



Iowa State Fair Sponsorship Report

AUG
7-17
2025

IowaStateFair

**NOTHING
COMPARES**

**IOWASTATEFAIR.ORG
800.545.FAIR**



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**IOWA
STATE FAIR**

Message to Sponsors

from Julianna Curtis, Sponsorship Director

For 171 years, the Iowa State Fair has brought the sweetest traditions and new favorites to Fairgoers of all ages. Despite challenges with rain, heat, and humidity, the 2025 Fair was no exception as **1,160,121 Fairgoers – the 3rd highest attendance in history** – gathered for fun, food, competitions, entertainment, and sweet memory-making moments.



Thank you for partnering with us through the Sponsorship program for a “Fair Sweet Fair!”

Several highlights from the 2025 Fair included:

- A record **131,755** Grandstand concertgoers.
- A Guinness World Record set by Iowa Lottery with **1,380** people scratching scratch tickets simultaneously on Thursday, August 14.
- The biggest pumpkin ever, grown by the Caspers family of Peosta, weighing in at **1,409** lbs.
- A new Sponsor Reception to celebrate our partners on Wednesday, August 13.
- **21 new** Sponsors & Mobile Marketers.
- A record **117 total** Sponsors & Mobile Marketers contributing **\$2.79 million** cash + in-kind.

Many Fairgrounds renovations were completed through the Blue Ribbon Foundation’s efforts:

- New inclusive Variety Star Playground
- Ron & Bev Shivers Family Plaza
- Horse Barn - Phase I
- Pella Plaza improvements
- Livestock Pavilion sound system
- Expo Hill seating, tables, & shade



From August 7-17, Fairgoers from all over the world enjoyed the best of Iowa agriculture, industry, entertainment, and achievement. But behind the scenes, it is the people and partnerships who truly make our State Fair the greatest in the nation. **We are grateful for your time, treasure, and dedication to the sweetest 11 days of the year!**



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





Fun Facts & Figures

3RD HIGHEST ATTENDANCE

1,160,121 Fairgoers
(the record is 1,182,682 from 2024)

FAIR CITY?

An average of **105,466** Fairgoers per day makes the Fairgrounds the 3rd largest “city” in Iowa for 11 days.

MORE “IOWA NICE”

22% fewer arrests than the 2024 Fair & a **51%** reduction over the past 4 years



RECORD GRANDSTAND ATTENDANCE

131,755 concertgoers
(the previous record was 128,502 from 2019)

RECORD CHRISTIAN CONCERT

15,801 concertgoers at Forrest Frank on opening night (the previous record was 9,726 at Lauren Daigle from 2024)

5 SOLD-OUT CONCERTS

- Forrest Frank on Thurs, Aug. 7 – **15,801**
- *Megan Maroney on Sat, Aug. 9 – **16,371**
- Pitbull on Sun, Aug. 10 – **16,090**
- Def Leppard on Thurs, Aug. 14 – **14,733**
- T-Pain on Sat, Aug. 16 – **16,202**

*most popular 2025 concert (the record is 17,320 at Chris Stapleton from 2021)



Fun Facts & Figures

FIRST-EVER DRONE SHOWS

3 nights of drone shows lit up the sky after each Grandstand show the first weekend!



RECORD THRILL PARKS ATTENDANCE

87,532 Fairgoers
(the previous record was 85,648 from 2023)

ELWELL FAMILY PARK

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

FAIR FOOD

- **200+** concessionaires
- **69** new foods & **36** new drinks
- **11,570** Butter Cow Tornadoes sold from Dairy Zone (Choose Iowa Favorite Fair Food)
- ≈**7,000** pounds of food donated to the Food Bank of Iowa by vendors, Fairgoers, & the Fair



Fun Facts & Figures

COMPETITIVE EVENTS

50,264 entries from **14,742** exhibitors across Iowa Family Living, Exhibits (4-H, FFA), & Livestock (4-H, FFA, Open Class)

LIVESTOCK LIVESTREAM

364,908 views for cattle, swine, horse, sheep, goat, & llama shows

BABY ANIMALS BORN

259 (144 piglets, 26 ducklings, 50 chicks, 23 lambs, 4 calves, 6 turkeys, 6 kids)

LITTLE HANDS ON THE FARM

28,271 youngsters ages 2-10

VOLUNTEERS

1,806 volunteers across Little Hands, Information, Vet Camps, Have You Herd, The Garden, & the Blue Ribbon Foundation

THE KITCHEN

- **6,000+** attendees
- **45** presentations, **2** classes, & **2** meals
- **6-7** additional classes held Nov–April



2025 Gate Entry



Gate 15
230,970

Gate 7
61,738

Gate 5
32,791

Gate 11
189,248

Gate 13
59,909

Gate 6
15,930

Gate 10
125,535

Gate 4
58,951

Gate 16
4,102

Gate 8
68,359

Gate 9
46,917

Infield/Pit
1,359

Numbers account for 77% of total attendance,
excluding 11-day wristbands & children under 6.

