



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

2018 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES

Fair Dates: July 23rd thru July 28th

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
- 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 2018 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 2018 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, Lawn Mower Races, 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 2018 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 Aussie Kingdom Show Co-Sponsorship

Created in 2002, the Aussie Kingdom is a high impact educational show with a high “Wow” factor. It provides a greater understanding of the various species that are native to the Australian outback. In addition to these shows, interactive displays give information about the culture “down under”. 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 native Australian species including kangaroos, birds, wallaroos, lizards and wallabies! This is a high-energy production that will delight fair guests with a professionally designed sound system, set and signage. Guests will take a journey through the unique country known as Australia! This act promises to be fun for everyone in the family! There be 3 – 30 minute performances daily Monday thru Saturday of fair week. **(8 co-sponsorships available)** Shows occur daily Monday thru Saturday (July 23rd – July 28th) 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 over 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! 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 23rd – July 28th) 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 SJO Productions Super Cross Co-Sponsorship

New to the grandstand lineup this year at the losco County Fair is Super Cross produced by SJO Productions. It has been many years since we have had this event at the fair so we expect good attendance due to the excitement this event will bring! We expect somewhere between 75 to 100 competitors in age classes from 4 years up with several of these being local participants as well. This event promises to be a real crowd pleaser with high flying jumps and non-stop action! **(8 co-sponsorships available)**

Event occurs on Monday evening (July 23rd) 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 28th) 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 Demolition Derby (and more) Co-Sponsorship (8 co-sponsorships)

Back again by popular demand the Iosco County Fair Board is hosting an action filled evening featuring the MOTORHOME Bump 'n' Run Demolition Derby along with other demolition events. This demolition derby will occur in a Bump N Run format 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 25th) 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)

The Iosco County Fair Board is again 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 27th). 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 second year in a row the Iosco County Fairboard will be hosting Lawnmower Races. This funfilled, fast paced event draws numerous local participants and we expect even more interest in this event this year! Event occurs Thursday, July 26th. 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. 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.