



## 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

### 2022 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES

*Fair Dates: July 25<sup>th</sup> thru July 30<sup>th</sup>*

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

***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!***

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

- ½ Page business promotion in Fair Premium book (4000 printed) and name listed as Sponsor in Trifold Schedule Fliers (6500 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 2022 Iosco County Fair Schedule of Events. Total coverage of at least 25,000 people in the northeastern lower peninsula.
- 8 Fair VIP passes, each of which will get you onto the fairgrounds every day (Annual or Daily Passes provided when needed) and into all grandstand events during the week including (but not limited to): *Maximum Michigan Madness – SXS Racing Series* Side by Side Races, Night of Destruction featuring Car Soccer and a yet to be announced unique Demolition Derby event(s), a night of traditional Off-Road Derby - Auto Bump 'n' Run, and the *Flying Star* Pro Rodeo.
- 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 (11,000 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 (4000 printed) and name listed as Sponsor in Trifold Schedule Fliers (6500 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 2022 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
- 4 Fair VIP passes, each of which will get you onto the fairgrounds every day (Annual or Daily Passes provided when needed) and into all grandstand events during the week including (but not limited to): *Maximum Michigan Madness – SXS Racing Series* Side by Side Races, Night of Destruction featuring Car Soccer and a yet to be announced unique Demolition Derby event(s), a night of traditional Off-Road Derby - Auto Bump 'n' Run, and the *Flying Star* Pro Rodeo.
- Sponsor listing on Fair Web Site for one year – listing left up all year long

**\$ 250.00 Wild World of Animals Co-Sponsorship (8 co-sponsorships available)**

The Wild World of Animals Show was voted one of the top five Edu/tainment shows in the world in 2007 by the International Association of Amusement Parks and Attractions. The show entails about 13 different animals ranging from arthropods, amphibians, and reptiles, to birds and mammals. The animals in the show are ones we do not typically see in our area so this alone is bound to draw spectators! The lineup of animals is very diverse, fast paced and has a great balance of fun & information. The audience will learn interesting animal facts, laugh at their antics and witness their amazing natural abilities. The show is presented on a colorful stage with a jungle- themed set that is sure to catch the attention of fairgoers and draw them in to the show! The Iosco County Fair had this show at our fair many years ago and it was very well received by both children & adults. There be three 25-30 minute shows every day of the fair.

Shows occur daily Monday thru Saturday (July 25<sup>th</sup> – July 30<sup>th</sup>) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- Free entrance gate admission the entire week of the Iosco County Fair
- A raffle ticket for a chance to win a Corn Hole Board Game, and a raffle chance to win cash at the Cow Pie Bingo – *both conducted by the Iosco County Agricultural Society*
- 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**

Returning to the 2022 Iosco County Fair is a family fun show full of surprises! In this 30 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 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 2022 Iosco County Fair and you too will see what all the *BALKING & MOOING* are all about! There will be 2 to 4 shows per day. **(8 co-sponsorships available)**

Shows occur Monday-Saturday (July 25<sup>th</sup> – July 30<sup>th</sup>) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- Free entrance gate admission the entire week of the Iosco County Fair
- A raffle ticket for a chance to win a Corn Hole Board Game, and a raffle chance to win cash at the Cow Pie Bingo – *both conducted by the Iosco County Agricultural Society*
- 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 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 Co-Sponsorship for: Michigan Mud Jam Presents – Maximum Michigan Madness SXS Racing Series: Side by Side Races (8 co-sponsorships available)**

A new event at the Iosco County Fair that is sure to please our fair patrons! Side by Side UTVs will be racing head to head in competition for series points. The event will take place in our Exhibition Grandstand area so there will be lots of seating for spectators. The competition is sure to be fierce and side by sides are expected from all over to compete in this point based racing series! Based on past experience with motorsports events and the amount of promotion being put into this event a large crowd is anticipated!

Event occurs on Tuesday evening (July 26<sup>th</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 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 Night of Destruction Co-Sponsorship (8 co-sponsorships)**

The Iosco County Fair Board is making plans for an action filled evening featuring an *Auto Soccer* contest, a Burnout Contest and other thrilling motorsport events currently being developed. [No motorhomes this year, we are working on creating some totally new crowd pleasing events!] The Night of Destruction is typically the biggest grandstand event of the week at the Iosco County Fair – frequently filling our grandstands to capacity! Auto Soccer has proved to be a real crowd pleaser as cars literally play soccer with a large steel ball pushing and hitting the ball around to score points against their opposition, and includes large excavators as goalies! 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 27<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)
- 3 Grandstand passes for this 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)**

A crowd favorite at the Iosco County Fair, this action packed evening of Off-Road Derby bump'n'run racing always thrills the crowds! Locally known as a Bump and Run contest, spectators get to see cars 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 29<sup>th</sup>). Package Includes:

- 1 - 3x5 foot Banner displayed each night at the event (we provide banner)
- 3 Grandstand passes for this 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 TWO of the following Motorsport Events – Maximum Michigan Madness Side by Side Races on Tuesday, the Night of Destruction on Wednesday, or the Off-Road Derby on Friday for a cost of \$400.00 and get twice the promotional exposure at a cost savings of \$100!***

**\$ 200.00 Flying Star Rodeo Productions Pro Rodeo Co-Sponsorship**

**(8 co-sponsorships available)**

This time tested event is loved by fairgoers. Throw in the high caliber contestants associated with 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 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 act. This will be a 2 to 2.5 hour show and will also include a children's boot scramble event for the kids, and chute dogging for the adult spectator crowd to participate in. Their professional Rodeo Clown promises to be very entertaining for the audience and provide a humorous routine for rodeo attendees to enjoy!

Event occurs on Saturday evening (July 30<sup>th</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

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**FAIR PREMIUM BOOK SPONSORSHIP PRICES** (4,000 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 -** (11,000 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)

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*For more information or to purchase a Sponsorship Package contact Dave or Carrie at:*

Sixty Lakes Net Phone: 989-728-3731

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