



## IOSCO COUNTY AGRICULTURAL SOCIETY

P.O. Box 533  
Hale, MI 48739  
Fair Vice President (989) 728-3566

Sponsor Sales Agent  
(989) 728-3731  
sponsorship@ioscocountyfair.com

### 2020 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES

*Fair Dates: July 27<sup>th</sup> thru August 1<sup>st</sup>*

*Be a Part of our FAIR as a SPONSOR!!*

#### IOSCO COUNTY FAIR SPONSORSHIP PACKAGES

**Any sponsors spending a combined total of \$500 or more will be listed as a Major Fair Sponsor on the Iosco County Fair website and have a link to your website created!**

#### **Sponsor "A Day at the Fair"**

**(Cost Varies: \$1,500 Monday; \$3,500 Tuesday & Thursday; \$3,750 Wednesday; \$5,000 Friday; \$5,500 Saturday). Package includes:**

- Sponsor gets one 3x5 banner for each \$1000 spent (2 for Monday; 4 for Tuesday/Wednesday/Thursday; 5 for Friday; 6 for Saturday). Depending on the number of banners a sponsor gets for a given day, one banner will go outside the Entertainment Tent that day, one banner at the Grandstand that day, and Sponsor of the Day banner outside the Fair Office. If sponsor gets more than 3 banners then the extra banners will be placed in other prominent areas around the fairgrounds.
- Banner along the fairgrounds entrance road giving credit to the sponsor for the day (*this banner is in addition to the banners mentioned above*)
- Sponsor can put display items at the main entrance to the fairgrounds along the entrance road
- Sponsor can have a display booth all week in (or near) our outdoor vendor area to meet and greet fair patrons or simply put promotional materials out for your business, **OR** Sponsor may choose to put up a booth inside our Commercial/Youth Exhibit Building instead of the outside space.
- Public announcements all day promoting your business
- 10 VIP passes for all Grandstand events, each of which also includes a weekly gate pass
- ½ Page business promotion in Fair Premium book (4500 printed) and name listed as Sponsor in Trifold Schedule Fliers (7000 printed)
- Listing as a Major Fair Sponsor in at least three area newsprint publications with at least one of the listings accompanying the 2020 Iosco County Fair Schedule of Events. Total coverage will be at least 25,000 people in the northeastern lower peninsula.
- Business name on a Fair Bench located in heavy traffic area on the Fairgrounds
- Business card size, color ad on one run of Restaurant Placements (12,000 printed)
- Sponsor listing on Fair Web Site for one year – listing left up all year long

**Grand Champion Sponsorship Package (\$ 1000.00). Package includes:**

- ½ Page business promotion in Fair Premium book (4500 printed) and name listed as Sponsor in Trifold Schedule Fliers (7000 printed)
- 2 – 3x5 foot Banners displayed prominently during the Fair Week
- Listing as a Major Fair Sponsor in at least three area newsprint publications with at least one of the listings accompanying the 2020 Iosco County Fair Schedule of Events. Total coverage of at least 25,000 people in the northeastern lower peninsula.
- 5 Fair VIP passes, each of which will get you onto the fairgrounds every day (Annual Pass) and into all grandstand events during the week including (but not limited to) Lawnmower & Go-Kart Races, a Night of Destruction that features the Motorhome Demo Derby & Car Soccer, a night of traditional Off-Road Derby - Auto Bump 'n' Run Demo, the Flying Star Rodeo, and any other Grandstand Events during the week of the fair that have an admission cost to get into them.
- An additional 5 Annual Fair Entrance Gate Passes
- Business name on a Fair Bench located in heavy traffic area on the Fairgrounds
- Business card size, color ad on one run of Restaurant Placements (12,000 printed)
- Sponsor listing on Fair Web Site for one year – listing left up all year long

