

2023
IOWA
STATE
FAIR

SPONSORSHIP
REPORT

august
10-20

BEST DAYS EVER

IowaStateFair

NOTHING
COMPARES





THANK YOU!

With massive crowds, nearly perfect weather, and many records broken, the 2023 Iowa State Fair was certainly one for the books.

Though just 11 days long, it takes countless more days – and people – to create such a successful, meaningful event. The dozens of partnerships formed through the Sponsorship program are integral to this success, making the Iowa State Fair one of the best annual attractions in the world.

Thank you for helping more than 1.1 million Fairgoers enjoy their “best days ever” this August!

MESSAGE TO SPONSORS

from Julianna Curtis

Between August 10-20, 2023, more than 1.1 million Fairgoers eagerly entered the gates of the historic Iowa State Fairgrounds to experience the state's biggest celebration of the year. Whether taking in the view from a sky glider or admiring a sky full of fireworks, showing prize-winning goats in the Sheep Barn or enjoying pork chop on-a-stick at the new Pork Tent, attending church on Sunday morning or rocking to Eric Church on Sunday night... people from all over the world united to enjoy a slice of heaven – of Iowa – at this year's Fair.

Thank you for partnering with us as an official sponsor for the 11 most fun-filled days of the year!

With the theme “Best Days Ever,” the 2023 Fair certainly fit the description. A total of **1,133,958 Fairgoers** entered the grounds – the **second highest attendance** in our 169-year history. Sunday, August 13th saw **114,937 attendees**, a **first Sunday record**. The Grandstand entertained **112,258 concertgoers**, including 9,294 at For King + Country on Opening Day – the Fair's

largest Christian concert ever. The Sponsorship program again engaged a **record 107 sponsors and Mobile Marketers** who contributed more than **\$2.83 million** cash and in-kind.

In addition, several new Fairgrounds renovations were unveiled:

- The Public Safety building expanded with a two-story addition.
- Permanent restrooms enhanced the Elwell Family Park event space.
- Expanded seating and fresh landscaping at Fairview Tap created an even more enjoyable top-of-the-hill hangout.
- The first phase of the \$25+ million livestock barns renovation project was completed at the Sheep Barn with the new air-conditioned restrooms, family rooms, and office, as well as underground sanitary water upgrades.
- Thanks to Alliant Energy's support, a mural by local artist, James Navarro, was painted on the Alliant Energy Landing retaining wall, providing a colorful backdrop to daily events.



Without the dedicated Fair-lovers who bring it all to life, the Iowa State Fair would not continue to be such a prestigious, well-loved event. During these 11 days, people come together to enjoy the best of Iowa's agriculture, industry, technology, entertainment, and culture. Through your time, passion, and commitment as an official sponsor, you showcase these “bests” and help ensure that our Fair remains the top state fair in the U.S. and the leading agricultural exposition in the world.

Thank you again for your valued partnership and for contributing to the great success of the 2023 Iowa State Fair!





FAIR ATTENDANCE

2023 Event Total
1,133,958
 5-year average: 1,129,567

Thursday, August 10 87,380 82,964	Wednesday, August 16 98,751 100,066
Friday, August 11 101,177 103,085	Thursday, August 17 101,475 100,118
Saturday, August 12 118,286 116,319	Friday, August 18 112,048 104,537
Sunday, August 13 114,937 109,112	Saturday, August 19 112,732* 119,026
Monday, August 14 100,214 95,356	Sunday, August 20 85,714* 101,526
Tuesday, August 15 101,244 97,458	

