Iowa State Fair – Introduction
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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 bestselling 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.
STATE FAIR SPONSORSHIP

2020 has been a tough year - for the country, the world and the fair industry. Not only did these challenges lead us to postpone our beloved Iowa State Fair, but so too were dozens of events planned for Fairgrounds' buildings and barns.

As we look toward the 2021 Iowa State Fair, we fully anticipate things must look and feel different. Our commitment to ensuring the health and safety of everyone present on the Fairgrounds will be a primary focus along every step in our planning process.

We are optimistically moving forward with 2021 planning. As a prelude to this process, we surveyed 95 current sponsors in November 2020. The results indicated 90% of respondents are completely satisfied with sponsorship program execution. That is good news! But the tougher news is approximately 62% expect sponsorship budgets to decrease somewhat. Which makes Flexibility – Creativity – Patience our watchwords as we move forward.

The Sponsorship Team is prepared whenever you are ready to start planning a presence at the 2021 Iowa State Fair.

As an Official Sponsor of the Iowa State Fair, your organization will have a tailored opportunity to interact with more than one million people! Since 1886, the Iowa State Fair has been a source of family entertainment. Livestock competitions, concerts, thrill rides, food, hundreds of exhibits and displays and so much more, bring crowds to the Iowa State Fairgrounds for the most fun-filled eleven days in August.

Engaging in a sponsorship at the 2021 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, attraction or Fairtime contest. Still others seek to create a unique experience for Fairgoers.

Whatever your goals, we will help you meet them. As an Iowa State Fair sponsor, you have the opportunity to directly interact with Fairgoers and share your product, service or message. Whatever your need or objective, we can help you sell, sample or promote your business or message.
STATE FAIR SPONSORSHIP

Start planning your Fair presence by reviewing the 2021 Sponsorship Brochure and 2019 Post-Fair Sponsorship Report.

If a shorter activation is your preference, please review the 2021 Mobile Marketing Brochure.

A single day on the Fairgrounds in a prime location may serve your goals. If yes, then take a look at the 2021 Day of Fair Sponsorship Proposal.

Iowa State Fair analytics are available here: Iowa State Fair Analytics Summary

Every Iowa State Fair sponsorship is unique and customized to meet your goals. If you are interested in a sponsorship opportunity for the 2021 Iowa State Fair, please contact us at your earliest convenience.

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

MEG COURTER
Iowa State Fair
Sponsorship Director

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

Desk Phone: 515-401-1676
Fairtime Cell: 515-229-1479
In the absence of a 2020 Iowa State Fair due to the global pandemic, we will share a summary of the 2019 Iowa State Fair, which was a record-setter in several ways.

First, we smashed the 2018 Fair 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 Candidate Soapbox. The Grandstand Concert Series drew a record-setting 128,502 concert-goers. WOW!!

Additional excitement was generated in 2019 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 in 2019:

- Corteva Agriscience
- Goldman Sachs
- 10,000 Small Businesses
- Microsoft
- Iowa Total Care
- Exile Brewing Company
- Aetna
- Metro by T-Mobile
- Iowa Select Farms
- LeafFilter
- Better Business Bureau
- Hilton Des Moines Downtown
- Nintendo
- Power Up Iowa Wind
- Holiday Inn Downtown Mercy Campus
- Solar Day

The Iowa State Fair Blue Ribbon Foundation reached its 27th year raising funds to support capital improvements on the Fairgrounds. More than $165 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 once again as an Official Sponsor of the 2021 Iowa State Fair: HOW DO YOU FAIR?
WHAT’S NEW FOR THE 2021 FAIR?

What did the Iowa State Fair hope to share with visitors to the 2020 Iowa State Fair? What was brand new to the Fairgrounds to make the annual experience even better? As it turns out, quite a bit. Below is a summary and photos of three projects that will still be new this coming summer.

Bruce L. Rastetter 4-H Exhibits Building Renovation (below left)
Sponsored by Touchstone Energy Cooperatives of Iowa

This past spring, the renovation of the 4-H Building was completed. A portion of the south exterior wall was removed, creating space for a new kitchen facility, storage area and loading bays. An expansion to the west added classroom space while the interior of the building was revitalized from top to bottom with new lighting, floors and updated restrooms.

Family Garden (above right)
Sponsored by Corteva Agriscience

Throughout the coming summer of 2021, we will be busy planting and tending to the new Family Garden. Fair visitors will experience this new area located north of the Paul R. Knapp Animal Learning Center. Filled with crops, plants, trees and even a tunnel with pole beans, gourds, and other vegetables growing overhead, this unique space will showcase a combination of rural and urban agriculture.

