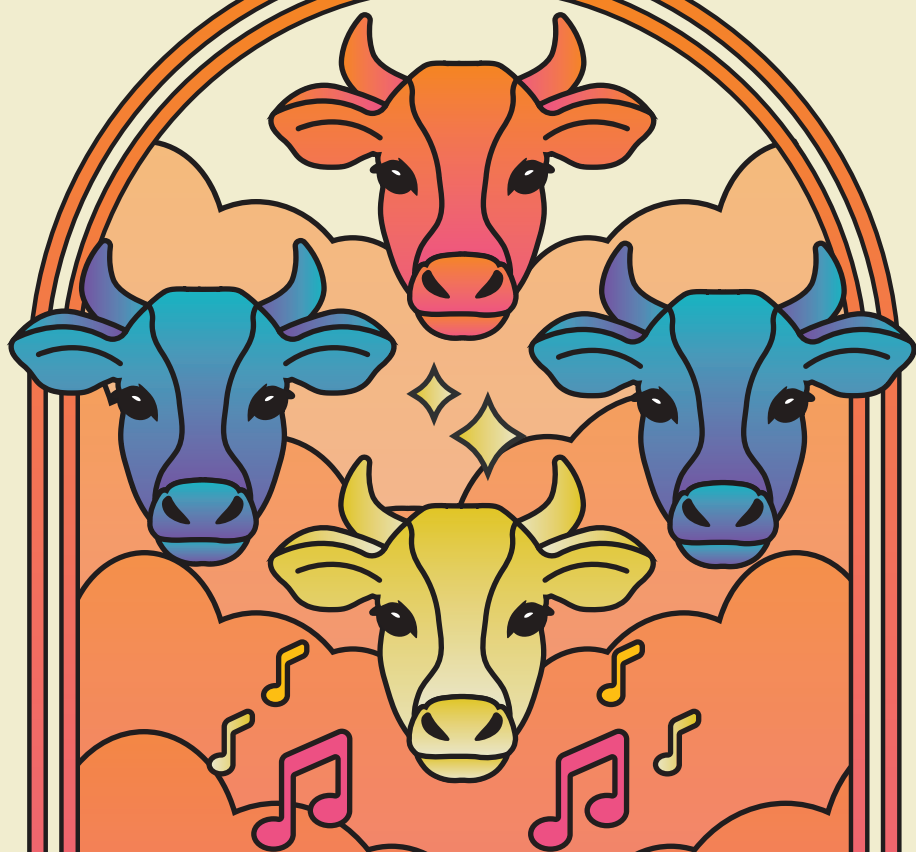


2024 IOWA STATE FAIR



# SPONSORSHIP REPORT

**AUGUST**  
**8-18, 2024**

IowaStateFair

NOTHING  
COMPARES

IOWASTATEFAIR.ORG  
800.545.FAIR



## TABLE OF CONTENTS

- Message to Sponsors.....4
- Fair Attendance.....7
- Fun Facts & Figures.....8
- Marketing Analytics.....12
- ISF App & Social Media.....14
- ISF Website.....16
- "Top 11" Newspaper.....19
- Daily Program.....20
- Pocket Guides.....22
- Sponsor Towers.....22
- Marquees.....23
- Gate Entry.....26
- Map Directories.....27
- Mobile Marketing.....29
- Shared Booth.....30
- Contact Info.....35

# MESSAGE TO SPONSORS

from Julianna Curtis

For the 170th year, Iowa's greatest tradition spread nostalgic wonder to Fairgoers of all ages. The case of "Fair Fever" caught on so quickly that the 2024 Iowa State Fair was the largest EVER with **1,182,682** Fairgoers (smashing the previous record by 12,000+). Whether winning a coveted blue ribbon, riding the Sky Glider for its 50th anniversary, or enjoying one of 84 new foods, people from all over the world found their favorite cure at this year's Iowa State Fair.

Thank you for partnering with us through the Sponsorship program for a record-breaking year!