*indicates a high temperature above 90 degrees

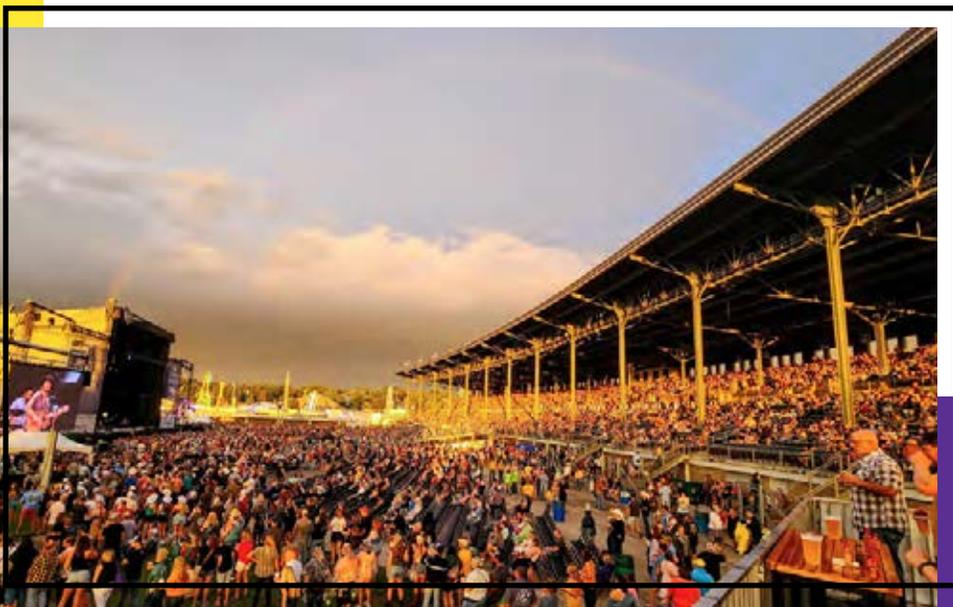
FUN FACTS & FIGURES

2nd HIGHEST ATTENDANCE IN FAIR HISTORY

1,133,958 (up 1.36% from 2022; the record is 1,170,375 from 2019)

FIRST SUNDAY ATTENDANCE RECORD

114,937 Fairgoers on the first Sunday, August 13th (the previous record was 112,396 from 2017)



TOTAL GRANDSTAND CONCERTGOERS

112,258 (up 1.47% from 2022; the record is 128,502 from 2019)

MOST POPULAR 2023 CONCERT

17,283 fans at Eric Church on Sunday, August 13th (just 37 people short of the record at Chris Stapleton in 2021)

LARGEST CHRISTIAN CONCERT IN FAIR HISTORY

9,294 fans at For King + Country on opening night

RECORD NUMBER OF CAMPER

3,300

TOTAL VEHICLES PARKED ON GROUNDS

69,815 (up 6.1% from 2022)

TOTAL DART BUS RIDERSHIP

241,346 (up 10.6% from 2022)

RECORD WATER SALES

474,696 bottles sold to support the Blue Ribbon Foundation's renovation and preservation projects

FAIR FOOD

- **64** new foods
- **20** new food vendors
- **37,101** “Deep-Fried Bacon Brisket Mac-n-Cheese Grilled Cheeses” sold from What's Your Cheez (Best New Food winner)
- **3,328,668** Barksdale's State Fair cookies sold (record-breaking year; up 31% from 2022)
- **12,113** lbs of food + **3,800** cookies donated to the Food Bank



RECORD ATTENDANCE IN THE THRILL PARKS

85,648 (unlimited ride wristbands + Thrill passes; up 4.9% from 2022)

TOTAL COMPETITIVE EVENT ENTRIES

51,378 entries across Iowa Family Living, 4-H/FFA Exhibits, and 4-H/FFA/Open Class Livestock (up 7% from 2022)

BABY ANIMALS BORN AT THE FAIR

249 (144 piglets, 48 chicks, 30 ducklings, 14 ewes, 6 turkeys, 6 calves, 1 doe)



AG EDUCATION EVENTS

- **31,844** youngsters learned all about agriculture at Little Hands on the Farm (up 11% from 2022)
- **75** families snuggled baby animals during the five sold-out Cuddles & Snuggles Chore Time sessions
- **191** yogis joined bunnies, goats, and mini horses for three sold-out Barnyard Yoga classes, plus a new Sunset Yoga class

THE KITCHEN

- **51** presentations & cooking demos
- **5,000+** attendees
- **Three** paid classes (each sold-out)
- **Eight** classes November 2022 - April 2023 with 174 attendees & more year-round classes planned for the '23-24 season!



Little Hands on the Farm



Mini Horse Yoga sponsored by Iowa Healthiest State Initiative



MARKETING ANALYTICS

IOWA STATE FAIR WEBSITE FROM AUGUST 10-20, 2023

- **2.8 million** total events (clicks, page views, etc.)
 - Interactions: **490K**
 - Clicks: **520K**
 - Downloads: **339K**
- **77.5%** were mobile users

IOWA STATE FAIR E-NEWSLETTER

- **124.4K** active contacts (up 8.3% from 2022)
- **58.3K** monthly subscribers
- **Open rates** for e-blasts with Sponsor Highlights:
 - **38.4%** on Aug 10, featuring Iowa Food & Family Project
 - **37.5%** on Aug 11, featuring Zirous
 - **35.8%** on Aug 14, featuring NewsNation

MEDIA PARTNERS AT THE 2022 FAIR

- **750** credentialed media (compared to 295 in 2022!)
- **18** media partners on grounds
- **67,720** stories ran with **90.8 billion** impressions



The Choose Iowa Brunch presented by Travel Iowa and Choose Iowa on Sunday, August 20.



