

Sponsorship Opportunities with the Iowa State Fair



IowaStateFair

Connect.





Dear Potential Sponsor:

Thank you for your interest in the great Iowa State Fair! An Iowa tradition since 1854, the Iowa State Fair is Iowa's largest event and attracts people from all over the country. Considered America's classic state fair, Iowa's ag-extravaganza is also featured in the New York Times best-selling travel book, "1,000 Places to See Before You Die."

Each year, Fair-goers from all over the world look forward to the Iowa State Fair. We know that "**Nothing Compares**" to the Iowa State Fair and the 2012 Fair will be no exception! From funnel cakes and Ferris wheels, food on a stick and free entertainment, to premier livestock events and the country's largest state fair food department, the Iowa State Fair has something for everyone! Attending the Iowa State Fair is a yearly tradition for many people, something they love and look forward to.

As an official sponsor of the Fair, your organization has the opportunity not only to be a part of this tradition, but to reach a broad and receptive audience. Please take a moment to learn more about the benefits of official sponsorship status at the Iowa State Fair. These levels are guidelines and each sponsorship package will be modified to meet your specific needs.

I look forward to helping you plan a successful sponsorship that will help fulfill your marketing goals. If you have any questions please do not hesitate to contact me at jenna@blueribbonfoundation.org or 515-262-3111 ext 676. See you at the Fair!

Best Wishes,

A handwritten signature in blue ink that reads "Jenna".

Jenna Reece
Sponsorship Director

Interact.



Who Attends the Iowa State Fair?

Who They Are

Age

- Mean: 48.64 years
- 31% are 30-39 years
- 39% of Fairgoers have one or more children

Gender/Race

- 51% Male
- 49% Female
- 95% White

Income

- Mean Income: \$59,635
- 59% Employed (full time)
- 19% Retired

- 83% Married
- 45% 2 person Household

Where They Live

- 53% Large metro/city suburbs
- 23% Small to medium city
- 24% Small town/rural area

How They Experience the Fair

- Mean Expenditure: \$125.15
- Mean Time Spent: 6.82 hours
- 63% of Fairgoers spent between \$21 and \$100
- 94% of all surveyed were "very aware" or "somewhat aware" of the Fair

-- taken from 2005 survey

Annual Fair Attendance

2011 - 1,080,959	2005 - 1,005,238	1999 - 969,000
2010 - 967,381	2004 - 1,054,000	1998 - 941,000
2009 - 1,006,501	2003 - 1,012,000	1997- 946,000
2008 - 1,109,150	2002 - 1,008,000	1996- 918,000
2007- 1,002,464	2001- 986,000	1995- 780,000
2006- 1,013,063	2000 - 978,000	1994 - 913,000

Invest.



Sponsorship in the Marketing Mix

Sponsorship is an investment and has become an important part of the marketing mix for many organizations. Sponsorship has unique qualities, allowing a sponsor to directly interact with and be in front of a target market. When a sponsor is associated with a positive organization, such as the Iowa State Fair, these interactions can lead to an increase in brand loyalty and brand awareness.

We believe that sponsorship is a partnership and we are committed to making your experience with the Iowa State Fair a positive one. We want to work with you to establish objectives for your sponsorship to capitalize on the draw and reputation of the Iowa State Fair. By establishing your goals early on, we can better help you leverage your sponsorship so that those goals can be met.

We will help you develop creative ways to reach your audience so that your sponsorship can be successful. Sponsorship of the Iowa State Fair not only gets your name in front of potential customers, but allows you and your employees to directly interact with them.

As a sponsor, you have the opportunity to bring your product or concept to a live audience through association with the public and on-site sampling. You also have the right to use the official sponsor and Fair corporate logos, along with other exclusive benefits, available only to sponsors (please see pages 11-15 for details.) We also provide a hospitality suite during the Fair for sponsors to come and enjoy a beverage, a snack and a cool place to take a break.

Fees paid through sponsorship directly impact the general operating budget of the Iowa State Fair. These funds are different from those raised by the Blue Ribbon Foundation, the fund raising arm of the Fair, which supports ongoing renovations and capital improvements on the Iowa State Fairgrounds. Contributions made to the Blue Ribbon Foundation are not considered sponsorships and are charitable tax-deductions.

Why Sponsor?

