The internationally-acclaimed Iowa State Fair is the single largest event in the state of Iowa and one of the oldest and largest agricultural and industrial expositions in the country. Annually attracting more than one million people from all over the world, the Iowa State Fair, held in Des Moines, is Iowa’s great celebration, a salute to the state’s best in agriculture, industry, entertainment and achievement. It is the true heartbeat of the Midwest, unequaled and unparalleled.

National media frequently rank the Iowa State Fair as one of the top events in the country. Midwest Living magazine named the Iowa State Fair one of the “Top 30 Things Every Midwesterner Should Experience.” The Fair is the only Fair listed in The New York Times best-selling travel book, *1,000 Places To See Before You Die*, and the subsequent travel book, *1,000 Places To See In The U.S.A. & Canada Before You Die*. The Iowa State Fair is also known as “America’s classic state Fair” because the event features all of the traditional activities associated with state fairs in a park-like, 450-acre setting, the Fair’s home since 1886. The Fairgrounds and adjoining 160 acres of campgrounds are listed on the National Register of Historic Places. Most of the buildings pre-date World War I; many are priceless examples of iconic American exposition-style architecture.

Throughout its history, the Iowa State Fair has been a unique institution, serving to educate, inform and entertain people from all walks of life. It is an outstanding agricultural showplace, boasting one of the world’s largest livestock shows. The Iowa State Fair also showcases visual and performing arts with a variety of special exhibits and activities.

Each year, hundreds of manufacturers and industrial representatives clamor to rent coveted exhibit space. In addition to its tremendous showcase of agriculture and industry, the Iowa State Fair is also an entertainment destination for Iowa and the Midwest. Nearly 600 exhibitors and concessionaires sell quality merchandise and tasty foods, with several being served on a stick. Hundreds of displays, exhibitions, demonstrations, unique attractions and all kinds of competition – for fun, for ribbons and for the pride of winning – make the Iowa State Fair the greatest state Fair in the nation.
Engaging in a sponsorship at the 2020 Iowa State Fair is a partnership between your organization, the Fair and more than one million annual attendees. We are committed to a positive and memorable experience for all parties. When considering a sponsorship opportunity with the Iowa State Fair, imagine the experience you want to create and the impression you want fairgoers to remember.

While some sponsors seek on-site exhibit space to engage with the fairgoers, other sponsors seek branding and logo placement. Others prefer to support a special event or Fairtime contest. Whatever your goals, we can help you meet them. As an Iowa State Fair sponsor, you have the opportunity to directly interact with fairgoers and bring your product, service or message to them. Whatever your need or objective, we can help you sell, sample or promote your business or message.

There are specific benefits available to Iowa State Fair sponsors including the use of the official Iowa State Fair logo for your marketing and public relations campaigns. The following information outlines various sponsorship level options and benefits which can be customized to meet your needs. Did you already have something in mind? If so, please let us know as we are always open to new and engaging ideas that will benefit your business and the Fairgoer experience.

Fees paid through Iowa State Fair sponsorships directly support the general operating budget of the Iowa State Fair. These funds are different from those raised by the Blue Ribbon Foundation, which seeks charitable donations to support renovations and capital improvements to the Fairgrounds. Contributions made to the Foundation are charitable tax-deductions; Iowa State Fair sponsorship fees are not considered tax-deductible. For more information about the Blue Ribbon Foundation, visit www.BlueRibbonFoundation.org.

We look forward to helping you plan a successful sponsorship that will meet your goals.

MEG COURTER
Iowa State Fair Sponsorship Director
Email: Meg@blueribbonfoundation.org
Desk Phone: 515-401-1676; Fairtime Cell: 515-229-1479
SPONSORSHIP MOMENTS
The 2019 Iowa State Fair was another record-setter! In several ways!

First, we smashed last year’s 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!!

Additional excitement was generated this year by the bustling, newly renovated East 31st Street corridor. Fairgoers were drawn to several attractions here including a new home for Thrill Zone, the stabling area for the returning Clydesdales, and Power Up Iowa Wind’s 185-foot wind turbine blade exhibit.

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!

Thank you to the 15 new Iowa State Fair sponsors welcomed (or welcomed back) to the Fairgrounds this year:

- Corteva Agriscience
- Goldman Sachs
- Iowa Total Care
- 10,000 Small Businesses
- Metro by T-Mobile
- Exile Brewing Company
- Better Business Bureau
- Iowa Select Farms
- Power Up Iowa Wind
- Hilton Des Moines Downtown
- LeafFilter
- Nintendo
- Power Up Iowa Wind
- Holiday Inn Downtown Mercy Campus
- Solar Day
- The Iowa State Fair Blue Ribbon Foundation reached it’s 27th year raising funds to support capital improvements on the fairgrounds. More than $160 million has been invested in the preservation of this Iowa tradition that we enjoy every August. And all year round.

