



Iowa State Fair

Sponsorship

Report

IowaStateFair

NOTHING
COMPARES

AUG
7-17
2025

IOWASTATEFAIR.ORG
800.545.FAIR



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The background of the table of contents features a large, illuminated "IOWA STATE FAIR" sign. The sign is composed of individual letters, each containing a grid of small lights. Above the sign, several fireworks are exploding in the dark sky, creating bright, glowing streaks and bursts of light.

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

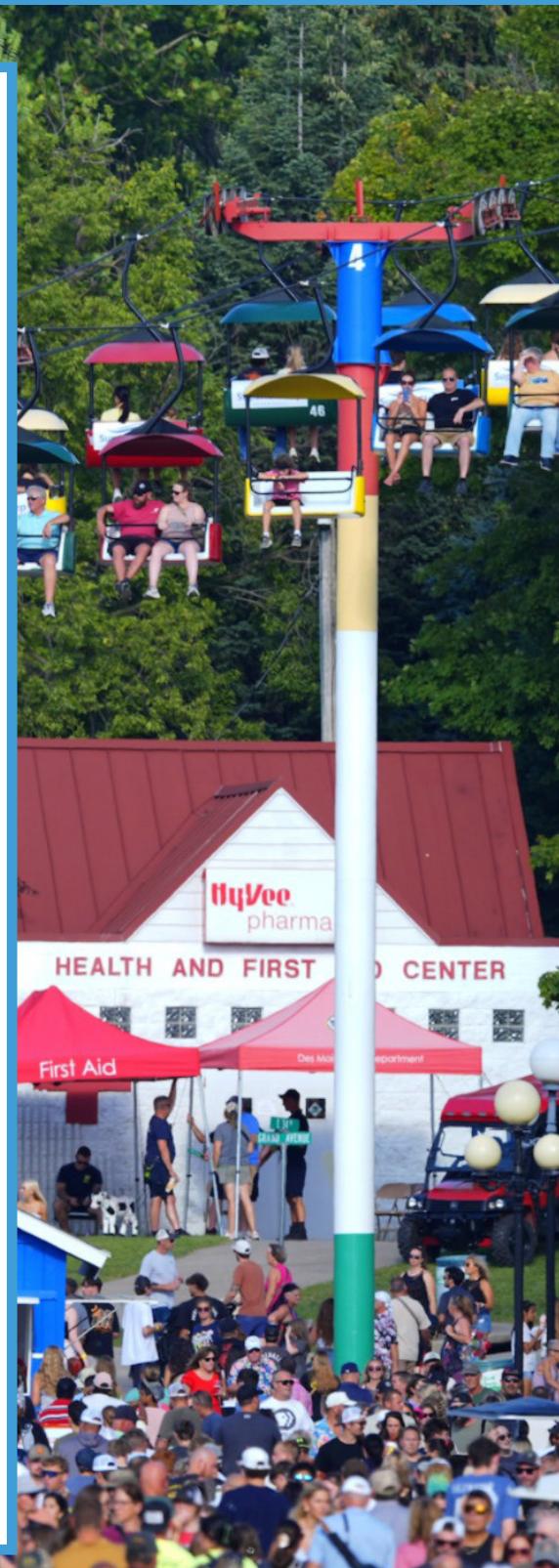
Tuesday, August 12

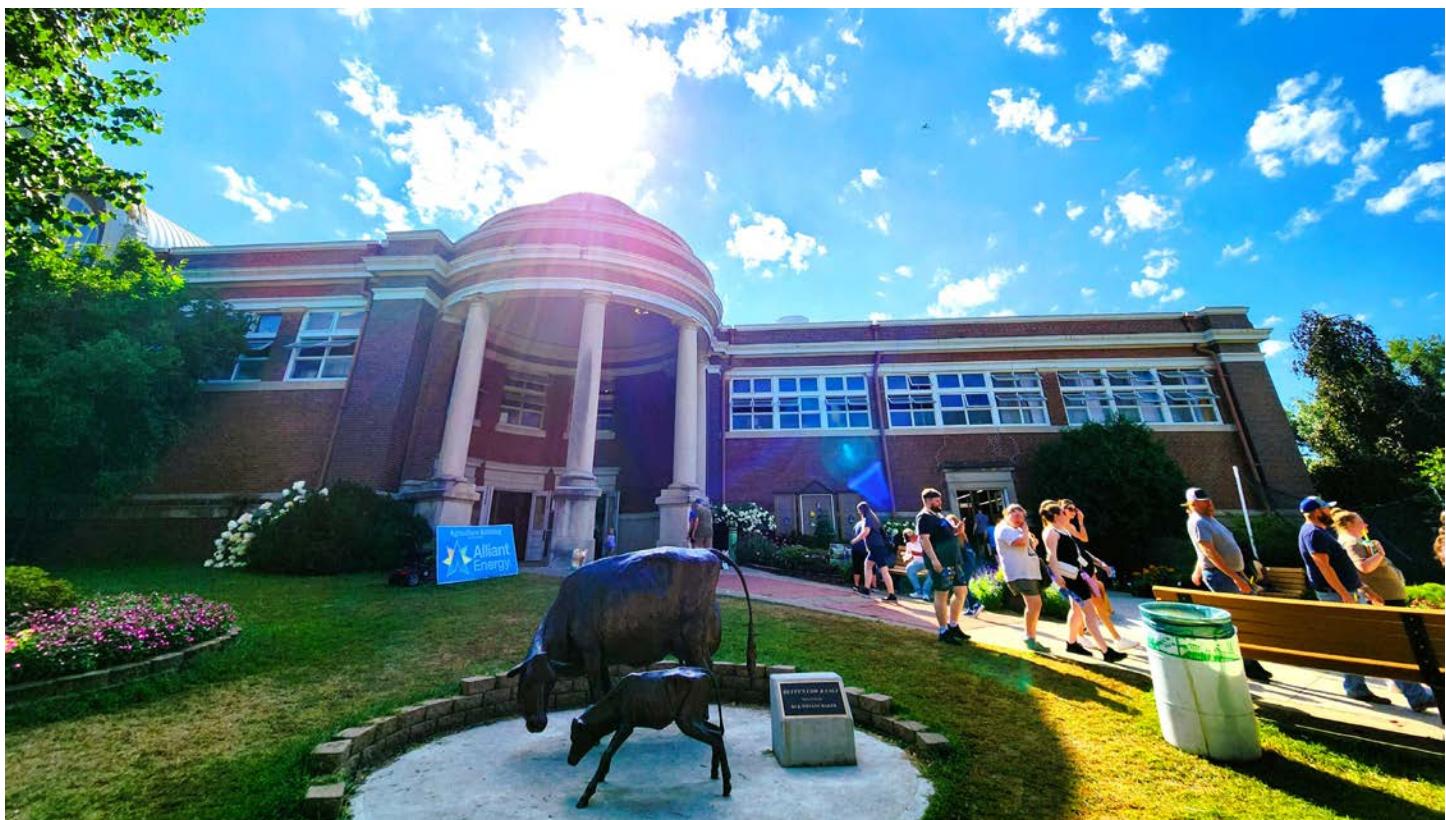
102,080

99,872

*indicates heat above 90°

**indicates some rain





IowaStateFair

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 Tornados 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	Gate 7	Gate 5