Marketing Analytics

FROM AUGUST 7-17, 2025

FAIRGOER DATA

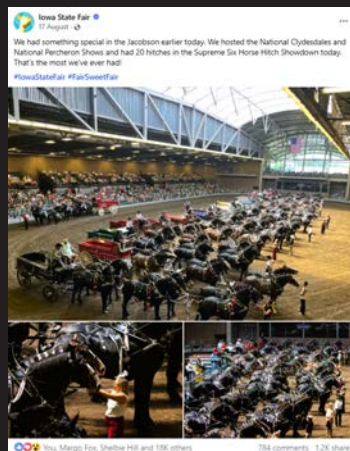
- Average stay: **194 minutes**
- Average income: **\$78,000**
- Average age: **33.7**

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



FACEBOOK

271K LIKES

(up 5%)

INSTAGRAM

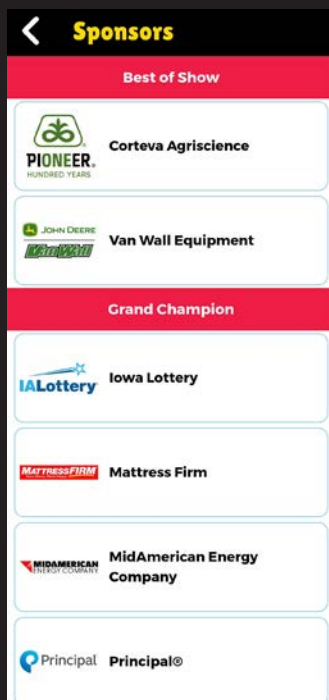
97.1K FOLLOWERS

(up 12%)

X (TWITTER)

71.2K FOLLOWERS

(0% change)



Logos/names & hyperlinks are posted on the "Sponsors" pages of the Fair website & app from June–June of the following year.



Marketing Analytics

FROM AUGUST 7-17, 2025



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



ENJOY THE FIREWORKS SPECTACULAR
PRESENTED BY
**ATLANTIC Coca-Cola
BOTTLING COMPANY**
#IStateBuilding | Locally Made, Nationally Loved.



Sponsor Highlight

AUG 7-17 2025

Don't turn a day at the Fair into a night in jail.

Plan ahead for a **sober ride.**

NO ONE'S A GOOD **DRUNK DRIVER.**

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.



Sponsor Recognition

“Top 11” Newspaper Inserts

318,103 copies were distributed on July 6 through Iowa newspapers, Iowa Farmer Today, grocery stores (Fareway, Hy-Vee, Price Chopper), libraries, hotels, welcome centers, coffee shops, gas stations, farmers markets (Des Moines & Ankeny), CR Kernels baseball games, and the Iowa State Fair lobby and mailing lists.

Fair Sweet Fair

This calendar is just a sample of events and activities that can be found at the 2025 Iowa State Fair, Aug. 7-17. The listings in this insert are subject to change. Please consult the Official Daily Program, distributed with the Sunday, Aug. 3 Des Moines Register, downloaded the Official Iowa State Fair App or visit www.iastatefair.org for specific times and locations. Ticket prices include facility fees charged on all tickets. Pricing varies based on Elix service fees charged for online and phone orders.