New, improved and moved Giant Slide (at right)

Before you know it, August 2021 will be here and Iowans will once again enjoy the Giant Slide at the Iowa State Fair. Fairgoers will have something new to look forward to … the slide has been moved to a new location southeast of the Varied Industries Building and north of the Walnut Center. A complete update of the Giant Slide’s support structure is complimented by complete refurbishment of the original slide surface.
2019 FUN FACTS

RECORD ATTENDANCE
1,170,375 (previous record 1,130,260 set in 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

RECORD NUMBER OF VEHICLES PARKED ON GROUNDS
77,473 (about 2,000 more than 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: 23,000+

2020 VERSION FOR NON-FAIR EVENTS
10,158 total page views
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 million 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
(354,519 in 2018)

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

Total sessions
30.37% increase
784,397 sessions in 2019
(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 (see previous page)
### FAIR ATTENDANCE

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<tr>
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<td>86,408</td>
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<td>102,953</td>
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<td>Wednesday</td>
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<td>Saturday</td>
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<td>Sunday</td>
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<td>94,714</td>
<td>114,492</td>
<td>105,585</td>
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**Total Fairgoers**: 1,031,278, 1,130,071, 1,030,260, 1,170,375, 1,115,496

*Record!* *Record!* *Record!*
FAIRGOER DEMOGRAPHICS
*Data taken from 2016 Iowa State Fair 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 and New York as the top six visitors from other 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 or family member perform on stage
- To see a friend or 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 each visit)
- Visit the exhibitors in the William C. Knapp Varied Industries Building
- View the livestock in the barns and Animal Learning Center
- Remember the years past in Pioneer Hall & Heritage Village
- Enjoy free entertainment on one of the four 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
BEST OF SHOW SPONSOR

INVESTMENT
$250,000 or greater

SPONSORSHIP EXAMPLES
Mutually determined

MARKETING BENEFITS
- Recognition as a Best of Show sponsor of the Iowa State Fair.
- Logo included in 380,000* “Top 11” early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (*2021 Fair quantities TBD).
- Logo and sponsorship-level 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. 50,000* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (*2021 Fair quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Best of Show sponsors.
- Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS
- Exhibit space if desired.
- Right to branding opportunities at sponsored venue, activity or attraction.
- 500 Admission Tickets plus the opportunity to purchase additional tickets at $9 each.
- 250 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.
GRAND CHAMPION SPONSOR

INVESTMENT
$100,000 to $249,999

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

MARKETING BENEFITS
• Recognition as a Grand Champion sponsor of the 2021 Iowa State Fair.
• Logo included in 380,000* “Top 11” early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (2021 Fair quantities TBD).
• 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. 50,000* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (*2021 Fair quantities TBD).
• Logo included on the two University Avenue marquees to collectively recognize Grand Champion sponsors.
• Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
• Logo and web link included on the Iowa State Fair sponsorship web page.
• Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS
• Exhibit space if desired.
• Right to distribute promotional items and give-a-ways from designated exhibit space.
• 350 Admission Tickets plus the opportunity to purchase additional tickets at $9 each.
• 175 Iowa State Fairgrounds North Lot Parking Passes.
• Additional mutually-determined benefits appropriate to the sponsorship.
CHAMPION SPONSOR

INVESTMENT
$50,000 — $99,999

SPONSORSHIP EXAMPLES
Text Alert System
“Top 11” early July newspaper insert
Bob & Deb Pulver Outdoor Arena
Richard O. Jacobsen Exhibition Center
Sheep Barn
Horse Barn
Pioneer Hall

MARKETING BENEFITS
• Recognition as a Champion sponsor of the Iowa State Fair.
• Logo included in 380,000* “Top 11” early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (*2021 Fair quantities TBD).
• Logo and sponsorship-level 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. 50,000* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (*2021 Fair quantities TBD).
• Logo included on the two University Avenue marquees to collectively recognize Champion sponsors.
• Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
• Logo and web link included on the Iowa State Fair sponsorship web page.
• Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS
• Exhibit space if desired.
• Right to distribute promotional items and give-a-ways from designated exhibit space.
• 300 Admission Tickets and opportunity to purchase additional at $9 each.
• 150 Iowa State Fairgrounds North Lot Parking Passes.
Additional mutually-determined benefits appropriate to the sponsorship.
**PURPLE RIBBON SPONSOR**

**INVESTMENT**
$25,000 — $49,999

**SPONSORSHIP EXAMPLES**
Elwell Family Food Center
Livestock Pavilion Show Arena
Robert G. Horner and Shari Avis Horner Service Center
Blue Line Parking Shuttle
Wool Riders Only Mutton Bustin’
Blue Ribbon Foundation Volunteers
Patty & Jim Cownie Cultural Center
Richard O. Jacobson Hall & Kenyon Gallery
Grandfather’s Farm
Ralph H. Deets Historical Museum
Oman Family Youth Inn
Gate 13 or Gate 11