And a record-breaker it was. Here are a few highlights:

- Saturday, August 10 saw **128,732** Fairgoers – the busiest day ever.
- Finnegan, the Biggest Boar in history, weighed in at **1,420** lbs, gaining a worldwide social media following with **7+ million** views.
- New in 2024, **free** nightly horse shows drew capacity crowds at the Jacobson Exhibition Center.
- The Fair welcomed **22** new sponsors and Mobile Marketers.
- A record **112** sponsors and Mobile Marketers contributed **\$2.76 million** cash and in-kind.



Photo by Mark Iwig

With an emphasis on improving guest experience and creature comforts, Fairgoers enjoyed new picnic tables, benches, and shade structures in 2024 – not to mention the nearly perfect 70-80 degree weather! Several Fairgrounds renovations were also completed through the Blue Ribbon Foundation's efforts:

- The Sheep Barn – a repainted interior, restored brick, and new restrooms, offices, underground storm sewage, roofing, and more (part of the \$25 million livestock barns renovation project).
- Agriculture Building ramp & doors.
- Ye Old Mill roof & restoration.
- A new campgrounds bathhouse.
- A paved handicap parking lot.
- 11 new water refill stations.

At the 2024 Fair, we celebrated the best of our state's agriculture, industry, entertainment, and achievement. Though just 11 days long, it takes countless more days – and partnerships – to ensure that the Iowa State Fair remains the top fair in the U.S. and the leading agricultural exposition in the world.

**Thank you** for your valued time, passion, and commitment that contributed to this success and brought the best 11 days to life!





# FAIR ATTENDANCE

**2024 Total**  
**1,182,682**

5-year average: 1,112,517

Thursday, August 8

**90,822**

84,738

Wednesday, August 14

**99,281**

99,353

Friday, August 9

**109,854**

104,372

Thursday, August 15

**102,510**

100,802

Saturday, August 10

**128,732\*\***

118,749

Friday, August 16

**111,591**

106,366

Sunday, August 11

**115,048\*\***

111,268

Saturday, August 17

**126,142**

120,842

Monday, August 12

**92,920\***

94,807

Sunday, August 18

**100,398**

98,707

Tuesday, August 13

**105,384\*\***

100,047

\*indicates slight rain

\*\*record daily attendance

# FUN FACTS & FIGURES

**RECORD IOWA STATE FAIR ATTENDANCE**  
**1,182,682** (previous record was 1,170,375 in 2019)

**RECORD SINGLE-DAY ATTENDANCE**  
**128,732** Fairgoers on the 1st Saturday, August 10  
(previous record was 128,298 on the 2nd Saturday in 2022)

**FAIR CITY?**  
an average of **107,000** Fairgoers per day made the  
Fairgrounds the **3rd** largest "city" in Iowa for 11 days



**MORE "IOWA NICE"**  
**28%** fewer arrests at the 2024 Fair

**RECORD DART BUS RIDERSHIP**  
**272,880** (up 13% from 2023)

**CAMPERS – 2nd HIGHEST**  
**3,279** (the record is 3,300 from 2023)

**RECORD MERCHANDISE SALES**  
**\$679,000** of official Fair merchandise sold to support the  
Blue Ribbon Foundation

**THRILL PARKS – 2nd HIGHEST ATTENDANCE**  
**85,103** Thrill passes + unlimited ride wristbands  
(the record is 85,648 from 2023)



**FAIR FOOD**  
• **84** new foods  
• **12** new food vendors

• **10,305** Hot Beef Sundaes sold  
from Cattlemen's Beef Quarters  
(Best Choose Iowa Fair Food)

• **6,275** lbs of food from Fairgoers, **6,000** lbs of food from  
vendors, **230** lbs of veggies from The Garden, & **20,000+**  
Barksdale's cookies donated to the Food Bank of Iowa



**GRANDSTAND CONCERTGOERS**  
**103,183** (the record is 128,502 from 2019)



**MOST POPULAR 2024 CONCERT**  
**16,001** Fairgoers at Jelly Roll on Saturday, August 10  
(the record is 17,320 at Chris Stapleton from 2021)