Thursday, Aug. 7
Mid-American Energy Day
Forrest Frank
LeCrae
8 p.m. Grandstand \$54-\$54

Nightly Free Stages
• Ty Myers
• The Holy Rocka Rolla
• Taylor Inspired Dance Party

Livestock
Beef & Dairy Cattle, Horses, Sheep, Rabbits, Swine

What's on the Grounds
• Opening Ceremonies
• Twins, Triplets and More Contest
• Farm Crops, Fruit Crops and Horticulture Judging

Sunday, Aug. 10
Iowa Farmers Union Day
Pitbull
Neon Union
8 p.m. Grandstand \$54-\$54

Nightly Free Stages
• The Castles
• Paradox Latin Combo
• Pecco and the Rooftops

Livestock
Beef Cattle, Horses, Draft Horses, Mini Horses, Sheep, Swine, Poultry

What's on the Grounds
• Fiddler's Championship
• Micro Mini Tractor Pull
• DIY Walk-In Paint Projects in the Youth Inn (\$)

Wednesday, Aug. 13
Solar Day
Hairball's Silver Anniversary Tour
8 p.m. Grandstand \$24-\$24

Nightly Free Stages
• Tanned Aids
• Herman's Hermits starring Peter Noone
• Allen Colleen

Livestock
Beef Cattle, Society Horses, Sheep, Meat Goats, Dairy Goats, Stock Dog Trials, Swine

What's on the Grounds
• Seniors Friendly Morning presented by ChildServe
• Hershey's Pitching
• Blue Ribbon Foundation (BNO) sponsored by ARF Iowa

Saturday, Aug. 16
Christensen Farms Day
T-Pain
charlieonfriday
8 p.m. Grandstand \$54-\$54

Nightly Free Stages
• Drake White
• Ron Diamond, hypnotist
• Jason Brown

Livestock
Beef Cattle, Draft Horses, Sheep, Dairy Goats, Meat Goats, Llamas, Rabbits, Swine

What's on the Grounds
• Sale of the Champions
• Llama Limbo
• Tumbling Competition
• Dahlia Show

Friday, Aug. 8
Power Up Iowa Day
Parker McCollum
Josh Abbott Band
8 p.m. Grandstand \$54-\$54

Nightly Free Stages
• Creed Fisher
• The Holy Rocka Rolla
• The Nadas

Livestock
Beef & Dairy Cattle, Horses, Sheep, Poultry, Swine

What's on the Grounds
• Cowgirl Queen Contest
• Classic Car Display
• Big Pumpkin Judging
• Fair After Dark (\$)

Monday, Aug. 11
Iowa Lottery Day
Lynyrd Skynyrd
The Outlaws
8 p.m. Grandstand \$54-\$54

Nightly Free Stages
• Kashus Culppepper
• Six Appeal
• PetRock

Livestock
Beef Cattle, Dairy Horses, Draft Horses, Sheep, Swine

What's on the Grounds
• Piano Playing, Harmonica and Accordion Contests
• Floral/Culture Judging
• Iowa State Patrol K9

Thursday, Aug. 14
Iowa Credit Union Day
Def Leppard
Phil X & The Drills
8 p.m. Grandstand \$69-\$134

Nightly Free Stages
• William Clark Green
• Ron Diamond, hypnotist
• The Pork Tornadoes

Livestock
Beef Cattle, Horses, Draft Horses, Sheep, Meat Goats, Dairy Goats, Rabbits

What's on the Grounds
• Iowa Lottery Scratch-Off World Record Attempt
• Cornhusker Tournament presented by The Raymond Corporation
• Snipe, Hunting and Hunting Contests

Sunday, Aug. 17
STEM Day
Sunday Family
KIDZ BOP
6 p.m. Grandstand \$54-\$54

Nightly Free Stages
• Redferrin
• Rebecca St. James
• Journey from the Heart

Livestock
Beef Cattle, Draft Horses, Sheep, Borer Goats, Llamas, Dogs, Swine

What's on the Grounds
• Supreme Six Horse Hitch
• Mother/Daughter Look-A-Like Contest
• Cribbage Tournament

Saturday, Aug. 9
Chevron Day
Megan Moroney
Kameron Marlowe
8 p.m. Grandstand \$54-\$54

Nightly Free Stages
• Wayne World
• Iowa State Fair Guest Comedians presented by Nubie Hill with Tarpaulin
• The Local 10 Radio to the Beat!

