



IowaStateFair

# Sponsorship Brochure



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# The Iowa State Fair

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 unduplicated.



Since 1854, the Fair has been a critical piece of Iowa's rich history. 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," and it is the only fair listed in The New York Times best-selling travel book *1,000 Places To See 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, and many are priceless examples of American exposition-style architecture.

Throughout its history, the 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**. Each year, hundreds of manufacturers and industrial representatives rent coveted exhibit space, and 600+ vendors boast one-of-a-kind merchandise and iconic Fair foods (including 50+ on a stick).



The Fair is home to **Iowa's largest art show** and is an entertainment destination, showcasing visual and performing arts, blue ribbon competitions, and the ever-popular Grandstand shows. The unique attractions, venues, and people found at the Iowa State Fair all come together to make it **the greatest Fair in the nation**.

IowaStateFair

# Sponsorship

## Why Sponsorship?

As an **official sponsor** of the Iowa State Fair, your organization has a tailored opportunity to engage with **more than one million people!**

A sponsorship 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 parties.



Whatever your goals, we will help you meet them with a **customized** sponsorship package.

Start planning your presence by reviewing this brochure, then contact Julianna to discuss potential opportunities. **We look forward to helping you create a successful sponsorship at the Iowa State Fair!**

When considering a sponsorship, 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. Still others prefer to support a **special event, attraction, or contest**, or even create a **unique experience** for Fairgoers.

Interested in on-site exhibit space? Check out the following options:

- **Mobile Marketing** – a shorter (<11 days) presence in an outdoor location.
- **Rotating Booth** – a one or two-day presence inside the Varied Industries Building.
- **Day of Fair** – a one-day presence on the Grand Concourse (limited availability).
- For 11-day space options or unique requests, please contact Julianna.



