

IowaStateFair

SPONSORSHIP PROPOSAL

DAY OF FAIR



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 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**.

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SPONSORSHIP

Day of Fair sponsors have a single, specific day during the 11-day Iowa State Fair in a prime location on the main thoroughway – the Grand Concourse – where they can directly engage with tens of thousands of Fairgoers from a 120 ft x 20 ft space. We estimate that nearly 95% of Fairgoers wander up or down the Grand Concourse a minimum of once per visit during the Fair.

The activation space begins in front of the Robert G. Horner and Sheri

Notable Fair landmarks in the vicinity include the Varied Industries Building, a 110,400 square foot indoor exhibit hall, and the Grandstand, the Fair’s nightly concert venue since 1909.

Day of Fair sponsors have the right to distribute collateral pieces and marketing materials as well as conduct give-a-ways and drawings for prizes from the exhibit space. The sponsor will provide a clean and attractive exhibit with on-site, fully trained, and responsible company representatives from 9am to 8pm CST on the designated day.



Sponsorship Fee: \$15,000 – Blue Ribbon level



Sponsorship Benefits

Exhibit Space

- Opportunity to engage with Fairgoers from the 120 ft long by 20 ft deep space.
- One 50 ft by 20 ft tent provided by the Iowa State Fair. The remaining 70 ft by 20 ft space can be filled as the Day of Fair sponsor sees fit.
- Twenty folding chairs and four 8-foot tables (skirted in black and topped in white) provided by the Iowa State Fair.



Print Marketing

- Logo included in 400,000+ Iowa State Fair “Top 11” newspaper inserts distributed in the Des Moines Sunday Register and other statewide newspapers in early July.
- Name included on the cover and daily schedule of the day’s Daily Pocket Guide. Between 24,000 and 34,000 copies are distributed at Fairgrounds gates.
- Logo included in 50,000+ Official Daily Programs distributed in the Des Moines Sunday Register on the Sunday before Opening Day, plus 5,000+ distributed at Fairgrounds gates. A short paragraph describing the Day of Fair activities will be featured at the top of the daily schedule.



Digital Marketing

- Logo included on the two University Avenue marquees when recognizing sponsors at the Blue Ribbon level.
- Day of Fair sponsorship recognition slide scrolling at intervals on both University Avenue marquees all day on the Day of Fair.
- Logo and web link included on the Fair’s Sponsorship webpage and mobile app.



Additional Exclusive Benefits

- Logo included on two Official Sponsor towers placed at either end of the busy Grand Concourse.
- Access to Iowa State Fair marketing resources (Official Sponsor logos, social media graphics, hashtags, thematic icons, and a Usage Guide) to promote the partnership.
- The following credentials:
 - 50 General Admission tickets (good for one day)
 - 25 Lot A parking passes (good for one day)
 - On-grounds parking passes with Unload/Load access at the Grand Concourse, as needed for efficient load-in/load-out.
- Additional benefits to be mutually agreed upon.



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

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