Livestock
Beef & Dairy Cattle, Horses, Sheep, Poultry, Swine

What's on the Grounds
• Governor's Charity Shelter Show
• Bacon Buddies Swine Show
• Mallet Contest
• FFA Parade of Champions

Tuesday, Aug. 12
Titan Day
Rascal Flatts
Neal McCoy
8 p.m. Grandstand \$54-\$109

Nightly Free Stages
• Drew Baddie
• Herman's Hermits starring Peter Noone
• Electric Avenue (MTV 80s Tribute)

Livestock
Beef Cattle, Mini Horses, Draft Horses, Sheep, Swine

What's on the Grounds
• Farm Bureau Member Day
• Iowa Auctioneers Association Open Bid Calling Championship
• Barrel Growing Contest

Friday, Aug. 15
Iowa Corn Day
Hank Williams Jr.
Old Crow Medicine Show
8 p.m. Grandstand \$54-\$89

Nightly Free Stages
• Brent Cobb
• Ron Diamond, hypnotist
• Not Quite Brothers

Livestock
Beef Cattle, Draft Horses & Ponies, Sheep, Dairy Goats, Rabbits, Swine

What's on the Grounds
• Moon Calling, Husband Calling, Hog Calling, Jake Telling Contests
• Decimated Slager and Slager Derby Contest
• Adaptive Sports

Elwell Family Park
• Antique Tractor Pull (FREE): Thursday, Aug. 7, 10 a.m.
• Short Course ATV & ATV Cup (FREE): Saturday, Aug. 9, 10 a.m.
• Chorus Performance (FREE): Sunday, Aug. 10, noon and 2 p.m.
• Outlaw Truck & Tractor Pull (\$): Tuesday, Aug. 12, and Wednesday, Aug. 13, noon
• Sponsored by Titan Tire, Maker of Goodyear Farm Tires
• with media partner WISN The Big Show
• Iowa's Electric Utilities Lineman Rodeo (FREE): Friday, Aug. 15, 8 a.m.
• Remission Derby (\$): Saturday, Aug. 16, noon
• Figure 8 Race (\$): Sunday, Aug. 17, noon
Advance discount tickets for Elwell Family Park events on sale at www.iastatefair.org, the Iowa State Fair Ticket Office beginning July 7 or by calling 800.534.3849.

Thank you

to our 2025 Iowa State Fair Sponsors



AMP Iowa • Aetna • Backyard Living • Barilla • Cargill • ChildServe • Community Choice Credit Union • Delta Dental of Iowa • Des Moines Marriott Downtown • Dr Pepper • Drake University • Drive Smart Iowa • Farm Bureau Financial Services • Farmers Mutual Hall • Giddie • Hilton Des Moines Downtown • Holiday Inn Downtown Mercy Campus • Hoover Presidential Foundation • Housley • IMA • Immanuel • IMT Insurance • Iowa Beef Industry Council • Iowa Corn • Iowa Credit Union League • Iowa Egg Council • Iowa Kiko Goats • Iowa PBS • Iowa Poison Control Center • Iowa Park Producers Association • Iowa Select Farms • Iowa Speedway • John Deere • Law Group of Iowa • Lola's Fine Sauces • MercyOne Health Plan • Mountain Valley Spring Water • Solar Day • Shivers Ford Lincoln of Iowa • The Heritage Foundation • The Lawn Ranger • The Raymond Corporation • Transamerica • U.S. Cellular • UnitedHealthcare • UNITS of Central Iowa • Wyndham Hyatt • Zogen

167.1 Life FM • Iowa Catholic Radio Network • Cumulus Media including: 82.5 KUI, 94.9 KGGG, 97.3 KASH FM, 98.3 The Vibe and 1700 KBBG • We are Iowa - Local 52WZ • Des Moines Register • HeartRadio, including 167.3 KISS FM, 100.3 The Rock, NewsRadio 1040 WRD, WRD Big Show, NOW 105.1, 96.5 The Bull and 1480/106.3 KXNO • Iowa Agribusiness Radio Network • Iowa PBS • IMC Conversions, Inc. • KCCI TV • KDSM Fox 17 • KIX 101.1 and 1230 WFJB AM/93.0 FM • Pulse 101.7 • Des Moines Media Group including: LAZER 103.3, 93.9 KIDA, HITS 98.1, 104.1 EZ FM, HOPE 94.1, 1250 ESPN, The OUTLAW, Pure Hides 104.5 and 108.2 5.3 • WRD 13 TV - Iowa Farmer Today

Sponsor Recognition

Official Daily Program Newspapers

30,000 copies were distributed on August 3 through the Des Moines Sunday Register, and an additional 10,000 were distributed at the Fair. The online program on DMR.com had 8K+ users, 300K+ page views, and an average reading time of 5 minutes.

Thank you

to our 2025 Iowa State Fair Sponsors!