For more than 150 years, the Iowa State Fair has been a source of family entertainment. With livestock competitions, concerts, thrill rides, food, or as a place 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 have a custom-tailored opportunity to interact with nearly 1.2 million people!

Next year we expect to build on these traditions and we hope you will join us as an Official Sponsor of the 2020 Iowa State Fair: NOTHING COMPARES!
2019 FUN FACTS

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 STATE FAIR SPONSORSHIP PAGE
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 VERSION OF THE IOWA STATE FAIR APP
Total downloads: 25,000+
SOCIAL + WEB 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
74.1% increase in the number of clicks on the sponsorship page
Data taken from 2016 Iowa State Fair survey with 663 Fairgoers participating in the survey.

Age
- 41 years old (mean)
- 31% are 30-39 years old
- 55% are younger than 40

Gender
- 39% Male
- 61% Female

99% of Fairgoers rate the Iowa State Fair as Good to Excellent (the other 1% were eating something on a stick and could not respond when asked)

$126 was reported as the average amount of money spent at the Fair

7 Hours was the average length of time spent at the Fair

10% of Fairgoers attend all 11 days while most Fairgoers visit 3 different times

74% of adult Fairgoers have an income greater than $50,000

88.7% of Fairgoers live in Iowa. Fairgoers also reported Nebraska, Missouri, Minnesota, Texas, Alaska & New York as their home states.

55.3% of Fairgoers live in Polk, Dallas & Warren Counties
What brings them to the Iowa State Fair...

- For enjoyment
- To see a friend or family member compete in a livestock show
- To see a friend of family member perform on stage
- To see a friend of family member’s exhibit or entry
- Rides & games
- The food
- Camping
- Family or group outing
- Corporate retreat
- A specific Grandstand or free Stage show
- Shopping
- Volunteer opportunity
- People-watching/Fairgoer-watching

What they do while at the Iowa State Fair...

- Eat something on a stick (repeated several times throughout the visit)
- Visit the exhibitors in the William C. Knapp Varied Industries Building
- View the livestock in the barns and the Animal Learning Center
- Remember the years past in Pioneer Hall & Heritage Village
- Enjoy free entertainment on one of the five free stages
- Enjoy the photography salon in the Cultural Center
- Take their children to Little Hands on the Farm
- Make memories with friends and family
- View the projects in the 4-H Building
- Stroll through the Machinery Grounds
- Enjoy a show in the Grandstand
- Visit the DNR Building
- See the Butter Cow
- Enjoy the Midway
## FAIR ATTENDANCE

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<tr>
<th>Day</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>4-yr daily averages</th>
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<tbody>
<tr>
<td>Day 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>70,927</td>
<td>86,408</td>
<td>81,948</td>
<td>84,928</td>
<td>81,053</td>
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<tr>
<td>Day 2</td>
<td>90,259</td>
<td>103,424</td>
<td>98,747</td>
<td>103,096</td>
<td>100,050</td>
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<tr>
<td>Day 3</td>
<td>113,873</td>
<td>120,833</td>
<td>116,583</td>
<td>122,111</td>
<td>118,350</td>
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<tr>
<td>Day 4</td>
<td>97,923</td>
<td>112,396</td>
<td>104,270</td>
<td>108,283</td>
<td>105,718</td>
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<tr>
<td>Day 5</td>
<td>93,092</td>
<td>105,522</td>
<td>95,666</td>
<td>97,682</td>
<td>97,991</td>
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<tr>
<td>Day 6</td>
<td>88,171</td>
<td>96,863</td>
<td>92,440</td>
<td>102,953</td>
<td>95,107</td>
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<tr>
<td>Day 7</td>
<td>95,881</td>
<td>95,322</td>
<td>102,843</td>
<td>109,323</td>
<td>100,842</td>
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<tr>
<td>Day 8</td>
<td>85,366</td>
<td>96,015</td>
<td>99,090</td>
<td>104,247</td>
<td>96,180</td>
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<tr>
<td>Day 9</td>
<td>86,674</td>
<td>97,958</td>
<td>102,447</td>
<td>112,891</td>
<td>99,993</td>
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<tr>
<td>Day 10</td>
<td>112,672</td>
<td>120,616</td>
<td>117,062</td>
<td>119,276</td>
<td>117,407</td>
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<tr>
<td>Day 11</td>
<td>96,440</td>
<td>94,714</td>
<td>114,492</td>
<td>105,585</td>
<td>102,808</td>
</tr>
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</table>