**RECORD CHRISTIAN CONCERT ATTENDANCE**  
**9,726** Fairgoers at Lauren Daigle on opening night



## COMPETITIVE EVENT ENTRIES

**50,395** entries from **15,446** exhibitors across Iowa Family Living, Exhibits (4-H, FFA), & Livestock (4-H, FFA, Open Class)

## LIVESTOCK LIVESTREAM

**366,852** views for beef, swine, horse, sheep, goat, & llama shows (up **111%** from 2023, when the livestream was introduced)

## RECORD BIG BOAR

**1,420** lbs – Finnegan went viral with 7+ million views worldwide

## WORLD RECORD EGGPLANT

**8.33** lbs – on display in the Elwell Family Food Center

## LITTLE HANDS ON THE FARM – 2nd HIGHEST ATTENDANCE

**33,364** youngsters (the record is 34,283 from 2017)

## BABY ANIMALS BORN

**216** (128 piglets, 30 ducklings, 20 chicks, 14 lambs, 12 calves, 6 turkeys, 6 does)



## THE KITCHEN

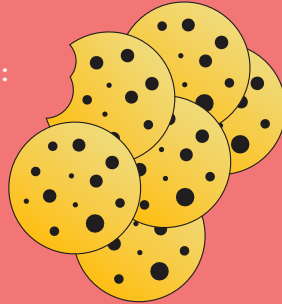
- **5,000+** estimated attendees
- **54** presentations ranging from decorating cakes & designing charcuterie boards to cooking with honey & cutting local meats
- **7** classes, **180** attendees during the Nov. 2023–April 2024 season



# MARKETING ANALYTICS

## IOWA STATE FAIR WEBSITE FROM AUGUST 8-18, 2024

- **6.8 million** total events (interactions):
  - Page views: **2.31 million**
  - User engagement: **1.35 million**
  - Clicks: **550K**
  - Downloads: **354K**
- **83.4%** were mobile users



**Farm to Fair** – on Saturday, August 17, 300+ farmers & consumers enjoyed a four-course meal made with local ingredients by three top Iowa chefs – Grant Gillon (2023 MasterChef winner), Jacob Schroeder, & Aaron Holt.



**Zirous**  
WARNING: Fair Food is having tonight the same old fun at VAEZR Studio, a division of Zirous. It's a whole new way to play. The Iowa State Fair has been created in a series of social media posts and there is now one more way to play. The Fair has been created in a series of social media posts and there is now one more way to play. The Fair has been created in a series of social media posts and there is now one more way to play.



**Iowa Food & Family Project**  
Get ready to see creativity come to life in a whole new way this year. The Iowa Food & Family Project presents an entire new way to play. The Iowa Food & Family Project presents an entire new way to play. The Iowa Food & Family Project presents an entire new way to play. The Iowa Food & Family Project presents an entire new way to play.



## IOWA STATE FAIR E-NEWSLETTER

- **129.5K** active contacts (up 4.1% from 2023)
- **56K** monthly e-news subscribers
- **Open rates** for e-blasts with Sponsor Highlights:
  - **31.2%** on August 8 (Iowa Food & Family Project)
  - **31.1%** on August 9 (VAEZR Studio, a division of Zirous)
  - **31.7%** on August 10 (Atlantic Bottling Company)
  - **31.9%** on August 11 (Wellmark Blue Cross & Blue Shield)

## MEDIA AND PUBLIC RELATIONS

- **320** credentialed media on grounds (e.g. FOX & Friends, Washington Post, This American Life, Associated Press)
- **16** media partners with booths on grounds
- **12,995** media mentions & **21.3 billion** impressions
- **Top 10%** of podcasts – new in July 2024, the Iowa State Fair podcast had 400+ listeners per episode

**Iowa Lottery's live "Cash Fever" game show** – on Opening Day, 20 contestants played for \$1 million in cash prizes, each winning at least \$10,000 and one happy winner going home with \$500,000!