**Julianna Curtis**  
*Sponsorship Director*

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# 2025 Fair Attendance

## 1,160,121

5-year average: 1,140,052

Thursday, August 7

**95,671**  
86,887

Wednesday, August 13

**105,787**  
98,646

Friday, August 8

**104,191\***  
104,591

Thursday, August 14

**106,925**  
101,338

Saturday, August 9

**118,454\*\***  
118,017

Friday, August 15

**108,966\***  
105,581

Sunday, August 10

**113,001**  
112,211

Saturday, August 16

**118,093\***  
120,606

Monday, August 11

**97,273\*\***  
94,725

Sunday, August 17

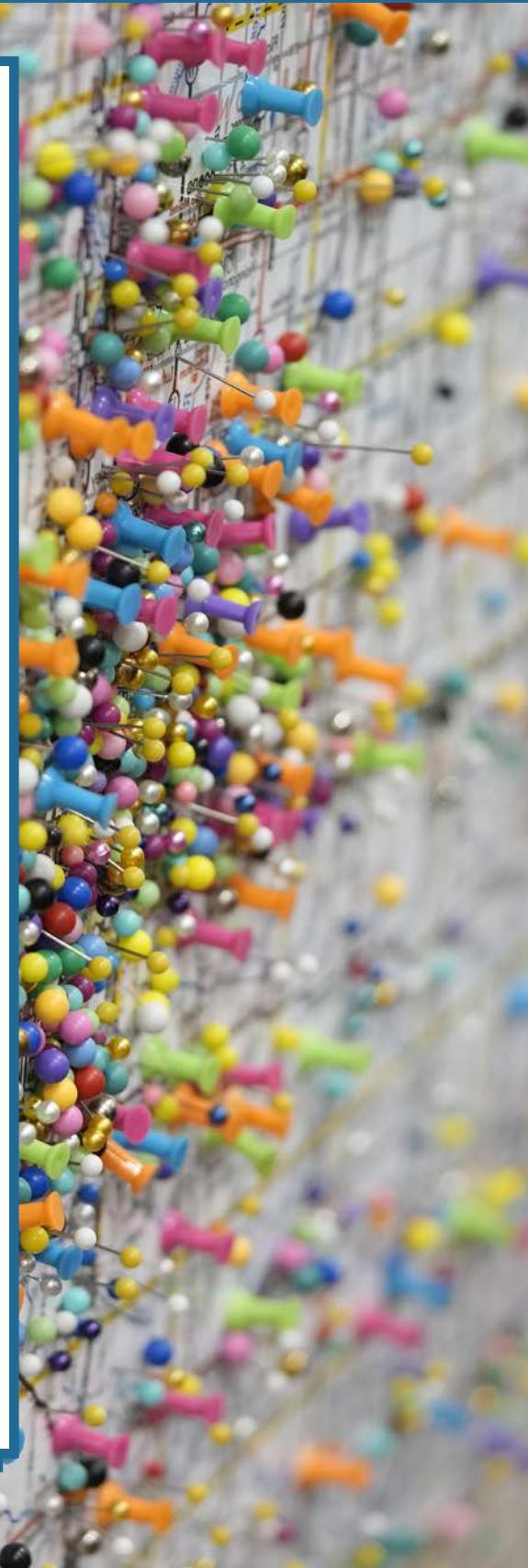
**89,680\***  
95,526

Tuesday, August 12

**102,080**  
99,872

\*indicates heat above 90°

\*\*indicates some rain



# Annual Facts & Figures

## IOWA STATE FAIR ATTENDANCE

**1.1 million+** Fairgoers  
(the record is 1,182,682 from 2024)

## FAIR CITY?

An average of **105,000+** Fairgoers per day makes the Fairgrounds the 3rd largest "city" in Iowa for 11 days.

## CAMPGROUNDS

**3,200+** campers & a 15-year waitlist



## ELWELL FAMILY PARK

**≈18,000** attendees for the Truck & Tractor Pulls, Figure 8 Races, & other exciting events

## GRANDSTAND

between **100,000–130,000+** concertgoers  
(the record is 131,755 from 2025)

## THRILL PARKS

**85,000+** Fairgoers  
(the record is 87,532 from 2025)

## FAIR FOOD

- **200+** concessionaires
- between **60-80+** new foods
- **≈7,000** pounds of food donated to the Food Bank of Iowa by vendors, Fairgoers, & the Fair



# Annual Facts & Figures

## COMPETITIVE EVENTS

**50,000+** entries across Iowa Family Living, Exhibits (4-H, FFA), & Livestock (4-H, FFA, Open Class)

## LIVESTOCK LIVESTREAM

**≈365,000** views for cattle, swine, horse, sheep, goat, & llama shows

## BABY ANIMALS BORN

**250+** (piglets, ducklings, chicks, lambs, calves, turkeys, & kids)

## LITTLE HANDS ON THE FARM

**≈30,000** youngsters ages 2-10  
(the record is 34,283 from 2017)

## THE KITCHEN

- **6,000+** attendees
- **≈50** presentations & classes
- **6-7** additional classes held Nov–April

## VOLUNTEERS

**1,800+** volunteers for the Iowa State Fair & Blue Ribbon Foundation



# Marketing Analytics

FROM AUGUST 7-17, 2025

## FAIRGOER DATA

- Average stay: **194 minutes**
- Average income: **\$78,000**
- Average age: **33.7**

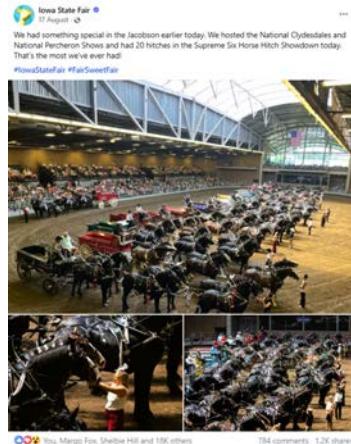
## WEBSITE

- **6.9M** events (i.e. interactions – page views, user engagements, clicks, etc.)
- **84.4%** mobile users

## APP

- **58.3K** total users
- **5.8M** page views

## SPONSOR BRANDING EXAMPLES



## FACEBOOK

**271K LIKES**

(up 5%)

## INSTAGRAM

**97.1K FOLLOWERS**

(up 12%)

## X (TWITTER)

**71.2K FOLLOWERS**

(0% change)



# Marketing Analytics

FROM AUGUST 7-17, 2025



The best ride is a sober ride. Plan ahead to get home safe.