**Total Fairgoers**: 1,031,278 1,130,071 1,030,260 1,170,375 1,115,496
INVESTMENT
Greater than $250,000

SPONSORSHIP EXAMPLES
Mutually determined

MARKETING BENEFITS
• Recognition as a Best of Show Sponsor of the 2020 Iowa State Fair.
• Logo included in the “Top 11” early July newspaper insert: 640,000 copies in the Des Moines Sunday Register and other local newspapers throughout Iowa.
• Logo and sponsorship recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. More than 100,000 copies are inserted in the Des Moines Sunday Register on the Sunday before Fair opening day plus 10,000 are available at Fairgrounds gates.
• Logo included on the two University Avenue marquees to recognize Best of Show Sponsors.
• Logo included on four Official Sponsor truss banners placed at four Fairground gates during the Iowa State Fair.
• Logo and web link included on the Iowa State Fair sponsorship web page.
• Right to use Official Iowa State Fair logos and social media resources to promote the sponsorship and the Iowa State Fair.

Exclusive Benefits
• Exhibit space if desired.
• Right to branding opportunities at sponsored venue, activity or attraction.
• 500 Admission Tickets.
• 250 Iowa State Fairgrounds North Lot Parking Passes.
• Additional mutually-determined benefits commensurate with the sponsorship.
GRAND CHAMPION SPONSOR

INVESTMENT
Greater than $100,000

SPONSORSHIP EXAMPLES
Thrill Ville, Thrill Town & Thrill Zone
Grand Concourse
Grandstand and Grandstand Concert Line-up

MARKETING BENEFITS
- Recognition as a Grand Champion Sponsor of the 2020 Iowa State Fair.
- Logo included in the “Top 11” early July newspaper insert: 640,000 copies in the Des Moines Sunday Register and other local newspapers throughout Iowa.
- Logo and sponsorship recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. More than 100,000 copies are inserted in the Des Moines Sunday Register on the Sunday before Fair opening day plus 10,000 are available at Fairgrounds gates.
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- Right to use Official Iowa State Fair logos and social media resources to promote the sponsorship and the Iowa State Fair.

Exclusive Benefits
- Exhibit space if desired.
- Right to distribute promotional items and give-a-ways to Fairgoers from designated exhibit space.
- 350 Admission Tickets.
- 150 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits commensurate with the sponsorship.
CHAMPION SPONSOR

Investment
$50,000 — $100,000

Sponsorship EXAMPLES
Bob & Deb Pulver Outdoor Arena  Sheep Barn
Richard O. Jacobsen Exhibition Center  Horse Barn
Pioneer Hall

MARKETING BENEFITS
• Recognition as a Champion Sponsor of the 2020 Iowa State Fair.
• Logo included in the “Top 11” early July newspaper insert: 640,000 copies in the Des Moines Sunday Register and other local newspapers throughout Iowa.
• Logo and sponsorship recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. More than 100,000 copies are inserted in the Des Moines Sunday Register on the Sunday before Fair opening day plus 10,000 are available at Fairgrounds gates.
• Logo included on the two University Avenue marquees to recognize Best of Show Sponsors.
• Logo included on four Official Sponsor truss banners placed at four Fairground gates during the Iowa State Fair.
• Logo and web link included on the Iowa State Fair sponsorship web page.
• Right to use Official Iowa State Fair logos and social media resources to promote the sponsorship and the Iowa State Fair.

Exclusive Benefits
• Exhibit space if desired.
• Right to distribute promotional items and give-a-ways to Fairgoers from designated exhibit space.
• 275 Admission Tickets.
• 100 Iowa State Fairgrounds North Lot Parking Passes.
• Additional mutually-determined benefits commensurate with the sponsorship.
PURPLE RIBBON SPONSOR

INVESTMENT
$25,000 — $49,999

SPONSORSHIP EXAMPLES
- Blue Line Parking Shuttle
- Swine Barn
- Grandfathers Farm
- Oman Family Youth Inn
- Blue Ribbon Foundation Volunteers
- Jim & Patty Cownie Cultural Center
- Richard O. Jacobson Hall & Kenyon Gallery
- Ralph H. Deets Historical Museum
- Wool Riders Only Mutton Bustin’
- Gates 15 or 13

MARKETING BENEFITS
- Recognition as a Purple Ribbon Sponsor of the 2020 Iowa State Fair.
- Logo included in the “Top 11” early July newspaper insert: 640,000 copies in the Des Moines Sunday Register and other local newspapers throughout Iowa.
- Logo and sponsorship recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. More than 100,000 copies are inserted in the Des Moines Sunday Register on the Sunday before Fair opening day plus 10,000 are available at Fairgrounds gates.
- Logo included on the two University Avenue marquees to recognize Best of Show Sponsors.
- Logo included on four Official Sponsor truss banners placed at four Fairground gates during the Iowa State Fair.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- Right to use Official Iowa State Fair logos and social media resources to promote the sponsorship and the Iowa State Fair.