**Reserve Grand Champion Sponsorship Package (\$ 500.00). Package includes:**

- ¼ Page business promotion in Fair Premium book (4500 printed) and name listed as Sponsor in Trifold Schedule Fliers (7000 printed)
- 1 – 3x5 foot Banner displayed prominently during the Fair Week
- Listing as a Major Fair Sponsor in at least three area newsprint publications with at least one of the listings accompanying the 2020 Iosco County Fair Schedule of Events. Total coverage of at least 25,000 people in the northeastern lower peninsula.
- Business name on a Fair Bench located in heavy traffic area on the Fairgrounds
- 7 Annual Fair Entrance Gate Passes
- Sponsor listing on Fair Web Site for one year – listing left up all year long

**\$ 250.00 Live Shark Encounter Show by Haai, Inc. Co-Sponsorship**

The only traveling Shark Show in the United States. Sharks swim in their own specially designed aquarium as a diver narrates the show while swimming with the sharks. The show and exhibit combine education and entertainment in a fun and entertaining format. With three shows daily (4 shows on weekends) fair attendees are given fun facts and conservation information about the rare animals shown. Show guests get to see and ask questions about these unique creatures in a format that includes audience participation. Sharks are on display between shows for fair patrons to look at. The Iosco County Fair had this act many years ago and it was a big hit! This act promises to be fun for everyone in the family! There be 3 – 20 minute performances weekdays and 4 – 20 minute shows on Saturday of fair week.

**(8 co-sponsorships available)**

Shows occur daily Monday thru Saturday (July 27<sup>th</sup> – August 1<sup>st</sup>) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 2 Annual Main Gate Passes to the entire week of the Iosco County Fair
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

**\$ 250.00 The Comedy Farm Magic Review Co-Sponsorship**

This new attraction at the Iosco County Fair is a family fun show full of surprises! In this 25 minute show fair guests will experience Farm themed magic, Comedy, Farm safety tips, and Agricultural information. Each show features illusionist Jonathon LaChance as *Farmer John*, his farm helper *Miss Jaz*, and the always silly and unforgettable *Clucky the talking Chicken!* Clucky is a fully animatronic chicken that uses a system called API that allows him to be fully scripted to interact with the audience and the performer on stage! Clucky is the trusty side-kick for the show that will blurt out jokes, have conversations, and even perform his own magic trick! This show is definitely for all ages and will keep crowds *LAUGHING* and *AMAZED* all at the same time! Help bring *The Comedy Farm Magic Review* to the 2020 Iosco County Fair and you too will see what all the *BALKING & MOOING* are all about! There will be 2 to 5 shows per day. **(8 co-sponsorships available)**

Shows occur Monday-Saturday (July 27<sup>th</sup> – August 1<sup>st</sup>) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 2 Annual Main Gate Passes to the entire week of the Iosco County Fair
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

PLEASE NOTE: This is a totally new show with a new *Farmer John*. The Farmer John of the Barnyard Express Show has retired and no longer is available for our fair.

**\$ 250.00 Night of Destruction Co-Sponsorship (8 co-sponsorships)**

The Iosco County Fair Board is planning an action filled evening featuring *MOTORHOME Bump 'n' Run Races* along with the new event *Auto Soccer*, a Burnout Contest and other demolition events currently being worked on. Frequently the biggest grandstand event of the week at the Iosco County Fair, watching motorhomes demolish each other as they race around the course flying over jumps proves to be a huge crowd pleaser – filling our grandstands to near capacity! As motorhomes race each other they push, bump and run into each other as they jockey for position. The new event, Auto Soccer, promises to be a real crowd pleaser as well as cars literally play soccer with a large steel ball pushing and hitting the ball around to score points against their opposition. Contestants in these events are mostly from local communities which draws a number of spectators out just to see the local folks compete. Event occurs Wednesday night (July 29<sup>th</sup>) and will be run rain or shine.

