



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

2021 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES

Fair Dates: July 26th thru July 31st

Be a part of our FAIR as a SPONSOR!!

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 main entrance road off M-65 giving credit to the sponsor of that day with Tuesday thru Saturday sponsors also getting a banner at the back gate entrance off Darton Road (*these banners are 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
- VIP pass to all Grandstand events (10 for Monday; 12 for Tuesday/Wednesday/Thursday; 15 for Friday & Saturday), each of which will get you onto the fairgrounds every day as well (Annual or Daily Passes will be given as needed).
- ½ Page business promotion in Fair Premium book (4000 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 2021 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 (4000 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 2021 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 as needed) and into all grandstand events during the week including (but not limited to): Outlaw Racing Series-Mega Truck Races & Tough Truck Contest, a Night of Destruction featuring the Motorhome Demo Derby & Car Soccer, 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 (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 (4000 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 2021 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 as needed) and into all grandstand events during the week including (but not limited to): Outlaw Racing Series-Mega Truck Races & Tough Truck Contest, a Night of Destruction featuring the Motorhome Demo Derby & Car Soccer, 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 A Grizzly Experience Show Co-Sponsorship (8 co-sponsorships available)

Grizzly Experience is an educational Grizzly Bear show and exhibit. The show brings an in depth up close and personal look into the life of North Americas' most prestigious predator – the Alaskan Grizzly Bear! Featuring Yogi, a 7 year old 600 pound Grizzly Bear, with two new additions. Dottie and Lea are two "cubs" that delight crowds of all ages with their impressive sizes and amazing behaviors. Throughout the day fair patrons will witness Yogi and the cubs interacting with their handler. During the daily shows Yogi will demonstrate many of his natural behaviors. Handlers will talk about bear safety, what to do if you encounter a bear in the wild and give information on bear species found in North America. Coupled with a very attractive display, this act promises to be fun for everyone in the family! At the end of each show spectators will be given a once in a lifetime opportunity, for a small donation, to feed a Grizzly bear by feeding them a small treat off the end of a stick. There be 2 – 20 minute shows weekdays and 3 – 20 minute shows on Saturday plus the bears will be on display between shows for fair patrons to view.

Shows occur daily Monday thru Saturday (July 26th – July 31st) 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

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 2021 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 26th – July 31st) 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 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 Co-Sponsorship for: Michigan Mud Jam Presents – Race #2 of their Outlaw Racing Series & A Tough Truck Contest (8 co-sponsorships available)

This is a new event at the Iosco County Fair that is sure to please our fair patrons! Mega-Trucks 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 trucks are expected from not only Michigan but other states as well. In addition, Michigan Mud Jam will be hosting a Tough Truck Contest as part of the events this evening. 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 Monday evening (July 26th) 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 losco County Fair Board is again planning an action filled evening featuring *MOTORHOME Bump 'n' Run Races* along with the *Auto Soccer Demo* contest, a Burnout Contest and other demolition events currently being worked on. Frequently the biggest grandstand event of the week at the losco 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 capacity! As motorhomes race each other they push, bump and run into each other as they jockey for position. Last years new event, Auto Soccer, proved 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 28th) 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 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 Off-Road Derby (Bump'n'Run) Co-Sponsorship (8 co-sponsorships)

The losco County Fair is planning a fun filled, action packed evening of Off-Road Derby entertainment with a Burn-out Contest and other events/activities. 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 30th). 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 (July 31st) 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

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. 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 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.