



Friend of the Fair Sponsorship Program

For more than 160 years, the Dane County Fair has served thousands as the perfect summertime destination. Whether you visit for the food, entertainment, or the 4-H projects, the Dane County Fair has something to offer everyone. Through the generous support of our sponsors, the Dane County Fair hopes to continue the tradition of providing family fun at a low cost. Is there a particular aspect of the Fair that you would like to sponsor? The Dane County Fair is happy to create unique sponsorships tailored to your goals. As a token of our appreciation, Friend of the Fair Sponsors will receive the following:

GRAND CHAMPION LEVEL - \$5,000 AND ABOVE

Everything included at the Champion Level
Recognition on radio and TV commercial spots
A total of eight season passes to the Dane County Fair

CHAMPION LEVEL - \$2,500 - \$4,999

Everything included at the Blue Ribbon Level
Logo recognition on printed materials
Logo recognition on the Sponsor page of danecountyfair.com
A total of four season passes to the Dane County Fair

BLUE RIBBON LEVEL - \$1,000 - \$2,499

Everything included at the Red Ribbon Level
Link to company website on the Sponsor page of danecountyfair.com
Special call out on Dane County Fair's social media pages

RED RIBBON LEVEL - \$250 - \$999

Everything included at the White Ribbon Level
Listing on signage on-site at the Dane County Fair

WHITE RIBBON LEVEL - Under \$250

Listing in official Fair schedule
Listing on the Sponsor page of danecountyfair.com
Four daily passes to the Dane County Fair



Friend of the Fair Sponsorship

Sponsor Levels: **Grand Champion Sponsor: \$5,000 and above**
 Champion Sponsor: \$2,500-\$4,999
 Blue Ribbon Sponsor: \$1,000-\$2,499
 Red Ribbon Sponsor: \$250-\$999
 White Ribbon Sponsor: Under \$250

Thank you for becoming a Friend of the Dane County Fair! Please fill out the form below and return it to the address at the bottom of the page. If you are interested in a specific sponsorship, please contact Kayla Sonnenburg at ksonnenburg@wdexpo.com and she will happily help you. Dane County Fair is a 501c3 organization. Thank you again for your generous support.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Preferred Contact: () Phone () Email

Amount Donating: \$ _____

Name to be used in Listing: _____

Please return the completed form with payment to:

Dane County Fair
3310 Latham Drive
Madison, WI 53713