The Iowa State Fair is meant for fun – and it can be easy to overdo it. So, before you kick back a few beers, make sure you plan to get home safe.

On average, 37% of traffic deaths in Iowa involve impairment, which includes driving drunk or high. And OWIs can cost up to \$10,000 in fines, plus jail time. That's why it's so important to plan for a safe ride home. Designate a sober driver or schedule a rideshare. The Uber/Lyft pickup is at Gate 8, 203 Rock Island Ave, Des Moines, IA 50317.

Remember, keep the thrill rides on the Midway and sober rides on the freeway. Because no one's a good drunk driver.

## E-NEWSLETTER

- **96.6K** active contacts
- **44.1%** average open rate for e-blasts with Sponsor Highlights

## MEDIA & PUBLIC RELATIONS

- **374** credentialed media on grounds (e.g. The New York Times, Associated Press, NPR, The Wall Street Journal, The Washington Post, FOX & Friends)
- **14.8K** media mentions

## SPONSOR BRANDING EXAMPLES



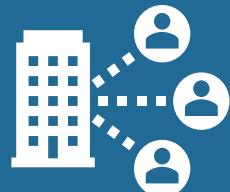
# Economic & Fiscal Impact

FROM 2024 REPORT



**1.18**  
million visitors

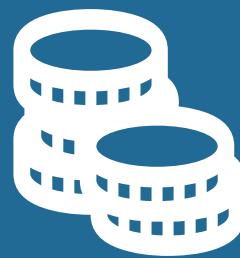
**51,100**  
hotel room nights  
generated



**\$12.6**  
million  
state fiscal impact  
(sales tax revenues)



**\$161.5**  
million wages created



**\$479.7**  
million  
economic impact on  
the local economy



JOHNSON  
CONSULTING



# Sponsor Levels

The Iowa State Fair offers seven sponsor levels, each with unique benefits. Depending on your goals and desired investment, we will create a custom sponsorship to best fit your needs.

Please contact the Sponsorship Director for specific sponsorship proposals.

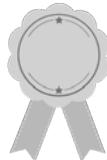


## Best of Show

**INVESTMENT: \$250,000+**

**SPONSORSHIP EXAMPLES:**

Sponsorships mutually determined



## Grand Champion

**INVESTMENT: \$100,000 to \$249,999**

**SPONSORSHIP EXAMPLES:**

- Iowa State Fair Tickets
- Bill Riley Talent Search
- Best New Food Contest
- Free Horse Shows
- Grand Concourse

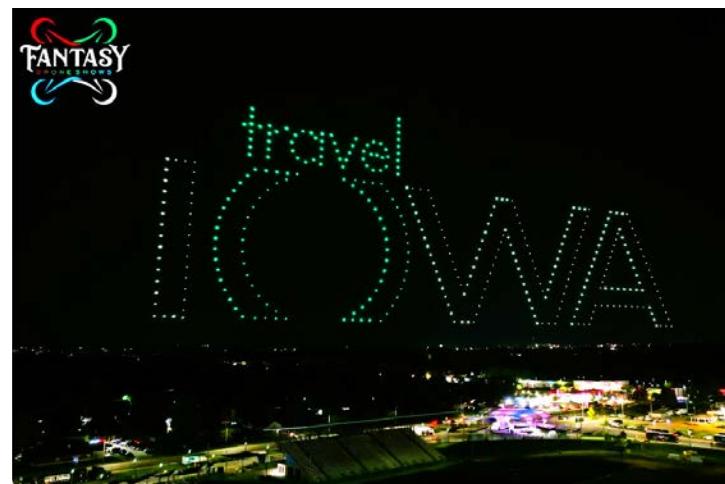


## Champion

**INVESTMENT: \$50,000 to \$99,999**

**SPONSORSHIP EXAMPLES:**

- Richard O. Jacobson Exhibition Center
- Livestock Shows Livestream
- Elwell Family Park
- Public Safety
- Drone Shows



