



IOSCO COUNTY AGRICULTURAL SOCIETY

P.O. Box 533
Hale, MI 48739
Fair President (989) 756-3538

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

2017 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES *Fair Dates: July 24th thru July 29th*

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: \$2500 Monday; \$3500 Tuesday, Wednesday, Thursday; \$5000 Friday & Saturday). Package includes:

- Banner in the Entertainment Tent, 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 in (or near) our outdoor vendor area to meet and greet fair patrons or simply put promotional materials out for your business (Tent Provided by fair)
- 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 2017 Iosco County Fair Schedule of Events. Total coverage will be at least 40,000 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 2017 Iosco County Fair Schedule of Events. Total coverage of at least 40,000 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) Bear Bottom Motorsports Racing – Motorcycles/Quads/UTVs, a Night of Destruction that includes Motorhome Bump 'n' Run & other demo derbys, a night of traditional Off-Road Derby - Auto Bump 'n' Run Demo Derbys, and the Flying Star Rodeo.
- 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 2017 Iosco County Fair Schedule of Events. Total coverage of at least 40,000 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

\$ 300.00 Sea Lion Splash Show Co-Sponsorship

As the only traveling sea lion exhibit in the United States, "Sea Lion Splash" is a fun and unique sea lion performance showcasing California and South American sea lions! The "Sea Lion Splash" is part of Squalus Inc. which was founded in 1991 by Marco Peters. Squalus Inc. is one of the few groups that are approved to take in beached stranded sea lions. Squalus Inc. is fully licensed by three federal agencies: National Marine Fisheries Department, Florida Fish and Game & Wildlife Services, and the United States Department of Agriculture. Marco's passion for sea lions led him to educate the public on the need to coexist with these special marine mammals in harmony. Thus, began the journey of the "Sea Lion Splash" which now travels all over North America entertaining thousands of people each year. This incredible show features sea lions performing entertaining and educational tricks including handstands, balancing balls, flips, dancing, smiling, and even teaching kids how to recycle! For the guests that like to get up close and personal with the sea lions, there is a unique photo opportunity that is available after most presentations. This act promises to be fun for everyone in the family! There be 3 – 30 minute performances daily Tuesday thru Saturday of fair week. **(10 co-sponsorships available)**

Shows occur daily Tuesday thru Saturday (July 25th – July 29th) 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 losco County Fair for 20 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!

Parents love to watch their children interact with Farmer John, and we know from history that every show will have a great audience. **(6 co-sponsorships available)**

Shows occur Monday-Saturday (July 24th – July 29th) 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 losco County Fair
- 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

\$ 250.00 Bear Bottom Motorsports Promotions Co-Sponsorship

Brand new this year to the losco County Fair is a motorsports event tailored to fairs.

BEAR BOTTOM MOTORSPORTS PROMOTIONS has been promoting motorsport events for 30 years and this year they will bring to us a combination of Faircross racing, Quad racing, and UTV racing! Having all of these in combination is something we haven't seen at the losco County Fair for quite some time and we expect a lot of interest from specators in this event. At least 70 participants are expected to participate in the events of this night as well.

(8 co-sponsorships available)

Event occurs on Tuesday evening (July 25th) 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 losco 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 losco County Fair Board is again bringing 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 the event of chute dogging for the adult spectator crowd to participate in.

Event occurs on Saturday evening (July 29th) 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 losco 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 Bump & Run (and more) Demolition Derby Co-Sponsorship (8 co-sponsorships)

Back again by popular demand the Iosco County Fair Board is teaming with *Unique Motor Sports* to feature an action filled evening of Bump ‘n’ Run contests featuring MOTORHOME Bump ‘n’ Run along with a Chain & Wire/No Weld Demo Derby, and Bump N Run. Known locally as a Bump N Run contest, this event features vehicles in a Demolition Derby style event laid out on a racing track with curves and jumps. Followers of this event are numerous with many local contestants competing, and draws great crowds along with a lot of contestants. An audience participation event occurs for the children as well – a Power Wheels racing contest for Kids! This event has proved a real crowd pleaser with large crowds attending. Event occurs Wednesday night (July 26th) 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 on each night of 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)

The Iosco County Fair Board is teaming with *Unique Motor Sports* to bring a fun filled, action packed evening of Off-Road Derby entertainment complete with a Burn-out Contest and a Power Wheels racing for Kids event. 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 28th). 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 on each night of 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 “Name the Bull” Rodeo Co-Sponsorship (15 co-sponsorships available)

This opportunity will be part of the Flying Star Rodeo Productions Pro Rodeo. Event occurs Saturday, July 29th. Each sponsor will get to do the following:

- Provide the name for one of the bulls used in the Bull Riding event
- Have your name, or the name of your business, announced along with the name you have chosen for one of the bulls. (Bulls will not be pre-assigned, but instead will be chosen randomly as sponsor names come up on the list.)
- Have your business name and the name of your bull listed on a banner with other co-sponsors of the bulls for everyone to see at the Rodeo event. This banner will be displayed in front of spectators with all other Rodeo sponsors, but to be listed on this banner co-sponsors will need to commit by July 1st, 2017.

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

*Includes mention as Sponsor in Fair Trifold Schedule Fliers as well

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| 1. Business Card Size | \$ 40.00 |
| 2. ¼ Page | \$ 60.00 |
| 3. ½ Page | \$100.00 |
| 4. Full Page (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.