THANK YOU!

FOR THE FOURTH TIME IN FIVE YEARS, THE IOWA STATE FAIR SET AN ATTENDANCE RECORD.

GREAT WEATHER, PRESIDENTIAL CANDIDATES ON THE SOAPBOX, MORE THAN 125,000 CONCERT GOERS, PLUS DOZENS OF PARTNERSHIPS CREATED THROUGH THE SPONSORSHIP PROGRAM ALL CONTRIBUTED TO THIS YEAR’S SUCCESS.

THANK YOU FOR JOINING US IN MAKING THE IOWA STATE FAIR ONE OF THE BEST ANNUAL ATTRACTIONS IN THE USA!

*Cover photos courtesy Mark Iwig Photography*
MESSAGE TO SPONSORS

The 2019 Iowa State Fair was another record-setter! In several ways!

First, with 2019 attendance. We smashed the record with a total of 1,170,375 visitors. That’s more than 40,000 additional Fairgoers over 2018 Fair attendance. Why? Well, the weather was a HUGE factor plus a 51% increase in Grandstand concert tickets sold and nearly every Democratic Presidential candidate hopeful had their 20 minutes on the Des Moines Register’s Soapbox. The Grandstand Concert Series with new sponsor Coors Light drew a record-setting 128,502 concert-goers. WOW!!

For more than 150 years, the Iowa State Fair has been a source of family entertainment. Livestock competitions, concerts, thrill rides, food, or just to people watch, the crowds gather on the Iowa State Fairgrounds for the most fun-filled eleven days in August. As an official sponsor of the Fair, you had a tailored opportunity to interact with nearly 1.2 million people!

THANK YOU to all 84 sponsors for making these milestones possible. The 2019 Fair was an exciting place to eat, shop, play, be entertained, and experience what’s special about our state and its people. Collectively you contributed more than $2.3 million in cash and in-kind services. Yes, that’s another all-time record!

Special thanks to the Best of Show sponsors, who represent a new level of recognition at the 2019 Fair:
- Corteva Agriscience
- Van Wall Equipment/John Deere
- Goldman Sachs 10,000 Small Businesses

Also thanks to the Grand Champion and Champion sponsors:
- Coors Light
- MidAmerican Energy Company
- U.S. Cellular
- Principal
- Mattress Firm
- Sleep Number
- Pioneer
- Winnebago
- Iowa Realty

Here’s a shout out to the 15 NEW sponsors who joined (or re-joined) the Fair in 2019:
- Corteva Agriscience
- Goldman Sachs 10,000 Small Businesses
- Microsoft
- Aetna
- Exile Brewing Company
- Iowa Total Care
- LeafFilter
- Iowa Select Farms
- Metro by T-Mobile
- Nintendo
- Hilton Des Moines Downtown
- Better Business Bureau
- Power Up Iowa Wind
- Holiday Inn Downtown Mercy Campus
- Solar Day

The newly renovated East 31st Street corridor was a busy thoroughfare featuring a new streetscape, sidewalks, grass, and light poles. Fairgoers were drawn to several new attractions here including Thrill Zone, the Clydesdales’ stables, and Power Up Iowa Wind’s 185-foot wind turbine blade exhibit.

The Iowa State Fair is committed to maintaining the many traditions fairgoers expect as well as annual improvements and creative additions that keep this 11-day event a destination for Iowans and visitors from around the nation and the world.

THANK YOU! This collective success is not possible without our many valued sponsors!
2019 FAIR ATTENDANCE: 1,170,375 (NEW RECORD!)

Day 1 -- Thursday, August 8
84,928

Day 2 – Friday, August 9
103,096

Day 3 – Saturday, August 10
122,111

Day 4 – Sunday, August 11
108,283

Day 5 – Monday, August 12
97,682

Day 6 – Tuesday, August 13
102,953

Day 7 – Wednesday, August 14
109,323

Day 8 – Thursday, August 15
104,247

Day 9 – Friday, August 16
112,891

Day 10 – Saturday, August 17
119,276

Day 11 – Sunday, August 18
105,585
FUN FACTS & FIGURES

RECORD ATTENDANCE
1,170,375

RECORD NUMBER OF VEHICLES PARKED ON GROUNDS
77,473 (about 2,000 more than 2018)

RECORD NUMBER OF CONCERT GOERS
128,502 (previous record was 87,558 in 2018)

RECORD ATTENDEES FOR A SINGLE CONCERT
17,032 for Slipknot on Saturday, August 10
(previous record was 15,775 at Thomas Rhett - Wednesday, Aug 15, 2018)

INCREASE IN NUMBER OF CLICKS ON THE SPONSORSHIP PAGE OF THE FAIR WEB SITE
74.1% (about 100 hits per day)