# Sponsor Levels



## Purple Ribbon

INVESTMENT: \$25,000 to \$49,999

### SPONSORSHIP EXAMPLES:

- The Kitchen presenting sponsorship
- Livestock Show Programs
- Patty & Jim Cownie Cultural Center
- Blue Ribbon Foundation Volunteer T-Shirts
- Horse or Sheep Barn
- Iowa State Fair App
- Thrill Town



## Blue Ribbon

INVESTMENT: \$15,000 to \$24,999

### SPONSORSHIP EXAMPLES:

- Elwell Family Park events
- Blue Ribbon Kids Club
- Iowa State Fair Parade
- Super Bull Contest
- Big Boar Contest
- Day of Fair
- Gate 11



# Sponsor Levels



## Red Ribbon

**INVESTMENT: \$7,500 to \$14,999**

**SPONSORSHIP EXAMPLES:**

- Woodcarvers Auction
- Volunteer Headquarters
- The Way We Live Award
- Ag Programming (e.g. Fair After Dark)
- Attractions (e.g. Chainsaw Carvers)
- Special Days (e.g. Sunday Funday)



## White Ribbon

**INVESTMENT: \$2,500 to \$7,499**

**SPONSORSHIP EXAMPLES:**

- Discovery Garden
- Little Hands on the Farm stops
- Sensory-Friendly Morning programming
- Ag Programming (e.g. Barnyard Yoga)
- Fairtime Contests (e.g. Monster Arm Wrestling)
- Special Displays (e.g. Classic Car Display)



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# Sponsor Benefits

## Sponsor Level

	Best of Show	Grand Champion	Champion	Purple Ribbon	Blue Ribbon	Red Ribbon	White Ribbon
Sponsor Benefit	 Logo & Link	 Logo & Link	 Logo & Link	 Logo & Link	 Logo & Link	 Name & Link	 Name & Link
Fair Website (Sponsor Page)	 Logo & Link	 Logo & Link	 Logo & Link	 Logo & Link	 Logo & Link	 Name & Link	 Name & Link
Fair App (Sponsor Page)	 Logo & Link	 Logo & Link	 Logo & Link	 Logo & Link	 Logo & Link	 Name & Link	 Name & Link
“Top 11” July Newspaper Insert (Q≈400,000)	 Logo	 Logo	 Logo	 Logo	 Logo	 Name	 Name
Daily Program August Newspaper (Q≈60,000)	 Logo	 Logo	 Logo	 Logo	 Logo	 Name	 Name
Official Sponsor Towers on Grand Avenue (Q=2)	 Logo	 Logo	 Logo	 Logo	 Logo	 Name	 Name
University Avenue Marquees (Q=2)	 Logo	 Logo	 Logo	 Logo	 Logo		
Exhibit Space, if desired	 Logo	 Logo	 Logo	 Logo	 Logo		
Fair marketing resources (logos, graphics, etc.)	 Logo	 Logo	 Logo	 Logo	 Logo	 Name	 Name
Admission Tickets (single day)	500	400	300	200	100	50	25
Lot A Parking Passes (single day)	125	100	75	50	25	15	8

# 2026 Theme



# Future Fair Dates



<b>2026</b>	<b>August 13-23</b>
<b>2027</b>	<b>August 12-22</b>
<b>2028</b>	<b>August 10-20</b>



We look forward to  
partnering with you at the  
**Iowa State Fair!**



**Julianna Curtis**  
*Sponsorship Director*

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