IOWA STATE FAIR MOBILE APP & SOCIAL MEDIA

IOWA STATE FAIR MOBILE APP FROM AUGUST 10-20, 2023

- **43.1K** unique users during the Fair (up 6.1% from 2022)
- **4,804,080** total page views
- **Three** sponsored beacons sent
- **1,128** custom notifications to active users

FACEBOOK

233.7K likes (up 6.7%)
Top post: Fair Queen Announcement on 8/12/23 (60.8K engagements, 3.4K likes, 180K impressions)

INSTAGRAM

53.5K followers (up 10.5%)
Top post: Fairgoer Favorites on 8/13/23 (3.6K engagements, 3.4K likes, 75K impressions)
Official Butter Cow account: 1,505 followers

TWITTER

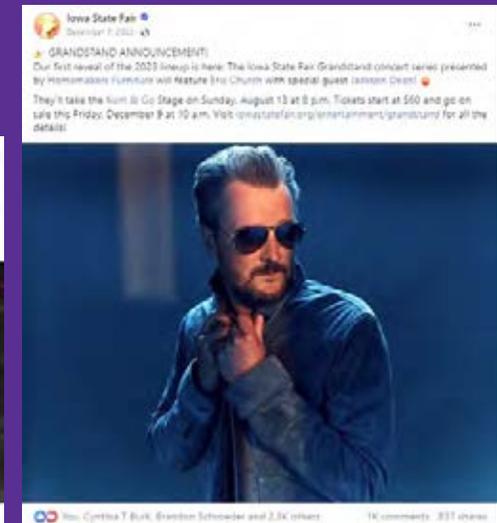
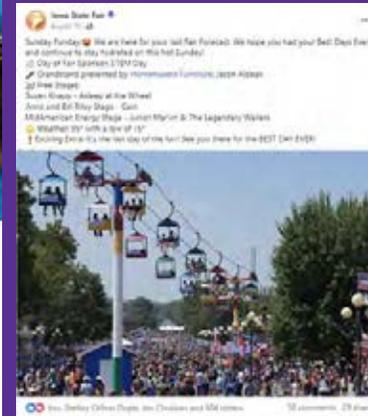
69.5K followers (up 1.2%)
Top post: Eric Church announcement on 12/7/22 (693 engagements, 50 likes, 28.3K impressions)



Sponsor Page Examples on Mobile App



SOCIAL MEDIA EXAMPLES



IOWA STATE FAIR WEBSITE

Several weeks before Opening Day, all sponsor logos and names are posted on the Iowa State Fair Sponsorship webpage. This display runs through June 2024 when any changes in sponsors are made for the approaching Fair.

BEST OF SHOW



GRAND CHAMPION SPONSORS



CHAMPION SPONSORS



PURPLE RIBBON SPONSORS



BLUE RIBBON SPONSORS



RED RIBBON SPONSORS

- | | |
|---------------------------------|-------------------------------------|
| Aetna | Iowa Beef Industry Council |
| Bankers Trust | Iowa Corn |
| Broadlawn Medical Center | Iowa Credit Union League |
| Cambria Countertops | Iowa Egg Council |
| ChildServe | Iowa Lottery |
| Community Choice Credit Union | Iowa Select Farms |
| Delta Dental of Iowa | Mountain Valley Spring Water |
| Dr Pepper | Solar Day |
| Drake University | Stivers Ford Lincoln of Iowa |
| Farm Bureau Financial Services | The Lawn Ranger |
| HealthPartners UnityPointHealth | Urban Air Adventure Park |
| Henning Companies | Wellmark Blue Cross and Blue Shield |
| Iowa 4-H Foundation | Wyffels Hybrids |

WHITE RIBBON SPONSORS

- | | |
|-----------------------------------|----------------------------------|
| Cargill | Iowa Healthiest State Initiative |
| Chevron Renewable Energy Group | Iowa Pork Producers Association |
| Des Moines Marriott Downtown | John Deere |
| General Mills | Mint Mobile |
| GuideOne | Royal Prestige |
| Hilton Des Moines Downtown | UNITS of Central Iowa |
| Holiday Inn Downtown Mercy Campus | Zinpro |



DAILY POCKET GUIDES

Daily Pocket Guides were available to Fairgoers at all entrance gates and five Information Booths. A total of 336,250 copies were printed, recognizing the Day of Fair sponsor on each cover and Pocket Guide sponsor, Wolfe Eye Clinic, on the back advertisement.

