

SPONSORSHIP OPPORTUNITIES



AUGUST 17-20, 2023

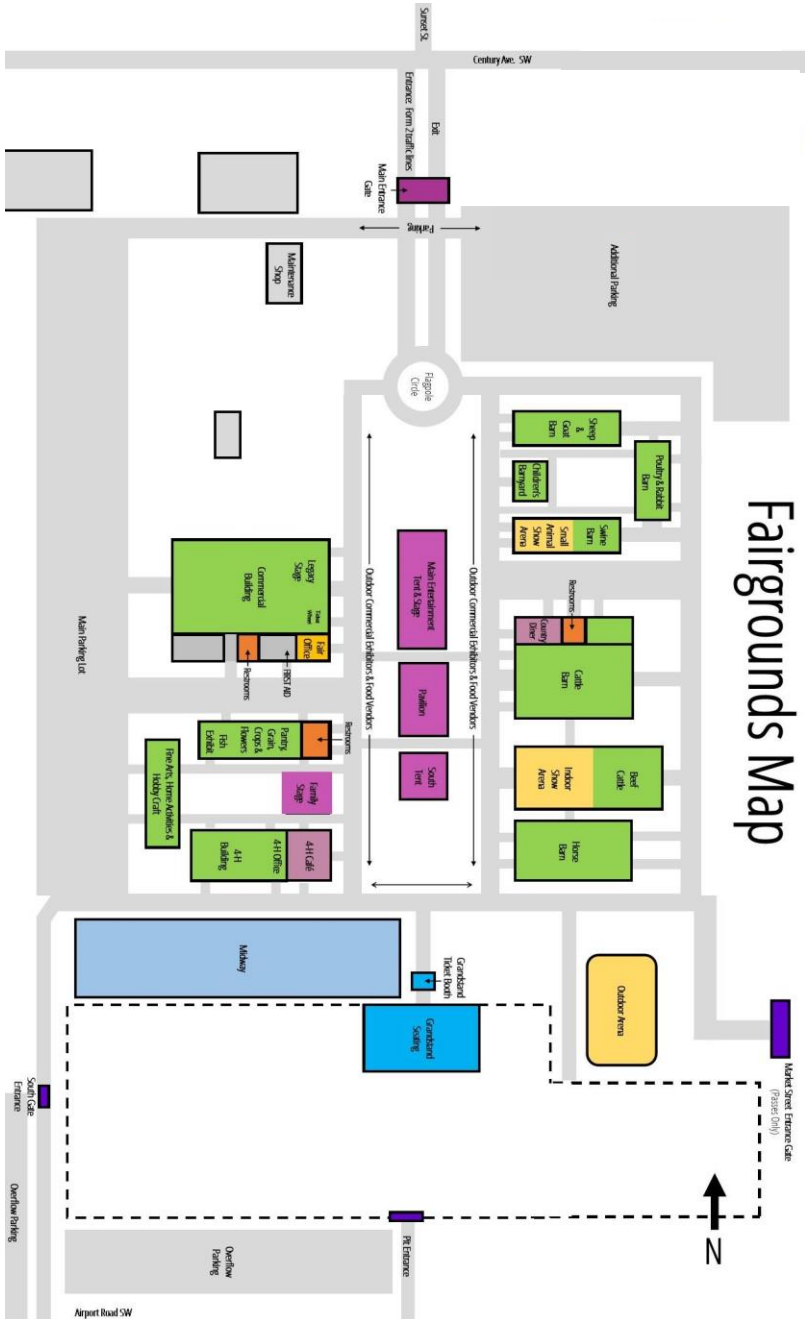
WWW.MCLEODCOUNTYFAIR.COM



@McLeodCoFair

Fairgrounds Map

Below is a map of the McLeod County Fair showing where each of the locations referenced in this document is located on the grounds:





Main Entertainment Schedule

Thursday

SUPERCROSS IN GRANDSTAND

7:00 PM

IV PLAY

8:00 PM – 11:00 PM

Friday

AUTCROSS IN GRANDSTAND

7:00 PM

THE JOHNNY HOLM BAND

8:30 PM – 11:30 PM

Saturday

BIG AIR ATV TOUR IN GRANDSTAND

6:00 PM VIP Meet & Greet, 7:00 PM Show

ARCH ALLIES

8:30 PM – 11:30 PM

Sunday

DEMOLITION DERBY IN GRANDSTAND

4:00 PM

THE WHITESIDE WALLS

5:00 PM – 8:00 PM



Greetings from the McLeod County Fair!

