



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

2015 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES

Fair Dates: July 27th thru August 1st

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!

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 on the front page of the Northeastern Shopper (to be distributed one week before the fair), and at least one other area publication. Total coverage will be at least 40,000 people in the northeastern lower peninsula.
- 5 Fair Mega-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) both Wednesday & Friday night Bump 'n' Run Demo Derbys, and the Flying Star Rodeo
- An additional 5 Annual Fair Entrance Gate Passes
- Plaque on Signage Sponsorship Board
- 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 on the front page of the Northeastern Shopper (to be distributed one week before the fair), and at least one other area publication. Total coverage will be at least 40,000 people in the northeastern lower peninsula.
- Plaque on Signage Sponsorship Board
- 7 Annual Fair Entrance Gate Passes
- Sponsor listing on Fair Web Site for one year – listing left up all year long

\$ 350.00 Bump & Run Demolition Derby Co-Sponsorship (8 co-sponsorships)

The Iosco County Fair Board is teaming with *Unique Motor Sports* to bring TWO nights of this event to the Iosco County Fair! Known locally as a Bump and Run contest, this event features cars 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. Those buying this sponsorship package will be a sponsor of both nights of this event. In addition to the typical bump and run we are working on adding some extra, unique activities to the shows that are sure to be crowd pleasers! Events occur Wednesday night (July 29th) & Friday night (July 31st). 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

\$ 300.00 Vicenta's White Tiger Show Co-Sponsorship

The lovely, young Vicenta Page and her White Bengal Tigers will thrill and amaze audiences! One of the youngest female tiger trainers-presenters in the world, Vicenta Page has spent the last four years touring with Ringling Bros.-Barnum and Bailey Circus. Audiences will be awed by the sheer brawn and beauty of these animals, and the way they interact with their beloved trainer during her educational and entertaining shows. This act promises to be fun for everyone in the family! Each performance shall include a minimum of 5 white tigers with 2 performances per day Monday thru Thursday, and 3 performances daily Friday & Saturday. **(10 co-sponsorships available)**

Shows occur Monday-Saturday (July 27th – August 1st) 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 over 15 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 27th – August 1st) 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 Flying Star Rodeo Productions Pro Rodeo Co-Sponsorship (8 co-sponsorships available)

The Iosco County Fair Board is bringing a 7 event professional Rodeo back by popular demand! 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, and steer wrestling. This will be a 2 to 2.5 hour show and will also include a boot scramble event for the kids to participate in, and the event of chute dogging for the adult crowd to participate in.

Event occurs on Saturday evening (August 1st) 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

\$ 100.00 Children’s Tractor Pedal Pull Co-Sponsorship

Event occurs Saturday afternoon (August 1st) and 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
- Opportunity to display your company’s banner (Sponsor provides banner)

\$ 100.00 “Name the Bull” Rodeo Co-Sponsorship (20 co-sponsorships available)

This NEW opportunity will be part of the Flying Star Rodeo Productions Pro Rodeo. 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.

FAIR PREMIUM BOOK SPONSORSHIP PRICES

*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.