230,970	61,738	32,791
Gate 11	Gate 13	Gate 6
189,248	59,909	15,930
Gate 10	Gate 4	Gate 16
125,535	58,951	4,102
Gate 8	Gate 9	Infield/Pit
68,359	46,917	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

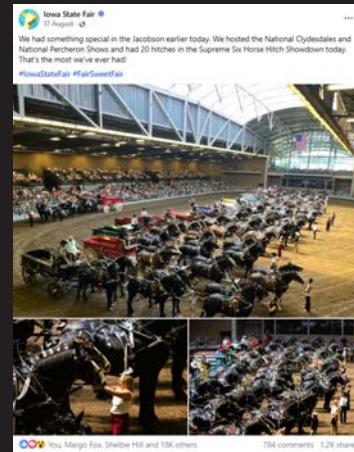
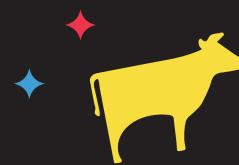
- Average stay: **194 minutes**
- Average income: **\$78,000**
- Average age: **33.7**

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

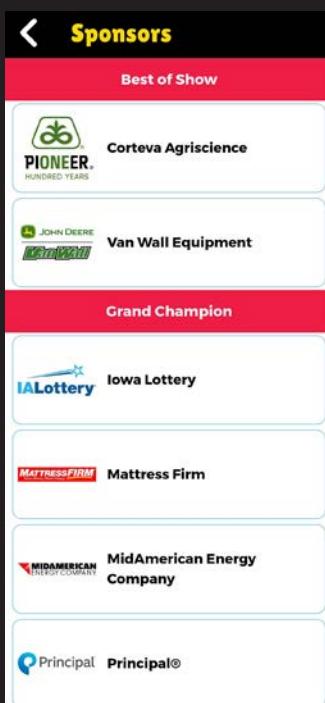
97.1K FOLLOWERS

(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

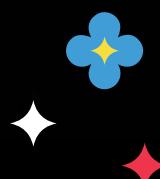


E-NEWSLETTER

- **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



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 ride share. 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.