# IOWA STATE FAIR APP & SOCIAL MEDIA

## IOWA STATE FAIR APP FROM AUGUST 8-18, 2024

- 55.4K total users (up 28% from 2023)
- 8,209,167 total page views

## FACEBOOK

256.8K likes (up 9.9%)

**Top post:** Finnegan, the Big Boar  
(9.2M views, 64.2K likes)

**Fun Fact:** 4 posts had more impressions & engagements than the top 2023 post.

## INSTAGRAM

86.2K followers (up 61.1%)

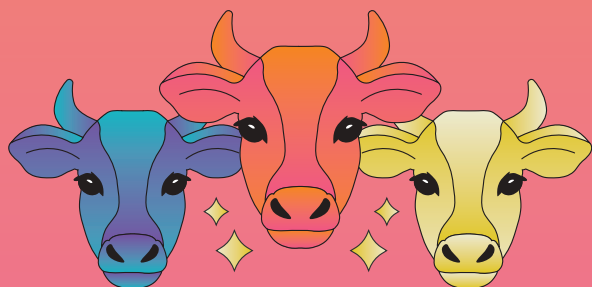
**Top post:** Finnegan, the Big Boar  
(25M views, 456K likes)

**Fun Fact:** We now have more followers in Havana, Cuba than in Urbandale, Iowa.

## X (TWITTER)

71.3K followers (up 1.2%)

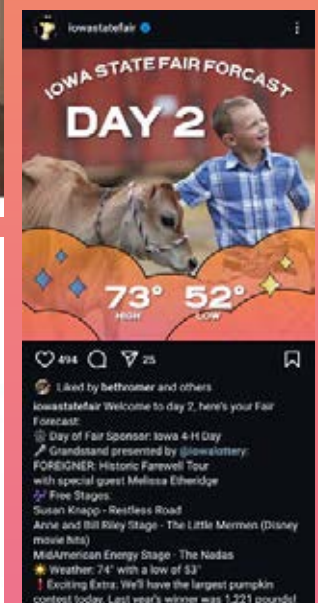
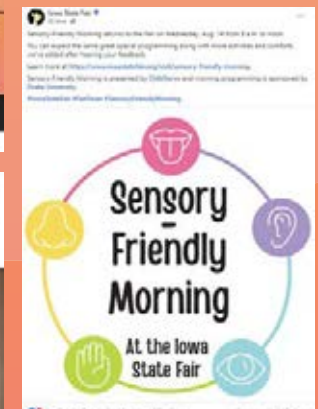
**Top post:** Finnegan, the Big Boar  
(690K views, 2.1K likes)



Sponsor Page on App



## SOCIAL MEDIA EXAMPLES



# IOWA STATE FAIR WEBSITE

Weeks before Opening Day, sponsor logos and names are posted on the Sponsorship webpage. This display runs through the following June, when any changes are made for the next Fair.

## BEST OF SHOW SPONSORS



## GRAND CHAMPION SPONSORS



## CHAMPION SPONSORS



## PURPLE RIBBON SPONSORS



## BLUE RIBBON SPONSORS



## RED RIBBON SPONSORS

American Heart Association	Iowa Beef Industry Council
Bankers Trust	Iowa Corn
Broadlawns Medical Center	Iowa Credit Union League
Cambria Countertops	Iowa Egg Council
ChildServe	Iowa Pork Producers Association
Community Choice Credit Union	Iowa Select Farms
Dr Pepper	Mountain Valley Spring Water
Farm Bureau Financial Services	Solar Day
Firestone Ag Tires	Stivers Ford Lincoln of Iowa
Floor & Decor	The Lawn Ranger
Hot Spring Spas	Transamerica
Housby	Wellmark Blue Cross and Blue Shield
Iowa 4-H Foundation	Wyffels Hybrids

## WHITE RIBBON SPONSORS

Backyard Living	Hilton Des Moines Downtown
Best Western Plus Altoona Inn	Holiday Inn Downtown Mercy Campus
Cargill	Iowa Healthiest State Initiative
Delta Dental of Iowa	Iowa Turkey Federation
Des Moines Marriott Downtown	John Deere
Drake University	Midwest Dairy
Farmers Mutual Hail	UNITS of Central Iowa
General Mills	Zinpro
GuideOne	





**334,000+** copies were distributed on July 7, 2024 through Iowa newspapers (Des Moines Sunday Register, Iowa Farmer Today), grocery stores (Fareway, Hy-Vee, Price Chopper), libraries, hotels, welcome centers, coffee shops, gas stations, farmers markets (Des Moines Downtown & Ankeny), CR Kernels baseball games, and the Iowa State Fair lobby and mailing lists.



