



## 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

### **2019 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES**

*Fair Dates: July 22<sup>nd</sup> thru July 27<sup>th</sup>*

***CELEBRATING OUR 75<sup>TH</sup> YEAR!***

***Be a Part of our Celebration as a Fair 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:***

- Banner in the Entertainment Tent that day, Banner at the Grandstand that day, and Sponsor of the Day banner outside the Fair Office (*Sponsor gets one 3x5 banner for each \$1000 spent*)
- 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 all 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 2019 Iosco County Fair Schedule of Events. Total coverage will be at least 30,000 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 2019 Iosco County Fair Schedule of Events. Total coverage of at least 30,000 people in the northeastern lower peninsula.
- 5 Fair VIP passes that will get you onto the fairgrounds every day (Annual Pass) and into all grandstand events during the week including (but not limited to) SJO Productions Super Cross, a Night of Destruction that features the Motorhome Demo Derby, a night of traditional Off-Road Derby - Auto Bump 'n' Run Demo Derbys, 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 2019 Iosco County Fair Schedule of Events. Total coverage of at least 30,000 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 Danny Conner's REPTILE ADVENTURES Show Co-Sponsorship**

The Reptile Adventures Show has been performed all across the nation. Danny educates, entertains & fascinates crowds of all ages as he shares his love, knowledge and respect for these amazing and intriguing animals. Danny has been keeping and caring for reptiles for over 30 years. Reptiles in the show include pythons, boas & anacondas, an alligator snapping turtle that is close to 100 years old & is over 110 pounds, lizards, crocodiles, other turtles, and reptiles. In addition, Sea Lions will be on display throughout the day and in between shows. With three shows daily fair attendees are given fun facts and conservation information about the rare animals shown. Show guests get to see, hear and touch some of these unique reptiles! This act promises to be fun for everyone in the family! There be 3 – 20 minute performances daily Tuesday thru Saturday of fair week. **(8 co-sponsorships available)**

Shows occur daily Tuesday thru Saturday (July 23<sup>rd</sup> – July 27<sup>th</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 Barnyard Express Show with Farmer John Co-Sponsorship**

This tried and true show is returning again after being with the Iosco County Fair for close to 25 years. Farmer John does three 30 minute shows each day of the fair and leaves his animals on display between shows. This is an educational show about barnyard animals and life on the farm. Children love the animals, the good clean humor, and participating in the show! History has proven that parents love to watch their children interact with Farmer John, and we know that every show will have a great audience. **(6 co-sponsorships available)**

Shows occur Monday-Saturday (July 22<sup>nd</sup> – July 27<sup>th</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 SJO Productions: Michigan State Fair Super Cross Championship Series Racing Co-Sponsorship**

Returning again this year to the Iosco County Fair is Super Cross Racing produced by SJO Productions. This action packed, family friendly show brings between 50 and 100 competitors in age classes from 4 years & up with several of these being local participants. We have adjusted the night of this event so that it occurs the same day that the midway opens (Tuesday). Attendance is expected to be high as a result. This event is a real crowd pleaser with high flying jumps and non-stop action! **(8 co-sponsorships available)**

Event occurs on Tuesday evening (July 23<sup>rd</sup>) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 2 Grandstand passes & 2 daily 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 Flying Star Rodeo Productions Pro Rodeo Co-Sponsorship (8 co-sponsorships available)**

Fairgoers love traditional events like Rodeos, and because of this the Iosco County Fair Board is again bringing a full 7 event professional Rodeo back to the Iosco 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 the event of chute dogging for the adult spectator crowd to participate in.

Event occurs on Saturday evening (July 27<sup>th</sup>) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 2 Grandstand passes & 2 daily 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

**\$ 200.00 Night of Destruction – Motorhome Demolition Derby (and more) Co-Sponsorship (8 co-sponsorships)**

The Iosco County Fair Board is again hosting an action filled evening featuring the *MOTORHOME Bump 'n' Run Demolition Derby* along with other demolition events which may include a Siamese Car Race, a Chain Race, and possibly some local Truck Pulling. Watching the motorhomes demolish each other has proven to be a huge crowd attraction – filling our grandstands to near capacity! Demolition events will occur in a Bump N Run format laid out on a racing track with curves and jumps. Contestants in these events are mostly from local communities which draws a number of spectators out just to see the local folks compete. An audience participation event occurs for the children as well – a Power Wheels racing contest for Kids! Event occurs Wednesday night (July 24<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

**\$ 200.00 Off-Road Derby (Bump'n'Run) Co-Sponsorship (8 co-sponsorships)**

*Unique Motor Sports* returns to the Iosco County Fair to bring 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, this event is essentially a demolition derby on a race track with curves & jumps! Spectators love the action and followers of this event are numerous with many local contestants competing. Large crowds are typical for this event. Derby occurs Friday night (July 26<sup>th</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 Iosco 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 Motorhome Derby & the Off-Road Derby on Wednesday & Friday for a total cost of \$350.00 and get twice the promotion exposure at a cost savings!***

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

For the third year in a row the Iosco 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 Thursday, July 25<sup>th</sup>. Sponsorship Package includes:

- Mention as Co-Sponsor at 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
- 2 Grandstand passes & 2 main gate passes to get into the event
- Opportunity to display your company's banner (*Sponsor provides banner*)

**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 during 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.