Thank you

to our 2025 Iowa State Fair Sponsors



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

ChildServe

Dr Pepper

Drive Smart Iowa

Farm Bureau Financial Services

HOLT Plumbing, Heating, Cooling & Electrical

IMT Insurance

Iowa Corn

Iowa Credit Union League

Iowa Select Farms

Metronet

Mountain Valley Spring Water

Solar Day

Stivers Ford Lincoln of Iowa

Suffolk Construction

The Lawn Ranger

Transamerica

Wyffels Hybrids

White Ribbon

Aetna

Backyard Living

Barilla

Best Western Plus

Altoona Inn

Cargill

Delta Dental of Iowa

Des Moines Marriott

Downtown

Drake University

Farmers Mutual Hail

GuideOne

Hilton Des Moines

Downtown

Holiday Inn Downtown

Mercy Campus

Housby

IAble

Immanuel

Iowa Beef Industry

Council

Iowa Egg Council

Iowa Kiko Goats

Iowa PBS

Iowa Poison Control

Center

Iowa Pork Producers

Association

Iowa Speedway

John Deere

Law Group of Iowa

Lola's Fine Sauces

MercyOne Health Plan

The Heritage Foundation

The Raymond Corporation

U.S. Cellular

UnitedHealthcare

UNITS of Central Iowa

Warners' Stellian

Zinpro

Media

107.1 Life FM

92.5 KJY

94.9 KGO

97.3 NASH FM

98.3 The Vibe

1700 The Champ

ALT 1063

We are Iowa-

Local 5/CW 23

Des Moines Register

The Big Show

Iowa Agribusiness

Radio Network

iHeartRadio: 107.5 KISS

FM, 100.3 The Bus,

1040 WHO, NOW 1051,

1460 KXNO, 1430 KASI,

96.9 The Bull

Iowa PBS

IMC, Inc.

KCCI 8

KDSM Fox 17

KIX 101.1

Pulse 101.7

STAR 102.5

KIOA 93.3

1350 ESPN

Hits 99.9

Hope 940

Pure Oldies 104.5

93.7 The Outlaw

Lazer 103.3

More 104.1 FM

Iowa Catholic Radio

WHO 13

Iowa Farmer Today

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.



Official Sponsor Towers

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



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.





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.

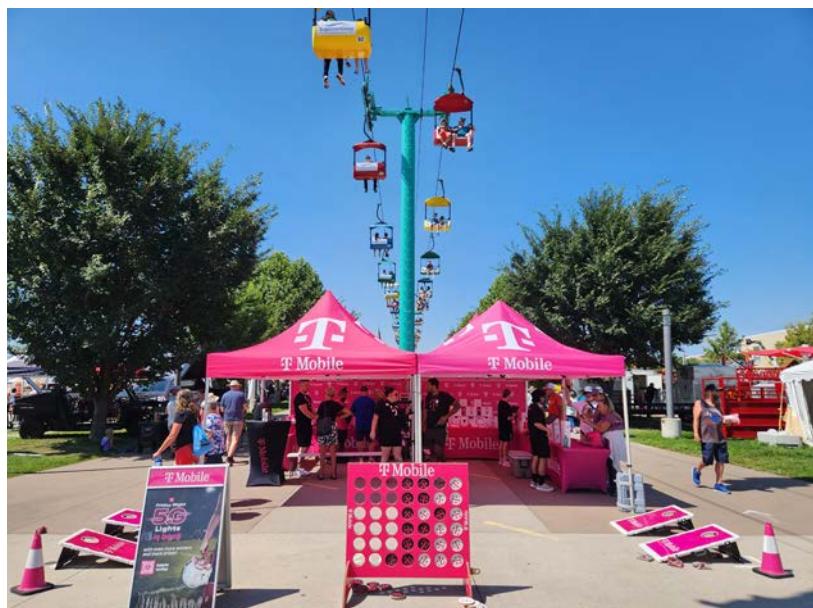




Sponsor Exhibits & Displays



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

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