19

# OFFICIAL DAILY PROGRAM

49,000+ copies were distributed on August 4, 2024 through the Des Moines Sunday Register. An additional 16,000 were distributed at the Fair. The online Daily Program on DMR.com had 108,000 users, 306,000 page views, and an average reading time of 22 minutes!

Front Cover



## THANK YOU TO OUR 2024 SPONSORS

### BEST OF SHOW



### GRAND CHAMPION



### CHAMPION



### BLUE RIBBON



### RED RIBBON

American Heart Association  
Bankers Trust  
Broadlawn Medical Center  
Cambria Countertops  
ChildServe  
Community Choice Credit Union  
Dr Pepper  
Farm Bureau Financial Services  
Firestone Ag Tires  
Floor & Decor  
Hot Spring Spas  
Housley  
Iowa 4-H Foundation  
Iowa Beef Industry Council  
Iowa Corn  
Iowa Credit Union League  
Iowa Egg Council  
Iowa Pork Producers Association  
Iowa Select Farms  
Mountain Valley Spring Water  
Solar Day  
Stivers Ford Lincoln of Iowa  
The Lawn Ranger  
Transamerica  
Wellmark Blue Cross and Blue Shield  
Weyfels Hybrids

### WHITE RIBBON

Best Western Plus Altoona Inn Cargill  
Delta Dental of Iowa  
Des Moines Marriott Downtown  
Drake University  
Farmers Mutual Hall  
General Mills  
GuideOne  
Hilton Des Moines Downtown  
Holiday Inn Downtown Mercy Campus  
Delta Healthiest State Initiative  
Iowa Turkey Federation  
John Deere  
Midwest Dairy  
UNITS of Central Iowa  
Zinpro

### MEDIA

107.1 Life FM  
92.5 KJZY  
94.9 KZZZ  
97.3 KASH FM  
98.3 The Vibe  
1700 The Champ  
ALT 1063  
We are Iowa-  
Local 6/CW 23  
Des Moines Register  
The Big Show  
Iowa Agribusiness  
Radio Network  
iHeartRadio: 107.5 KISS  
FM, 100.3 The Bull  
1040 WHD, NOW 1050  
1460 KXND, 1450 KASL  
96.9 The Bull  
Iowa PBS  
IMC, Inc.  
KCCI 8  
KDSM Fox 17  
KIK 101.1  
Pulse 101.7  
STAR 102.3  
RDA 95.3  
1350 ESPN  
HBS 99.9  
Hope 940  
Pure Oldies 104.5  
93.7 The Outlaw  
Laser 103.3  
More 104.1 FM  
Iowa Catholic Radio  
WHQ 13  
Iowa Farmer Today

## 2024 IOWA STATE FAIR: SPONSORS

### MAJOR FAIR PARTNERSHIPS

Van Well Equipment • Official Tractor and Utility Vehicle Provider, Stalling Barn  
Carteva Agriscience • Seine Barn, The Garden  
Iowa Lottery • Grandstand Concert Series  
Mattress Firm • Robert G. Horner & Sheri Ann Horner Service Center  
MidAmerican Energy Company • Wind Turbine and Education Center  
Principal • William C. Knapp Varied Industries Building  
Winnebago Industries • Campgrounds, Jamboree Square