TOTAL DART RIDERS BETWEEN PARK + RIDE LOTS & FAIRGROUNDS TRANSIT HUB
253,000+

WINNER 2019 BEST NEW FOOD
Georgie’s Roast with the Most … beef pot roast Mexican wrap

RECORD RAISED AT THE BLUE RIBBON FOUNDATION WOODCARVER’S AUCTION
$65,400 (2018 record was $56,500)

TOTAL NUMBER CAMPERS
3,309

2019 IOWA STATE FAIR APP
Total downloads: Approximately 25,000+
SOCIAL MEDIA & WEBSITE ANALYTICS

FACEBOOK
196,556 likes – 3.9% increase over 2018

Popular Posts:
Time lapse of pavilion flooring being put down (676.3K impressions, 20.5K engagement)
Iowa State Fair Queen Pageant Live Stream (100.8K impressions, 21.5K engagement)
Fair After Dark Fire Art video + contest (4.4 mil impressions, 94.9K engagement)

TWITTER
69,306 – 3.5% increase over 2018

INSTAGRAM
35,601 followers – 35.8% increase over 2018

WEBSITE
Total users
27.86% increase
453,278 users in 2019 (compared to 354,519 in 2018)

Total page views
35.26% increase
2,291,942 total page views in 2019 (compared to 1,808,048 in 2018)

Total sessions
30.37% increase
784,397 sessions in 2019 (compared to 601,674 in 2018)

Average session duration
00:02:34

Sponsorship page clicks
74.21% increase in the number of clicks on the sponsorship page
Beginning several weeks before Opening Day, all sponsors’ logos and lists are posted on the sponsorship page of the Iowa State Fair web site.
IOWA STATE FAIR WEBSITE

BLUE RIBBON SPONSORS

Community Choice Credit Union
Des Moines University
Iowa 4-H Foundation
Iowa Pork Producers Association
Metro by T-Mobile
Midwest Dairy
Nintendo
Outlets of Des Moines
Stivers Ford Lincoln of Iowa

RED RIBBON SPONSORS

Astra
Bankers Trust
Delta Dental of Iowa
Farm Bureau Financial Services
Iowa Credit Union League
Iowa Soybean Association
Microsoft
Mountain Valley Spring Water
Orschels Farm and Home
Spar Day

WHITE RIBBON SPONSORS

Better Business Bureau
Coalition to Support Iowa’s Farmers
Drake University
Hilton Des Moines Downtown
Iowa Beef Industry Council
Nathan’s Famous Hot Dogs
Cargill
Des Moines Marriott Downtown
GuideOne Insurance
Holiday Inn Downtown Mercy Campus
John Deere
Iowa Select Farms
2019 IOWA STATE FAIR
POST-FAIR SPONSORSHIP REPORT

JULY NEWSPAPER INSERT

640,000 copies distributed in the Sunday, July 7, 2019 edition of the Des Moines Sunday Register and local newspapers throughout Iowa.
More than 100,000 copies distributed statewide in the Sunday, August 4, 2019 edition of the Des Moines Sunday Register. Plus a small quantity were available at Fairgrounds’ gates during the 11-day event.
Page 17 featured a listing of every stage, building, barn, program, attraction, exhibit and branding opportunity showcased by the 84 Iowa State Fair sponsors. Page 18 continues the listing on the following page.
**Sponsors**

Sheri Avis Horseman Service Center
Blue Bunny Ice Creams: Elswell Family Food Center
Van Wall Equipment: Stalling Barn

**Free Stage**
Iowa Reality: MidAmerican Energy Stage (media sponsor: KICD)
Pepsi: Bill & Anne Riley Stage (media sponsor: CW Iowa 25)
Community Choice Credit Union: Fun Forest Stage
Prairie Meadows: Susan Knapp Amphitheater (media sponsor: KGSM-Fox 17)

**General Sponsor**
PCA RAM Dodge Jeep: Purple Ribbon Sponsor
Chevrolet: Purple Ribbon Sponsor
Cub Cadet: Blue Ribbon Sponsor
Lenfilter: Blue Ribbon Sponsor
Midwest Ford Dealers: Blue Ribbon Sponsor
Concept by Iowa Hearing Aid Centers: Blue Ribbon Sponsor
Home Solutions of Iowa: Blue Ribbon Sponsor
Iowa Craft Beer Tent: Blue Ribbon Sponsor
Cellular Advantage: Blue Ribbon Sponsor
Nintendo: Red Ribbon Sponsor

**Day of Fair**
MidAmerican Energy Company Day: Thursday, August 8
Iowa 4-H Day: Friday, August 9
Delta Dental of Iowa Day: Saturday, August 10
Des Moines University Day: Sunday, August 11
Power Up Iowa Wind Day: Monday, August 12
Iowa Total Care Day: Tuesday, August 13
Solar Day: Wednesday, August 14
Iowa Credit Union Day: Thursday, August 15
Iowa Corn Day: Friday, August 16
Outlets of Des Moines Day: Saturday, August 17

**IOWA STATE FAIR OFFICIAL GUIDE**
DAILY POCKET GUIDES

Specific Day of Fair sponsors were recognized on each Daily Pocket Guide cover. Between 25,000 and 42,000 Daily Pocket Guides were available to fairgoers at all entrance gates and nine information booths spread throughout the Fairgrounds. More than 380,000 total guides were printed over the 11-day run.