Quantities printed per day:

- Aug 11: 27,750 • Aug 12: 32,250 • Aug 13: 33,750 • Aug 14: 32,250
- Aug 15: 28,500 • Aug 16: 25,500 • Aug 17: 35,500 • Aug 18: 27,750
- Aug 19: 30,000 • Aug 20: 33,750 • Aug 21: 29,250



august 15
KEMPS DAIRY DAY

IOWA STATE FAIR

FOR THE MOST UP-TO-GATE INFO, VISIT IOWASTATEFAIR.ORG

\$1,000 MORE FOR YOUR TRADE!

DEWEY we hear you **DEWEY**

FOR THE MOST UP-TO-GATE INFO, VISIT IOWASTATEFAIR.ORG

WOLFE EYE CLINIC

Great to **SEE** you at the **IOWA STATE FAIR**

Proudly serving all of Iowa for 104 years through medical and surgical eye care!

Cataracts • Corneal Disease • Glaucoma
LASIK • Oculofacial Plastics • Pediatrics
Strabismus • Retina Disease

(833) 703-2566

wolfeeyeclinic.com

august 20
STEM DAY

IOWA STATE FAIR

FOR THE MOST UP-TO-GATE INFO, VISIT IOWASTATEFAIR.ORG

\$1,000 MORE FOR YOUR TRADE!

DEWEY we hear you **DEWEY**

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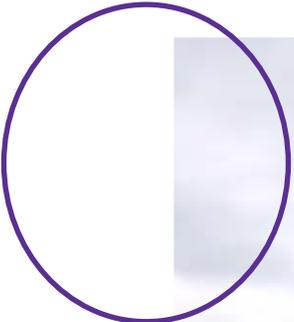
UNIVERSITY AVENUE MARQUEES

The five top-level sponsor logo slides played on screen for seven seconds each, cycling every couple minutes during the Fair on the East 33rd Street and East University Avenue marquees, sponsored by Coca Cola. Each Day of Fair sponsor and themed-day sponsor (e.g. Older Iowans' Day) had a slide that played on their day as well.



SPONSOR RECOGNITION TOWERS

These two-sided towers featured all seven sponsor levels and had two locations along the busy Grand Concourse: one near Gate 11 and the Public Safety building and one on the corner of Rock Island Avenue.



MAP DIRECTORIES

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

(accounts for 76% of total attendance;
excludes wristbands & children under 6)

Gate 15: **234,533**

Gate 11: **207,986**

Gate 10: **118,460**

Gate 8: **63,609**

Gate 4: **62,599**

Gate 7: **55,698**

Gate 9: **42,245**

Gate 5: **34,201**

Gate 13: **26,790**

Gate 6: **15,272**

Gate 16: **4,023**

Infield/Pit: **1,021**



Gate 15 Beautification by Premier Outdoor Management

Gate 13 on Older Iowans' Day, presented by Wellmark Blue Cross and Blue Shield





MOBILE MARKETING

Mobile Marketing is a key component of the Iowa State Fair sponsorship program. Day to day changes take place in two main outdoor locations, where exhibitors can engage with Fairgoers by creating public awareness, offering food or beverage samples, introducing new products or services, generating leads, distributing promotional items, or providing an interactive experience.

The Iowa State Fair saw a few more Mobile Marketers in 2023 compared to 2022. Thank you to the following who spent one or more days in our Mobile Marketing locations this year:

- C-SPAN
- Concept by Iowa Hearing Aid Centers
- Diabetic Equipment and Supplies
- The Heritage Foundation
- Environmental Protection Agency, Region 7
- Floor & Decor
- Hy-Vee
- NewsNation
- U.S. Air Force
- U.S. Navy
- Titan Tire – WHO Radio's The Big Show





SHARED BOOTH

Located on a prominent southwest corner inside 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 exhibitor hall, hosting more than 200 vendors and welcoming an estimated 65-70% of Fairgoers through its many entrances.