### STATE FAIR BUILDING SPONSORS

Cheynon • Gate 15  
TISH Tine, Maker of Goodyear Farm Tires • Elwell Family Park, Outlaw Truck and Tractor Park  
Alliant Energy • John Deere Agriculture Building  
Kwik Star • Gate 11  
Medwest Bingo Casino Hotel • William C. Knapp Varied Industries Building Carport  
Touchstone Energy • Cooperatives of Iowa  
Bruce L. Rostetter • 4-H Exhibits Building  
Vannoy • John and Emily Purney Family Cattle Barn  
Bankers Trust • Patty & Jim Cowie Cultural Center Atrium

### FREE STAGES

Iowa Realty • MidAmerican Energy Stage  
Pepsi Beverages Company • Anna and Bill Riley Stage  
Prairie Meadows • Susan Knapp Amphitheater  
Community Choice Credit Union • Fun For All Stage

### DAY OF FAIR SPONSORS

MidAmerican Energy Day • Thursday, August 8  
Iowa 4-H Day • Friday, August 9  
Cheynon Day • Saturday, August 10  
Iowa Farmers Union Day • Sunday, August 11  
Iowa Lottery Day • Monday, August 12  
Pioneer Up Iowa Day • Tuesday, August 13  
Solar Day • Wednesday, August 14  
Iowa Credit Union Day • Thursday, August 15  
Iowa Corn Day • Friday, August 16  
Cheynon Farmers Day • Saturday, August 17  
STEM Day • Sunday, August 18

### LITTLE HANDS ON THE FARM SPONSORS

Delta Dental of Iowa • Water Reuse Stations



Dummy caption goes here. Credit here.

Pioneer • Little Hands on the Farm Start Barn  
Fairway Meat & Grocery • Little Hands on the Farm Grocery Store  
Iowa Soybean Association • Little Hands on the Farm Grain Bin  
Iowa Beef Industry Council • Little Hands on the Farm Cattle Barn  
Iowa Egg Council • Little Hands on the Farm Chicken Barn  
Iowa Pork Producers Association • Little Hands on the Farm Swine Barn  
Weyfels Hybrids • Little Hands on the Farm Grain Bin  
Cargill • Little Hands on the Farm Start Barn  
Farmers Mutual Hall • Little Hands on the Farm Garden  
John Deere • Little Hands on the Farm Tractor Shed  
Des Moines Marriott Downtown • Iowa of the Day Hotel Accommodations  
Des Moines Water Works • Water Reuse Stations  
Dr Pepper • Red Ribbon Sponsor  
Drake University • Sensory Friendly Morning Programming  
Edwin C. Sautman, Inc. • Exhibitor ID Numbers  
Ex-Lilly • Blue Ribbon Sponsor  
Farm Bureau Financial Services • Don't Text and Drive Campaign  
Floor & Decor • Red Ribbon Sponsor  
Hilton Des Moines Downtown • Influencers Hotel Accommodations  
Holiday Inn Downtown Mercy Campus • The Way We Live Award Hotel Accommodations  
Home Solutions of Iowa (Seal Guard) • Blue Ribbon Sponsor  
Hot Spring Spas • Heroes Day  
Hy-Vee • Information Booths, Sunday Funday  
Iowa Soybean Association • Campground Shuttle System  
Landis • FFA Unislock Exhibitor T-shirt  
Lather Graphics & Signs • Blue Ribbon Sponsor  
LeafFilter • Blue Ribbon Sponsor  
Mediamom • Device Charging Stations  
Midwest Ford Dealers • Blue Ribbon Sponsor  
Premier Outdoor Management • Fairgrounds Restroom  
Select Iowa Buck GMC Dealers • DART Park & Ride Transit Hub  
The Lawn Ranger • Official Sponsor of the

### GENERAL SPONSORS

Acry-Flex Fabric Buildings • Official Sponsor of the Iowa State Fair Blue Ribbon Foundation  
Atlantic Bussing Company • Grandstand Marquee, Fireworks Spectacular  
Backyard Living • VIP Grandstand Spectator Suite  
Best Western Plus Altoona Inn • Lasso Celebration Hotel Accommodations  
Carnius • VIP Grandstand Spectator Suite  
Chevrolet (General Motors LLC) • Purple Ribbon Sponsor  
Concept 36 Iowa Hearing Aid Centers • Purple Ribbon Sponsor  
Delta Dental of Iowa • Water Reuse Stations