We are excited to be getting closer to the 2023 McLeod County Fair! We have big things planned, and we invite you to be a part in making our annual McLeod County Fair one of our best yet!

Be it agriculture, education, entering projects, businesses or entertainment, the McLeod County Fair strives to be the best event to highlight the resources and talents of our McLeod County communities. We would like to invite you to be part of this advertising opportunity for your business or organization. Each day is full of educational opportunities and entertainment for the whole family to enjoy.

Last year, we were fortunate to be able to offer **free gate admission to all attendees, and we are excited for that opportunity again this year!** We saw **over 50,000 people attend over the course of 4 days** and anticipate a similar crowd again this year.

When considering one of our limited sponsorship levels, last year's sponsors will have first priority to renew until May 15th. Contact the fair office if you are interested in one of the limited sponsorships. Have goods or services to offer in exchange? New ideas? Let us know! We are interested in working with you if the goods or services can be used to enhance our event.

We appreciate any level of support that you can provide to our organization and will thank you accordingly. Your contribution to our organization will go directly toward the expenses involved in making the fair a success. Thank you in advance for your continued support!

See You at the Fair,

The McLeod County Agricultural Association

Thursday: \$1,500 | Friday: \$1,500 | Saturday: \$1,500 | Sunday: \$1,500

- Sponsor of the Main Entertainment Stage in the Corporate Tent for one day of your choice during the fair.
- Over \$20,000 of entertainment is booked to perform on this stage.
- Highly visible stage signage advertising your business as the stage sponsor for the day in addition to signage space in the Entertainment Tent for the full duration of the 4-day fair.
- Schedules will have your company name listed as the stage sponsor for events held on that stage for the day.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Company name/logo on our website's sponsor recognition section and will remain listed until next year's fair sponsorships are secured.
- "We Support the McLeod County Fair" poster to display in your business window.
- Each day's sponsor will receive 6 complimentary grandstand admission tickets to each night's show.
- **Optional:**
 - 1 complimentary 8'x10' exhibit booth space (\$300 value) in the Commercial Building for 4 days.

- Exclusive sponsor of the Family Entertainment Stage for the duration of the fair.
- \$7,500 of entertainment booked to perform on this stage throughout the fair.
- A sign advertising your business logo as the stage sponsor.
- All schedules will list your business as the name for the location of all the events held on the stage.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website's sponsor recognition section and remain listed until next year's fair sponsorships are secured.
- *The fair* will send out letters to all registered McLeod County daycares inviting them to shows on Thursday and Friday morning. *The sponsor* will provide a healthy snack, and personnel to distribute the snack each day.
- "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 8 complimentary grandstand admission tickets to each night's show.
- **Optional:** If interested, you can select to participate in one of the options below:
 - 1 complimentary 8'x10' exhibit booth space (\$300 value) in the Commercial Building for 4 days.
 - 1 complimentary space outside in a high-traffic area to allow your business to set up a display and activities for fair attendees for the full 4 days of the fair.

Pavilion Sponsor: \$2,500.00 (limited to 1)

Sold

- Exclusive sponsor of the Pavilion (Beer Garden) for the duration of the 4-day fair.
- Over \$2,500 of entertainment is booked to perform in the Pavilion. After hosting the afternoon music, the Pavilion becomes an extension of the Corporate Tent for all the main stage concerts.
- Signs on the Pavilion advertising your business as the sponsor.
- All schedules will list your name as the location of the events held in the Pavilion.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website's sponsor recognition section and remain listed until next year's fair sponsorships are secured.
- "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 8 complimentary grandstand admission tickets to each night's show.
- **Optional:** If interested, you can select to participate in one of the options below:
 - 1 complimentary 8'x10' exhibit booth space (\$300 value) in the Commercial Building for 4 days.
 - 1 complimentary space outside in a high-traffic area to allow your business to set up a display and activities for fair attendees for the full 4 days of the fair.

Legacy Stage Sponsor: \$1,000.00 (limited to 1)

Sold

- Your company will be the exclusive sponsor of the Legacy Stage for the duration of the 4-day fair.
- Over \$3,000 of entertainment is booked to perform on this stage.
- A sign advertising your business logo as the stage sponsor.
- All schedules will list your name with the location for events held on the stage.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website's sponsor recognition section and remain listed until next year's fair sponsorships are secured.
- "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 4 complimentary grandstand admission tickets to each night's show.
- **Optional:** If interested, you can select to participate in one of the options below:
 - 1 complimentary 8'x10' exhibit booth space (\$300 value) in the Commercial Building for 4 days.
 - 1 complimentary space outside in a high-traffic area to allow your business to set up a display and activities for fair attendees for the full 4 days of the fair.