Package Includes:

- 1 - 3x5 foot Banner displayed each night at the event (we provide banner)
- 2 Grandstand passes & 2 main gate passes to get into the event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

**\$ 250.00 Off-Road Derby (Bump'n'Run) Co-Sponsorship (8 co-sponsorships)**

The Iosco County Fair is planning a fun filled, action packed evening of Off-Road Derby entertainment complete with a Burn-out Contest and a Power Wheels racing event for Kids. Locally known as a Bump and Run contest, spectators get to see cars literally battle it out for position as they race around a track with curves & jumps! Spectators love the bumping and banging action, and followers of this event are many with several local contestants competing. Large crowds are typical for this event. Derby occurs Friday night (July 31<sup>st</sup>). Package Includes:

- 1 - 3x5 foot Banner displayed each night at the event (we provide banner)
- 2 Grandstand passes & 2 main gate passes to get into the event
- Listing as event Co-Sponsor in the losco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

***OR, Sponsor both the Night of Destruction on Wednesday night & the Off-Road Derby on Friday night for a total cost of \$400.00 and get twice the promotional exposure at a cost savings!***

**\$ 200.00 Co-Sponsorship for: *Flying Star Rodeo Productions presents Pro Rodeo* (8 co-sponsorships available)**

Rodeos are a time tested event loved by fairgoers! Throw in the improved caliber of contestants provided by a Professional Rodeo and you have an event enjoyed by all. Once again, the losco County Fair Board has teamed with *Flying Star Rodeo Productions* to bring a full 7 event professional Rodeo back to the losco County Fair! This event is sanctioned by both the *International Pro Rodeo & Mid-States Rodeo Associations*. Events include bareback bronc riding, saddle bronc riding, bull riding, barrel racing, team roping, calf roping, steer wrestling and clown acts. This will be a 2 to 2.5 hour show and will also include a children's boot scramble event for the kids to participate in, and chute dogging for the adult spectator crowd to participate in. A new Rodeo Clown will be on hand this year providing a humorous new routine for rodeo attendees to see!

Event occurs on Saturday evening (August 1<sup>st</sup>) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 3 Grandstand passes for this event
- Listing as event Co-Sponsor in the losco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

**\$ 100.00 Lawn Mower Races Co-Sponsorship (10 co-sponsorships available)**

For the fourth year in a row the losco County Fairboard will be hosting Lawnmower Races. This funfilled, fast paced event draws numerous local participants, and based on current interest we expect even more participants in this event this year! Event occurs Tuesday, July 28<sup>th</sup>. Sponsorship Package includes:

- Mention as Co-Sponsor at the event
- Listing as event Co-Sponsor in the losco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- 2 Grandstand passes & 2 main gate passes to get into the event
- Opportunity to display your company's banner (*Sponsor provides banner – if you don't have your own banner the losco County Fair can provide a 3'x5' banner for you for an extra \$50 charge.*)

**FAIR PREMIUM BOOK SPONSORSHIP PRICES** (4,500 copies to be printed)

\*Includes mention as Sponsor in Fair Trifold Schedule Fliers as well. Premium book ads will be in color.

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|------------------------------|----------|
| 1. <b>Business Card Size</b> | \$ 40.00 |
| 2. <b>¼ Page</b>             | \$ 60.00 |
| 3. <b>½ Page</b>             | \$100.00 |
| 4. <b>Full Page</b> (inside) | \$200.00 |

**OTHER OPPORTUNITIES**

- 1. Restaurant Placemats with Fair Schedule -** (12,000 copies to be run.)
  - One business card size ad – IN COLOR \$ 100.00
- 2. Combination Packages with Premium Book & Placemat Options:**
  - Business Card size in book & color placemat ad \$ 130.00
  - ¼ Page in book and color placemat ad \$ 145.00
  - ½ Page in book and color placemat ad \$ 180.00
  - Full Page in book and color placemat ad \$ 275.00
- 3. Banner – 3' x 5' size** \$150.00 (Displayed prominently all week of the fair)

For more information or to purchase a sponsorship package contact Dave or Carrie at:

Dave's Computer Services  
989-728-3731

\*\*\*PLEASE NOTE: If sending your agreement back to Dave & Carrie via United States mail, and you are interested in a specific event sponsorship then please call them first to be sure that the sponsorship you are interested in is still available.