Iowa State Fair Blue Ribbon Foundation  
T-Mobile • Blue Ribbon Sponsor  
Transamerica • Fairtime Digital Ticket Sales  
U.S. Cellular • Purple Ribbon Sponsor  
U.S. Navy • Blue Ribbon Sponsor  
UNITS of Central Iowa • Storage Containers  
UPS • Thrift Parks Storage  
Wellmark Blue Cross and Blue Shield • Old at Iowa Day  
Zinpro • Have You Heard  
Zinpro • Blue Ribbon Sponsor

### EVENTS, AWARDS & ATTRACTIONS

Agri-Pro Enterprises • Iowa State Fair Vet Camp and Advanced Vet Camp  
American Heart Association • BINGO  
Broadlawn Medical Center • Varied Industries Photo Booth  
ChildServe • Sensory Friendly Morning  
Choose Iowa • Best Choose Iowa Fair Food Concessions  
Cookies Road Products • Iowa of the Day Firestone Ag Tires • Central Iowa Tractor Club Display  
Cargill Mills • Classic Car Display  
GudeOne • Old Fashioned Hymn Sing  
Holt Pumping, Heating, Cooling and Electric, LLC • Bandstand  
Housley • Cornhole Tournament  
Iowa Farmers Association • Avenue of the Daisies  
Iowa Healthiest State Initiative • Barnyard Yoga, Healthy Messaging in the Garden  
Iowa Select Farms • Veterans Day Parade  
Mountain Valley Spring Water • Flip, Flying Foods High Dive Show  
Natura Hill with Spinulux • Iowa State Fair Queen Competition  
Pioneer • The Way We Live Award  
Solvers Ford Lincoln of Iowa • Sheri Ann Horner Pavilion  
Superior Sales • Sky Gliders  
Travel Iowa • Thrift Village  
Waffle Eye Clinic • Iowa State Fair Seize the Scissors  
Choose Iowa  
Iowa Soybean Association  
Iowa Beef Industry Council  
Iowa Corn Day  
Iowa Egg Council  
Iowa Pork Producers Association  
Iowa Turkey Federation  
Midwest Dairy  
The Kitchen  
Wamers' Searing  
Cambria Countertops  
Iowa Farmers Union



## DAILY POCKET GUIDES

277,500 copies were available at all gates and Information Booths, recognizing the Day of Fair sponsor on the cover.



## OFFICIAL SPONSOR TOWERS

Located on the east and west ends of the Grand Concourse, these two-sided towers featured all seven sponsor levels.

## UNIVERSITY AVENUE MARQUEES

Cycling every couple of minutes, the five top-level sponsor logo slides played for seven seconds each on the two University Avenue marquees. Each Day of Fair and themed-day sponsor had a slide for their day as well.





# SPONSOR BRANDING



**AUGUST 8-18**





## GATE ENTRY BY THE NUMBERS

(accounts for 77% of total attendance;  
excludes 11-day wristbands & children under 6)

Gate 15: 232,013

Gate 11: 212,678

Gate 10: 133,918

Gate 8: 71,987

Gate 4: 64,157

Gate 7: 61,312

Gate 9: 44,820

Gate 5: 33,989

Gate 13: 24,173

Gate 6: 16,002

Infield/Pit: 10,125

Gate 16: 4,192

## MAP DIRECTORIES

The Iowa State Fair Map Directories, printed by Lashier Graphics & Signs, feature each sponsored location and are posted across the Fairgrounds at Gates 4, 8, 9, 11, and 15.





## MOBILE MARKETING

With two main outdoor locations, Mobile Marketing provides high visibility and face-to-face exposure for between one and 11 days. Exhibitors can create public awareness, offer food or beverage samples, introduce new products or services, generate leads, distribute promotional items, host an interactive experience – the opportunities are endless.