Quantities printed daily
- Aug 8: 28,500
- Aug 9: 36,750
- Aug 10: 42,000
- Aug 11: 39,750
- Aug 12: 33,750
- Aug 13: 30,750
- Aug 14: 29,250
- Aug 15: 32,250
- Aug 16: 34,500
- Aug 17: 39,000
- Aug 18: 35,250
2019 IOWA STATE FAIR

IOWA STATE FAIR

POST-FAIR SPONSORSHIP REPORT

DAILY POCKET GUIDES
2019 IOWA STATE FAIR POST-FAIR SPONSORSHIP REPORT
UNIVERSITY AVENUE MARQUEES

All five top-level sponsor slides held on screen for 7 seconds and cycled through a minimum of four times per hour on both the East 33rd Street and East University Avenue marquees.
UNIVERSITY AVENUE MARQUEES

Each Day of Fair Sponsor had a slide that ran on their day of fair.

Thursday, August 8

Friday, August 9

Saturday, August 10

Sunday, August 11

Monday, August 12

Tuesday, August 13
UNIVERSITY AVENUE MARQUEES

Wednesday, August 14
- Solar Day
AUGUST 14, 2019

Thursday, August 15
- Iowa Credit Union Day
AUGUST 15, 2019

Friday, August 16
- Iowa Corn Day
AUGUST 16, 2019

Saturday, August 17
- Outlets of Des Moines Day
AUGUST 17, 2019

Sunday, August 18
- STEM Day
AUGUST 18, 2019
These attractive three-panel banners featured all 84 Fair sponsors, 11 Day of Fair sponsors, ten Iowans of the Day, plus listed the Grandstand concert lineup.
TRI-TRUSS SIGNS AT GATES 4, 8, 11, & 15
2019 IOWA STATE FAIR POST-FAIR SPONSORSHIP REPORT

TRI-TRUSS SIGNS AT GATES 4, 8, 11, & 15
This map, designed by the Des Moines Register, appeared on all five fairgrounds Map Directories, 11 Daily Pocket Guides and in the Official Iowa State Fair Guide.
Map Directory signs are posted at five gates on the Fairgrounds and include identification of numerous sponsored buildings, barns, stages, the Grandstand, both Sky Gliders, and more.

Gate 9 – along East 31st Street in SW area of Fairgrounds

Gate 4 – at NE entrance to the campgrounds

Gate 8 – SW corner of Swine Barn
MAP DIRECTORY AT GATES 4, 8, 9, 11 & 15

Gate 15 – at main entrance from North Parking Lot

Gate 11 – west end of Grand Concourse
IOWA STATE FAIR MOBILE MARKETING

Mobile Marketing is a key component of the sponsorship program at the Iowa State Fair. Day to day changes taking place in three different locations provide new exhibits for Fairgoers to experience. These exhibitors share food and beverage samples or messages with passersby, or generate leads for future follow-up.

Thank you to these 24 mobile marketers who spent one or more days at the Iowa State Fair this year:

- Budweiser Clydesdales
- CBS Pop-Up Experience
- Concept of Iowa Hearing Aid Centers
- C-SPAN
- Dr. Pepper
- Drake University College of Pharmacy
- Environmental Protection Agency
- Haribo Gummi Bears
- Iowa Speedway
- Iowa Total Care
- Iowa Wildlife Federation
- Marsy’s Law
- Mediacom MusicChoice
- Nintendo Switch Tour
- Power Up Iowa Wind
- Retire Safe
- RXBAR
- Senior Housing Management
- Turning Point USA
- United States Air force
- Valley View Village
- Washington Post
- Winnebago Industries, Inc.
- Wolfe Eye Clinic
We look forward to continuing our partnership at the

2020 IOWA STATE FAIR
August 13-23

Hope to see you next year!

Meg Courter
Sponsorship Director
Iowa State Fair
3000 E Grand Avenue
Des Moines, IA 50317
515-401-1676 desk
meg@blueribbonfoundation.org

515-229-1479 Fairtime cell
www.iowastatefair.org