Exclusive Benefits
- Exhibit space if desired.
- Right to distribute promotional items and give-a-ways to Fairgoers from designated exhibit space.
- 200 Admission Tickets.
- 75 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits commensurate with the sponsorship.
INVESTMENT
$15,000 — $24,999

SPONSORSHIP EXAMPLES
- Blue Ribbon Kid’s Club
- Day of Fair
- Walnut Center
- Ye Old Mill
- Expo Hill
- Country School
- Gate 15 Beautification
- Parking Lots: North, University, NE

MARKETING BENEFITS
- Recognition as a Blue Ribbon Sponsor of the 2020 Iowa State Fair.
- Logo included in the “Top 11” early July newspaper insert: 640,000 copies in the Des Moines Sunday Register and other local newspapers throughout Iowa.
- Logo and sponsorship recognition included in the Iowa State Fair Official Guide. Compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. More than 100,000 copies are inserted in the Des Moines Sunday Register on the Sunday before Fair opening day plus 10,000 are available at Fairgrounds gates.
- Logo included on the two University Avenue marquees to recognize Best of Show Sponsors.
- Logo included on four Official Sponsor truss banners placed at four Fairground gates during the Iowa State Fair.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- Right to use Official Iowa State Fair logos and social media resources to promote the sponsorship and the Iowa State Fair.

Exclusive Benefits
- Exhibit space if desired. Right to distribute promotional items and give-a-ways to Fairgoers from designated exhibit space.
- 100 Admission Tickets.
- 50 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits commensurate with the sponsorship.
INVESTMENT
$7,500 — $14,999

SPONSORSHIP EXAMPLES
Barn Education: Cattle Corner
Pig Place Horse Haven
Sheep Stop Day of Fair

MARKETING BENEFITS
• Recognition as a Red Ribbon Sponsor of the 2020 Iowa State Fair.
• Business name included in the “Top 11” early July newspaper insert: 640,000 copies in the Des Moines Sunday Register and other local newspapers throughout Iowa.
• Business name and sponsorship recognition included in the Iowa State Fair Official Guide: compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. More than 100,000 copies inserted in the Des Moines Sunday Register on the Sunday before Fair opening day plus 10,000 available at Fairgrounds gates.
• Business name included on four Official Sponsor truss banners placed at four Fairground gates during the Iowa State Fair.
• Business name included on the Iowa State Fair sponsorship web page.
• Right to use Official Iowa State Fair logos and social media resources to promote the sponsorship and the Iowa State Fair.

Exclusive Benefits
• 50 Admission Tickets.
• 25 Iowa State Fairgrounds North Lot Parking Passes.
• Additional mutually-determined benefits commensurate with the sponsorship.
WHITE RIBBON SPONSOR

INVESTMENT
$2,500 — $7,499

SPONSORSHIP EXAMPLES
- Little Hands on the Farm Chicken Coop
- Little Hands on the Farm Garden
- Straw Sculpture
- First Church
- Stone Map
- Pioneer Hall Stage
- Milking Parlor
- Various attractions & Special Events:
  - Sea Lion Splash
  - Bags Tournament

MARKETING BENEFITS
- Recognition as a White Ribbon Sponsor of the 2020 Iowa State Fair.
- Business name included in the “Top 11” early July newspaper insert: 640,000 copies in the Des Moines Sunday Register and other local newspapers throughout Iowa.
- Business name and sponsorship recognition included in the Iowa State Fair Official Guide: compiled and designed by the Des Moines Register, the Official Guide includes daily schedules, maps, articles of interest and advertisements. More than 100,000 copies inserted in the Des Moines Sunday Register on the Sunday before Fair opening day plus 10,000 available at Fairgrounds gates.
- Business name included on four Official Sponsor truss banners placed at four Fairgrounds gates during the Iowa State Fair.
- Business name included on the Iowa State Fair sponsorship web page.
- Right to use Official Iowa State Fair logos and social media resources to promote the sponsorship and the Iowa State Fair.

Exclusive Benefits
- 25 Admission Tickets.
- 10 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits commensurate with the sponsorship.
# Future Fair Dates

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<tr>
<th>Year</th>
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<tr>
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<td>August 11-21</td>
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<tr>
<td>2023</td>
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</table>
Sponsorship
Iowa State Fair
Meg Courter - Sponsorship Director
PO Box 57130
Des Moines, IA 50317

www.iowastatefair.org/sponsors/
meg@blueribbonfoundation.org

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