Thank you to the following 2024 Mobile Marketers:

Aveda Institute • Budweiser Clydesdales  
 Concept by Iowa Hearing Aid Centers  
 Delta Dental of Iowa • Diabetic Equipment and Supplies  
 Dunkin' Donuts • Eli Lilly • Firestone Ag Tires  
 Raising Cane's • Starry • The Raymond Corporation  
 T-Mobile • U.S. Air Force • U.S. Navy • Verizon  
 Titan Tire, Maker of Goodyear Farm Tires





## SHARED BOOTH

Located on a prominent southwest corner of the Varied Industries Building, the Shared Booth was a popular addition to the 2022 Fair. As the Fair's largest, most-visited exhibit venue, the 110,400 square foot air-conditioned building hosts 200+ vendors and welcomes an estimated 65-70% of Fairgoers through its many entrances.

Companies can engage with tens of thousands of visitors through a one or two-day presence in the 10' x 10' booth. Thank you to the following 2024 Shared Booth exhibitors:

**Housby**

**Iowa Poison Control Center**

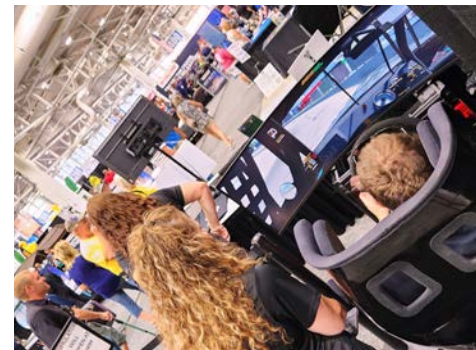
**Iowa Speedway**

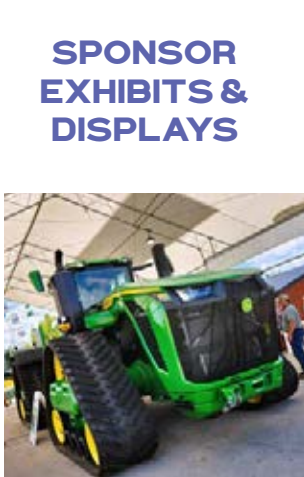
**MercyOne Health Plan**

**Reform Alliance**

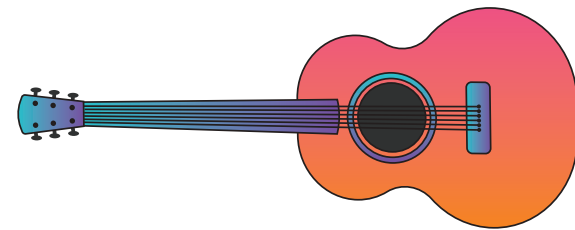
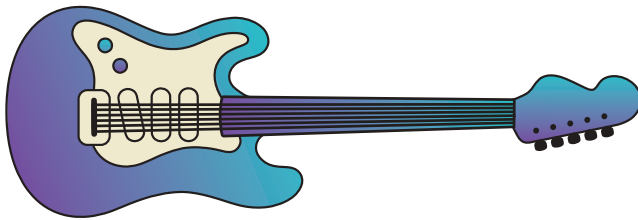
**SpareTime Entertainment**

**UnitedHealthcare**





## SPONSOR EXHIBITS & DISPLAYS



We look forward to partnering  
with you again at the

## 2025 IOWA STATE FAIR!

**AUGUST 7-17**

**JULIANNA CURTIS**

*Sponsorship Director*



Iowa State Fair  
3000 E Grand Avenue  
Des Moines, IA 50317

515-401-1676 (Office)  
jcurtis@iowastatefair.org  
[www.iowastatefair.org/sponsors](http://www.iowastatefair.org/sponsors)



The "Activated Mural" at the Richard O. Jacobson Exhibition Center, produced  
by Lashier Graphics & Signs and VAEZR Studio, a division of Zirous



**AUGUST**  
**8-18, 2024**

**IowaStateFair**

**NOTHING  
COMPARES**