**MARKETING BENEFITS**
- Recognition as a Purple Ribbon sponsor of the Iowa State Fair.
- Logo included in 380,000* “Top 11” early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (*2021 Fair quantities TBD).
- Logo and sponsorship-level 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. 50,000* copies are inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 are available at Fairgrounds gates (*2021 Fair quantities TBD).
- Logo included on the two University Avenue marquees to collectively recognize Purple Ribbon sponsors.
- Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
- Logo and web link included on the Iowa State Fair sponsorship web page.
- Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

**EXCLUSIVE BENEFITS**
- Exhibit space if desired.
- Right to distribute promotional items and give-a-ways from designated exhibit space.
- 200 Admission Tickets and opportunity to purchase additional at $9 each.
- 100 Iowa State Fairgrounds North Lot Parking Passes.
- Additional mutually-determined benefits appropriate to the sponsorship.
BLUE RIBBON SPONSOR

INVESTMENT
$15,000 — $24,999

SPONSORSHIP EXAMPLES
Blue Ribbon Kid’s Club
Day of the Fair
Gate 15 Beautification
Ye Old Mill
Walnut Center
Expo Hill

MARKETING BENEFITS
• Recognition as a Blue Ribbon sponsor of the Iowa State Fair.
• Logo included in 380,000* “Top 11” early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (*2021 Fair quantities TBD).
• Logo and sponsorship-level 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 four days before Fair opening day plus 10,000 are available at Fairgrounds gates (*2021 Fair quantities TBD).
• Logo included on the two University Avenue marquees to collectively recognize Blue Ribbon sponsors.
• Logo included on four Official Sponsor truss banners placed on the Fairgrounds.
• Logo and web link included on the Iowa State Fair sponsorship web page.
• Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS
• Exhibit space if desired.
• Right to distribute promotional items and give-a-ways from designated exhibit space.
• 100 Admission Tickets and opportunity to purchase additional at $9 each.
• 50 Iowa State Fairgrounds North Lot Parking Passes.
• Additional mutually-determined benefits appropriate to the sponsorship.
INVESTMENT
$7,500 — $14,999

SPONSORSHIP EXAMPLES
Day of the Fair
Bandaloni One-Man Band
Barn Education: Cattle Corner – Pig Place – Horse Haven – Sheep Stop
Various Attractions & Special Events: Fitness on the Hill – BINGO – Animal Learning Center Vet Scrubs & T-shirts – Horseshoe Courts

MARKETING BENEFITS
• Recognition as a Red Ribbon sponsor of the 2021 Iowa State Fair.
• Business name included in 380,000* “Top 11” early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (+2021 Fair quantities TBD).
• Business name and sponsorship-level 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. 50,000* copies inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 available at Fairgrounds gates (*2021 Fair quantities TBD).
• Business name included on four Official Sponsor truss banners placed on the Fairgrounds.
• Business name included on the Iowa State Fair sponsorship web page.
• Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS
• 50 Admission Tickets and opportunity to purchase additional at $9 each.
• 25 Iowa State Fairgrounds North Lot Parking Passes.
• Additional mutually-determined benefits appropriate to 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
Milking Parlor
Straw Sculpture
First Church
Pioneer Hall Stage
Stone Map
Various Attractions & Special Events: Bags Tournament - Sea Lion Splash – Kachunga the Alligator

MARKETING BENEFITS
• Recognition as a White Ribbon sponsor of the 2021 Iowa State Fair.
• Business name included in 380,000* “Top 11” early July newspaper inserts in the Des Moines Sunday Register and other local newspapers throughout Iowa (*2021 Fair quantities TBD).
• Business name and sponsorship-level 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. 50,000* copies inserted in the Des Moines Sunday Register four days before Fair opening day plus 10,000 available at Fairgrounds gates (*2021 Fair quantities TBD).
• Business name included on four Official Sponsor truss banners placed on the Fairgrounds.
• Business name included on the Iowa State Fair sponsorship web page.
• Right to use Official Iowa State Fair logos and hashtags to promote the Fair sponsorship.

EXCLUSIVE BENEFITS
• 25 Admission Tickets and opportunity to purchase additional at $9 each.
• 10 Iowa State Fairgrounds North Lot Parking Passes.
• Additional mutually-determined benefits appropriate to the sponsorship.
SPONSORSHIP BRANDING
FUTURE FAIR DATES

2022  AUGUST 11-21
2023  AUGUST 10-20
2024  AUGUST 8-18

Sponsorship
Iowa State Fair

Meg Courter
Sponsorship Director
3000 East Grand Avenue
PO Box 57130
Des Moines, IA 50317

meg@blueribbonfoundation.org

515-401-1676 Desk phone
515-229-1479 Fairtime cell

www.iowastatefair.org/sponsors/