Sponsors have the opportunity to do many things through their sponsorship at the Iowa State Fair, including:

- Increase brand loyalty
- Create/Heighten awareness and visibility
- Change/Reinforce image
- Shape consumer attitudes
- Showcase community responsibility
- Drive sales
- Sample/Display brand attributes

How can I select an appropriate sponsorship?

There are many considerations to make regarding the partnership between your organization and the Iowa State Fair. By selecting an appropriate sponsorship, we will help ensure that you are able to reach the greatest number of people in your target market. We will work with you to find an opportunity that will have the greatest impact for you and your marketing goals. Some things to think about:

- Image compatibility
- Audience composition
- Ability to leverage
- Media
- Ability to impact consumer sales
- Efficiency and ease of administration
- Continuity/ability to extend partnership

Sponsor Time Line

September - December, 2011

- Renewal agreements submitted to sponsors with first right of refusal

January 1 - February 1, 2012

- Renewal contracts must be accepted or declined

January - April

- Booking of entertainment (strolling entertainers, stage acts, attractions, Grandstand)

May 1

- First payment due
- Full color & black/white logos needed.
- Certificate of liability insurance due
- Deadline for inclusion in the Iowa State Fair brochure & Daily Program
- Mid-May Grandstand line-up announced and order form sent. Orders must be returned ASAP!

June 1

- Second payment due (if applicable)

July

- Credentials (admission/parking tickets, on-grounds passes, Grandstand tickets) will be sent only to those sponsors who have made payment in full

August 4-8

- Preparation time (restricted access to Fairgrounds)

August 9-19

- "Nothing Compares" to the 2012 Iowa State Fair. All exhibits must be ready to operate by 9 a.m. on the first day and each day thereafter.

Participate.



Champion

Your Investment: \$50,000-\$99,999

Example of what Champion level sponsors are entitled to:

- Entertainment Stage sponsorship
- Select Building Sponsorship

Marketing Benefits:

- Recognition as an Official Sponsors of the Iowa State Fair
- Logo in approximately 845,000 Special Fair Newspaper Insert (distributed mid-July in The Sunday Des Moines Register and other publications throughout the state.
- Title listing in 268,000 official daily programs distributed statewide in The Sunday Des Moines Register (estimated readership 600,000)
- Title listing in 100,000 official daily programs distributed at admission gates during the Fair
- Title listing in 220,000 Daily Pocket Activity Guides distributed at Iowa State Fair information booths
- Sponsor recognition on the electronic message center on Grand Ave.
- Announcement of sponsorship in news releases distributed to statewide media outlets (*name/logo listing is not guaranteed in news releases, however ISF marketing department makes special efforts to include sponsors in applicable news releases.*)
- Title listing on the Iowa State Fair web site (www.iowastatefair.org)
- Logo link on the Iowa State Fair web site
- Right to use the Fair's name and logo for advertising and promotional purposes (*logo to be provided by the Iowa State Fair. All pieces must be approved by the Iowa State Fair.*)

Example Exclusive Benefits (varies)

- 200 admission tickets
- 75 parking tickets
- 20 Grandstand show tickets
- Exhibit space for promotional activities
- Selling or sampling rights

Purple Level

Your Investment: \$25,000 to \$49,999

Example of what Purple level sponsors are entitled to:

- Building Sponsorship

Marketing Benefits:

- Recognition as an Official Sponsors of the Iowa State Fair
- Logo in approximately 845,000 Special Fair Newspaper Insert (distributed mid-July in The Sunday Des Moines Register and other publications throughout the state.
- Title listing in 268,000 official daily programs distributed statewide in The Sunday Des Moines Register (estimated readership 600,000)
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- Title listing in 220,000 Daily Pocket Activity Guides distributed at Iowa State Fair information booths
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Example Exclusive Benefits (varies)

- 100 admission tickets
- 50 parking tickets
- 12 Grandstand show tickets
- Exhibit space for promotional activities
- Selling or sampling rights

Blue Level

Your Investment: \$24,999-\$15,000

Example of what Blue level sponsors are entitled to:

- Select Building Sponsorship
- Select Exhibit Sponsorship

Marketing Benefits:

- Recognition as an Official Sponsors of the Iowa State Fair
- Logo in approximately 845,000 Special Fair Newspaper Insert (distributed mid-July in The Sunday Des Moines Register and other publications throughout the state.
- Title listing in 268,000 official daily programs distributed statewide in The Sunday Des Moines Register (estimated readership 600,000)
- Title listing in 100,000 official daily programs distributed at admission gates during the Fair
- Title listing in 220,000 Daily Pocket Activity Guides distributed at Iowa State Fair information booths
- Sponsor recognition on the electronic message center on Grand Ave.
- Announcement of sponsorship in news releases distributed to statewide media outlets *(name/logo listing is not guaranteed in news releases, however ISF marketing department makes special efforts to include sponsors in applicable news releases.)*
- Title listing on the Iowa State Fair web site (www.iowastatefair.org)
- Logo link on the Iowa State Fair web site
- Right to use the Fair's name and logo for advertising and promotional purposes *(logo to be provided by the Iowa State Fair. All pieces must be approved by the Iowa State Fair.)*

Example Exclusive Benefits (varies)

- 75 admission tickets
- 30 parking tickets
- 8 Grandstand show tickets
- Exhibit space for promotional activities
- Selling or sampling rights

Red Level

Your Investment: \$7,500-\$14,999

Example of what Red level sponsors are entitled to:

- Select Building Sponsorship
- Select Exhibit Sponsorship
- Day at the Fair
- Strolling Entertainment Sponsorship
- Fresh Tracks Music Sponsorship

Marketing Benefits:

- Recognition as an Official Sponsors of the Iowa State Fair
- Logo in approximately 845,000 Special Fair Newspaper Insert (distributed mid-July in The Sunday Des Moines Register and other publications throughout the state.
- Title listing in 268,000 official daily programs distributed statewide in The Sunday Des Moines Register (estimated readership 600,000)
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Example Exclusive Benefits (varies)

- 50 admission tickets
- 25 parking tickets
- 4 Grandstand show tickets

White Level

Your Investment: \$5,000 to \$7,499

Example of what White level sponsors are entitled to:

- Select Exhibit Sponsorship
- Little Hands on the Farm Building Sponsorship
- Daily Parade Sponsorship

Marketing Benefits:

- Recognition as an Official Sponsors of the Iowa State Fair
- Logo in approximately 845,000 Special Fair Newspaper Insert (distributed mid-July in The Sunday Des Moines Register and other publications throughout the state.
- Title listing in 268,000 official daily programs distributed statewide in The Sunday Des Moines Register (estimated readership 600,000)
- Title listing in 100,000 official daily programs distributed at admission gates during the Fair
- Title listing on the Iowa State Fair web site (www.iowastatefair.org)
- Right to use the Fair's name and logo for advertising and promotional purposes
(logo to be provided by the Iowa State Fair. The provided logo may not be altered in anyway with out approval from the Iowa State Fair Authority. All pieces must be approved by the Iowa State Fair.)

Example Exclusive Benefits (varies)

- 25 admission tickets
- 15 parking tickets

Results.



Sponsorship Snapshots



(left) Agriculture Building sponsored by Alliant Energy.

(below) Anderson Erickson Dairy does sampling near their sponsored stage.



(below) Strolling entertainment, Bandaloni, sponsored by Mountain Valley Water.



(above) Windstream Communications takes advantage of prime real estate on Grand Avenue as a Day of the Fair sponsor.

(right) Tractor Supply Company sponsors The Way We Live Award presented to outstanding Iowa farm families in the Animal Learning Center.



(right) Dodge's display area in the Machinery Grounds .



(below) Fair information booths are sponsored by Meskwaki Bingo Casino Hotel



(right) Kum & Go sponsors the map directory signs.

(below) Performers on the Budweiser stage.



(above) Sponsors are listed on the marquee on Grand Avenue during the Iowa State Fair.



(right) The Cowgirl Queen Contest is sponsored by Hawkeye Tack & Western Wear.



(left) Pioneer Livestock Pavilion sponsored by Prairie Meadows Racetrack & Casino



(above) Anne & Bill Riley Stage sponsored by Pepsi.



(above) Iowa State Fair Grandstand, sponsored by US Cellular.



(right) John Deere, Official Tractor of the Iowa State Fair.

(below) Chainsaw Carver sponsored by Ziegler Rentals.



(above) 4-H Exhibits Building sponsored by Touchstone Energy Cooperatives.





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