Best of Show



Grand Champion



Champion



Purple Ribbon



Blue Ribbon



Red Ribbon

AARP Iowa	Iowa Select Farms
ChildServe	Metronet
Dr Pepper	Mountain Valley Spring Water
Drive Smart Iowa	Solar Day
Farm Bureau Financial Services	Stivers Ford Lincoln of Iowa
HOLT Plumbing, Heating, Cooling & Electrical	Suffolk Construction
IMT Insurance	The Lawn Ranger
Iowa Corn	Transamerica
Iowa Credit Union League	Wyffels Hybrids

White Ribbon

Aetna	Holiday Inn Downtown	Iowa Speedway
Backyard Living	Mercy Campus	John Deere
Barilla	Housby	Law Group of Iowa
Best Western Plus	IABE	Lola's Fine Sauces
Altoona Inn	Immanuel	MercyOne Health Plan
Cargill	Iowa Beef Industry Council	The Heritage Foundation
Delta Dental of Iowa	Iowa Egg Council	The Raymond Corporation
Des Moines Marriott Downtown	Iowa Kiko Goats	U.S. Cellular
Drake University	Iowa PBS	UnitedHealthcare
Farmers Mutual Hail	Iowa Poison Control Center	UNITS of Central Iowa
GuideOne	Iowa Pork Producers Association	Warners' Stellan
Hilton Des Moines Downtown		Zinpro

Media

107.1 Life FM	iHeartRadio: 107.5 KISS FM, 100.3 The Bus, 1040 WHO, NOW 1051, 1460 KXNO, 1430 KASI, 96.9 The Bull	1350 ESPN Hits 99.9
92.5 KJJY		Hope 940
94.9 KGGO		Pure Oldies 104.5
97.3 NASH FM		93.7 The Outlaw
98.3 The Vibe		Lazer 103.3
1700 The Champ		More 104.1 FM
ALT 1063		Iowa Catholic Radio
We are Iowa-Local 5/CW 23		WHO 13
Des Moines Register		Iowa Farmer Today
The Big Show		
Iowa Agribusiness Radio Network		

Sponsor Recognition

Daily Pocket Guides

300,000 copies were available at all gates and Information Booths, recognizing the Day of Fair sponsor on the cover.



Wayfinding Maps

Printed by Lashier Graphics & Signs, Fairgrounds wayfinding maps are posted year-round at six main gates and during the Fair at six Information Booths.



Official Sponsor Towers

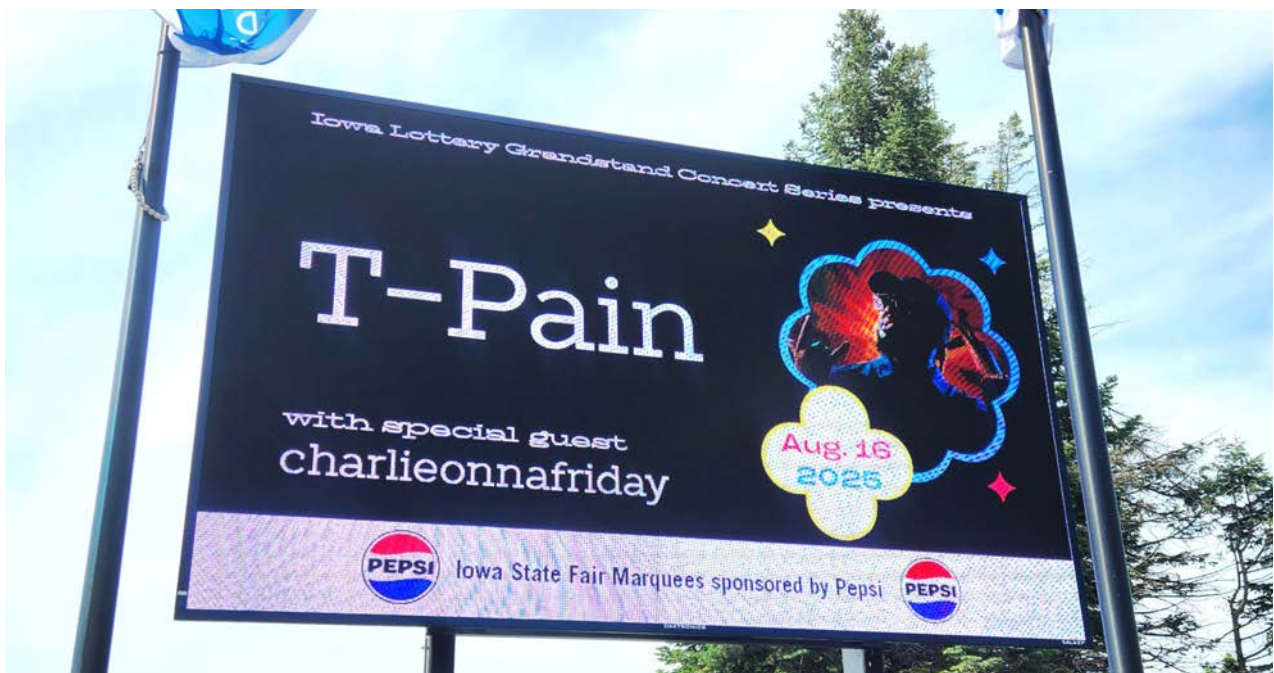
Located on the east and west ends of the Grand Concourse, these two-sided towers featured all seven sponsor levels.



