

Dane County FAIR



Sponsorship Opportunities



July 19-22, 2018

Madison, WI

Alliant Energy Center

www.danecountyfair.com

The Dane County Fair is a 501(c)3 non-profit event dedicated to celebrating youth achievement while providing a fun event for the community. Dane County Fair is one of the oldest and most successful annual events in Madison with over 160 years of experience and an annual attendance of 40,000.

Sponsorship is made available to companies and individuals interested in supporting valuable youth programs while gaining exposure for their company and ensuring the financial viability of the Fair.

This booklet is a partial menu of available sponsorship opportunities at this year's Dane County Fair. For additional details or to discuss a custom sponsorship package to best meet your needs, please contact Kayla Sonnenburg at 608-224-0500 or ksonnenburg@wdexpo.com.

Unique Opportunities

Kiddie Farm - \$250

One of the most popular items at the Fair is the Kiddie Farm. It is the one chance for many urban kids to get up close and personal with real farm animals. Help keep this area going strong by joining us as a Kiddie Farm Sponsor for just \$250! Each sponsor gets their name added to the sponsor board in the Kiddie Farm.

Kid's Day Naming Rights on Friday - \$2,500

Come one come all and enjoy all the exciting events we have geared specifically towards kids. There are all sorts of activities, including cookie decorating, crown making, and an ESPN activity center. This day draws hundreds of youth from summer camps and daycares.

Included in the package are:

- Naming rights on Friday of the Fair to be "Kid's Day presented by YOUR COMPANY", which includes logo and recognition on the website, in the daily schedule, in social media, and in news releases.
- Placement of signage at all three gates.
- On-site space for a special promotion or activity will also be available.

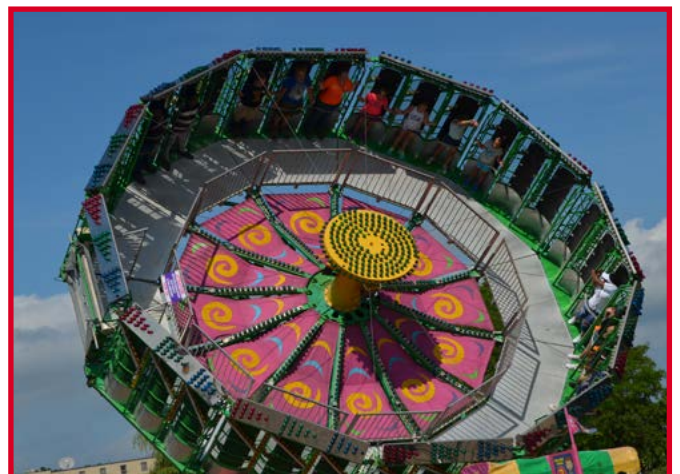
Fair Staff Shirts - \$500

First impressions and last impressions! You could have your company logo on shirts worn by every gate worker at the Fair! These are the people who take tickets and help provide assistance to all visitors at the fair.

Midway Naming Rights on Friday - \$2,000

Looking for an excellent advertising opportunity that also drives customers into your store? This sponsorship package includes all sorts of perks:

- Naming rights on Friday of the Fair to be "YOUR COMPANY Day on the Midway", which includes logo and recognition on the website, in social media and in news releases.
- \$5 off an All-You-Can-Ride wristband coupon – these coupons featuring your company will be available exclusively at your business, driving new customers through your door. (typically 10,000 coupons are distributed)
- Online version of the \$5 off an All-You-Can-Ride wristband coupon featuring your company, which will be promoted via social media, expanding the promotional value of this sponsorship package even more.



Unique Opportunities Cont.



Mobile Marketing

The Dane County Fair is open to all sorts of unique marketing ideas. We've worked with many different promotional events such as the Walgreens Way to Well Tour, the Aquafina Blimp, the Oscar Meyer Wienermobile and the American Egg Board Marching Band. We would be happy to create special on-site opportunities to promote your product in a fun and exciting way.

Company Picnic and Event Services

Does your company have an annual summer picnic? Are you planning a family reunion? Why not hold it at the Fair? The Dane County Fair is all about fun! We'll do all the work for you to make the process easy and very affordable, too. Food, entertainment, stage shows, huge carnival, concerts and more will all be at the ready to help entertain and thrill your co-workers! We can even provide private meeting space for you if you like. Email dcf@wdexpo.com to get started on customizing your own special event!

Group Ticket Promotions

If you would like to provide a large group with tickets, the Dane County Fair has several options that can meet your needs. Discounted advance tickets are available to groups of 20 or more people.

Tickets can also be customized to carry your company logo. This is a great option and allows you to give away tickets to employees and customers for substantially less than the full gate admission cost. The best part is that you only pay for tickets that are actually redeemed at the gate! This is a great marketing tool for companies of any size. Contact the Fair Office to discuss how this can work for your company.



On-Site Signage

Golf Cart Signage - \$1,500

Golf carts are an important mode of transportation around the grounds for Fair staff, grounds crew and security. The carts are in constant motion and always in the public eye. Why not put your ad on them? Your sponsorship will include your banners on the golf carts. Very visible and very trendy!

Bleachers - \$250

Seating is at a premium at our major stage shows and attractions. Why not have your banner included on the bleachers? Your 3'x8' banner can be hung on the bleachers for just \$250.



Gate Signage - \$250/gate/day

(packages for the full week are available)

Want everyone at the Fair to know who you are? Why not have your banner hung at the entrance gates? Be the company to welcome the thousands of families to the Fair!

Gates Naming Rights - \$2,500/gate

Make a big splash at the Fair! We will promote the fact that your gate is the "Your Company Gate" at the Fair in the Daily Schedule, and give you the opportunity for signage, sampling or couponing at your gate. This is an outstanding opportunity, but limited to the first three companies to sign on!

Judging Ring Banner Placement - \$250

Get your name and logo in a high visibility area by sponsoring your 3'x8' banner in the Horse, Dairy and Beef showring in the New Holland Pavilions. Banner placement in other showrings is also available, including options in the swine, sheep or dog showrings.



Horse Practice Arena - \$100

Hundreds of horses convene in Madison for the Fair, and many of them take daily practice in the outdoor horse practice area. Sponsorship includes placement of your banner around the ring.