In the Shared Booth companies exhibit for one or two days and engage with tens of thousands of visitors. Thank you to the following who took part in this opportunity in 2023:

- Aetna**
- HealthPartners UnityPoint Health**
- The Heritage Foundation**
- Iowa Lottery**
- Medigold MercyOne Medicare Plan**
- Reform Alliance**
- UnitedHealthcare**



FAIRGOER DEMOGRAPHICS

FROM 2022 SURVEY

In 2022 the Iowa State Fair Marketing team worked with ADV Market Research & Consulting to gather primary insights on Fairgoers' experiences. Responses were collected over three days (the 2nd Thursday-Saturday) from 503 people at various Fairgrounds locations. Here are a few highlights from the 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+



Net Promoter Score (NPS)

A measure of brand strength and advocacy that asks respondents whether they would recommend a product, service, or experience

+70.9

(a typical NPS for live events is +53 and an NPS greater than 60 is considered exceptionally high)



65% of Fairgoers planned to stay for **6+ hours**

1 in 8 planned to stay for **12+ hours**

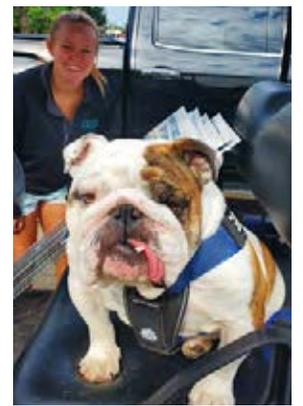


52% of Fairgoers planned to attend for more than one day

1 in 11 planned to attend all **11 days**

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



We look forward to partnering
with you again at the

2024 IOWA STATE FAIR!

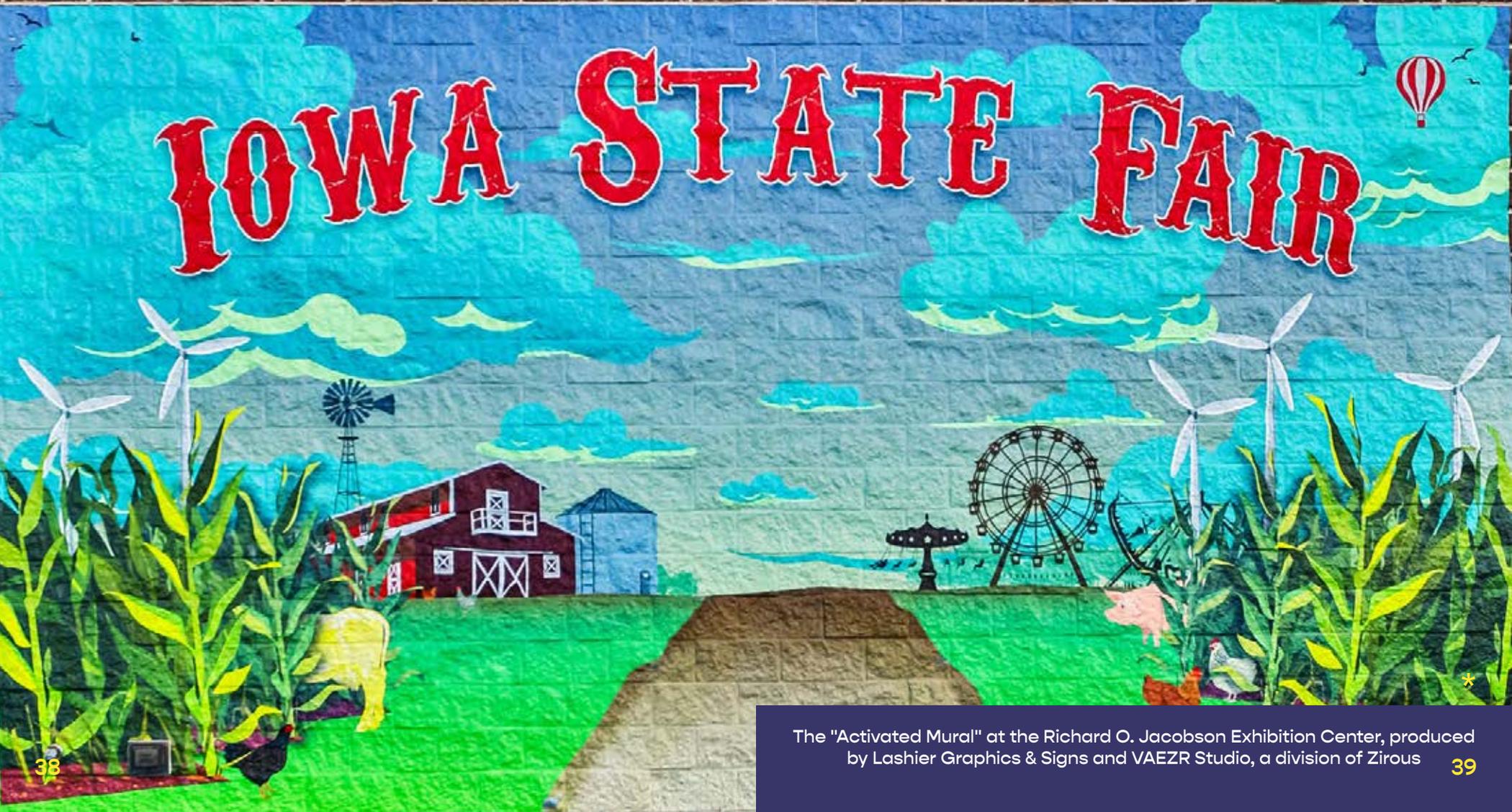
AUGUST 8-18

JULIANNA CURTIS

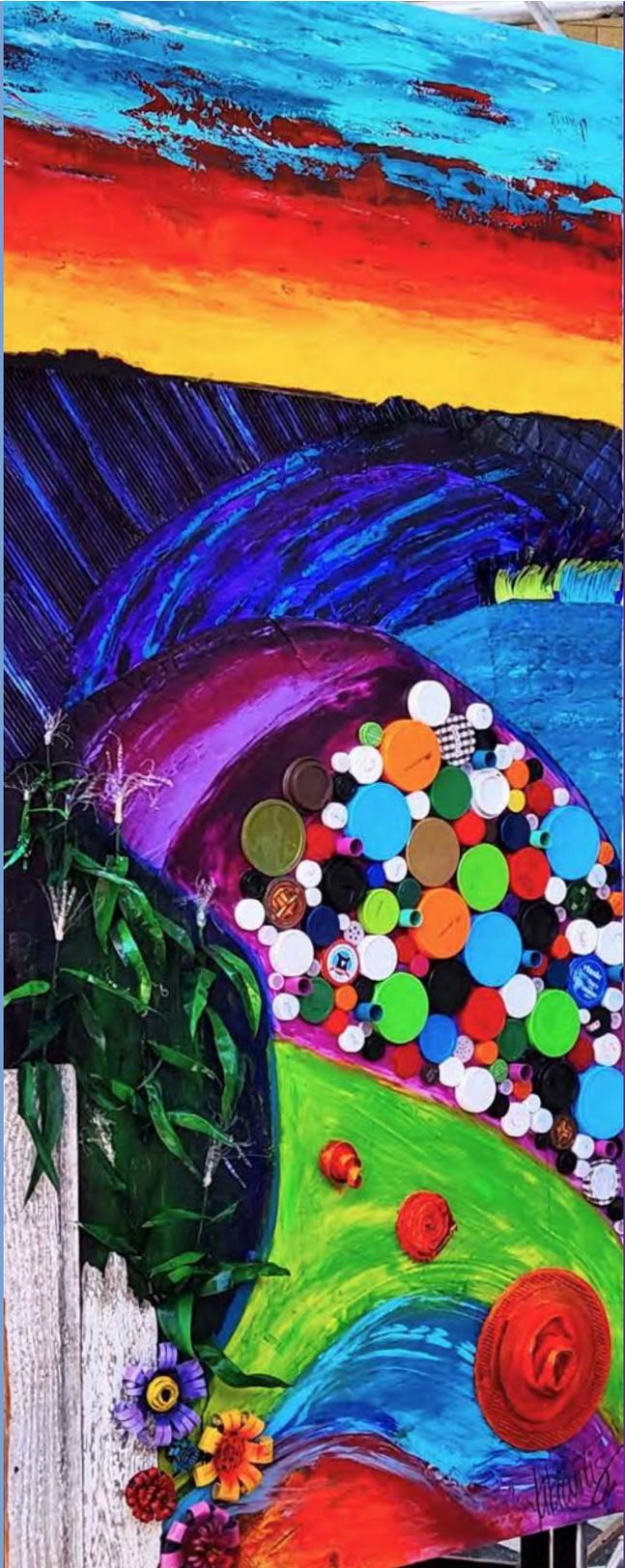
Sponsorship Director

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Des Moines, IA 50317

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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



Art by **Kiki Curtis** at the Iowa Food & Family Project exhibit