Sponsor Recognition

University Avenue Marquees

Cycling every couple minutes, the five sponsor logo slides played for seven seconds each on the two marquees along University Ave. Day of Fair and themed-day sponsors also had slides.





Sponsor Exhibits & Displays



Sponsor Exhibits & Displays



Mobile Marketing

Located on the west side of the Fairgrounds, three main Mobile Marketing locations provided high visibility and the opportunity to exhibit outdoors for one to 11 days.

Thank you to the following 2025 Mobile Marketers:

American Welding Society • AudioNova • Aveda Institute
Diabetic Equipment and Supplies • Firestone Ag Tires
FOX News • Hoover Presidential Foundation • Iowa Legal Aid
Leaf Home Water Solutions • SugarBee Apples • Sunbelt Bakery
Titan Tire, Maker of Goodyear Farm Tires • U.S. Air Force • Verizon



Mobile Marketing



Rotating Booth

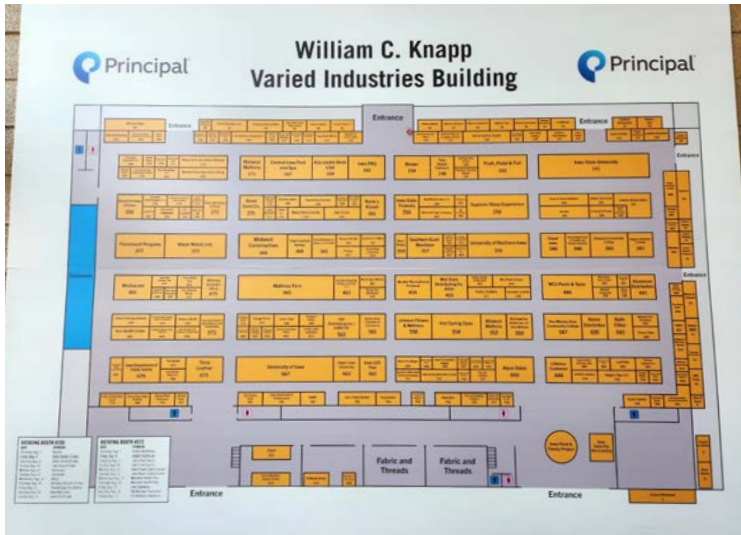
Located on prominent corners of the William C. Knapp Varied Industries Building, two 10' x 10' booths provided the opportunity to exhibit inside the Fair's largest, most-visited venue for one to three days.

Thank you to the following 2025 Rotating Booth sponsors:

**Aetna • Barilla • Delta Dental of Iowa • Immanuel
Iowa Kiko Goats • Iowa Poison Control Center
Iowa Speedway • Law Group of Iowa • Lola's Fine Sauces
MercyOne Health Plan • The Heritage Foundation
UnitedHealthcare • Window Concepts of Iowa**



Rotating Booth



2026 Theme



Future Fair Dates

2026

August 13-23

2027

August 12-22

2028

August 10-20



We look forward to partnering
with you again at the

2026 Iowa State Fair!
August 13-23



Julianna Curtis
Sponsorship Director

Iowa State Fair
PO Box 57130
3000 E Grand Avenue
Des Moines, IA 50317

jcurtis@iowastatefair.org
515-401-1676 Direct
515-229-1479 Fairtime Cell

www.IowaStateFair.org/Sponsors

