



# 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 - \$249 AND UNDER**

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: \$249 and under**

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](mailto: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