Supreme Champion Sponsor: \$1,000.00 (limited to 4)

Sold

- Your company will be the sponsor of one day at the fair.
- A sign advertising your business logo in the Entertainment Tent for the duration of the 4-day fair.
- All publications will have your company name listed as the designated day sponsor.
- Multiple recognitions over the PA system throughout the sponsored day recognizing your partnership with the McLeod County Fair.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website's schedule of designated day and remain until next year's information is posted.
- "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 4 complimentary grandstand admission tickets to each night's show.
- *Optional:* Space to set up a temporary display and/or activity for the fair attendees to visit for a designated timeframe of your sponsored day.
- *Optional:* 1 complimentary 8'x10' exhibit booth space (\$300 value) in the Commercial Building for 4 days.

Grand Champion Sponsor: \$600.00

- A sign advertising your business logo in the Entertainment Tent for the duration of the 4-day fair.
- Name/logo in print advertisements for the fair where applicable and social media recognition.
- Name/logo on our website before and after the fair and remain listed until next year's sponsors are posted.
- "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 2 complimentary grandstand admission tickets to each night's show.

Champion Sponsor: \$300.00

- A sign advertising your business logo in the Entertainment Tent for the duration of the 4-day fair.
- Your company name will be advertised on our website before and after the fair and remain listed until next year's sponsors are posted.
- "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 2 complimentary grandstand admission tickets to both the Thursday and Friday night grandstand shows.

Friend of the Fair: \$25.00 - \$299.00

Thank you for your support! Your organization will be listed on our donor list that is posted at the fair. You will also get a neon "We Support the McLeod County Fair" sign to display in your window. Please indicate donation amount on the sponsorship form.

BUILDING SPONSORSHIP OPPORTUNITIES

Building Sponsor Levels: \$500.00 - \$1,000.00 (9 Buildings Available)

- Highly visible signage at main entrances of the building of your choice for the full 4-day fair.
- All web and print publications will have your company name listed as the location of events occurring in that building during the fair.
- “We Support the McLeod County Fair” poster to display in your business window.

Sponsorship Levels & Building Choices

\$1,000.00

Commercial Building

Agribition Building

Indoor Show Arena / Beef Barn

Outdoor Show Arena / Horse Barn

\$500.00

Creative Arts

Horticulture/Crops/Foods

Poultry/Rabbit

Sheep/Goat

Small Animal Show Arena / Swine

GRANDSTAND SPONSORSHIP OPPORTUNITIES

\$1,200.00 (limited to 1)

Sold

- Your company will be the only sponsor advertising at the top landing into the grandstand for the duration of the 4-day fair.
- A 3'x10' banner will be displayed in the front landing/entrance of the grandstand.
- All event programs will have your company name listed and recognized as a sponsor.
- Multiple recognitions over the PA system throughout the grandstand events recognizing your partnership with the McLeod County Fair.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Advertisement of your company name/logo on our website.
- A neon “We Support the McLeod County Fair” poster to display in your business window.
- Sponsor will receive 6 complimentary grandstand admission tickets to each night’s show with VIP seating.

\$600.00 (limited to 8)

- A 4'x4' banner advertising your business logo along the fence by the tower located in the infield for the duration of the 4-day fair.
- All event programs will have your company name listed and recognized as a sponsor.
- Multiple recognitions over the PA system throughout the grandstand events recognizing your partnership with the McLeod County Fair.
- Company name/logo in print advertisements for the fair where applicable and social media recognition.
- Advertisement of your company name/logo on our website.
- A neon "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 2 complimentary grandstand admission tickets to each night's show.

\$300.00 (limited to 4)

- A 4'x4' banner advertising your business logo at the pit entrance driveway where all event drivers enter through, for the duration of the 4-day fair.
- All event programs will have your company name listed and recognized as a sponsor.
- Multiple recognitions over the PA system throughout the grandstand events recognizing your partnership with the McLeod County Fair.
- A neon "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 2 complimentary grandstand admission tickets to both the Thursday and Friday night grandstand shows.

\$150.00 Trophy Sponsor

- Your business name listed on a trophy for an event of choice: Autocross or Demo Derby: Friday or Sunday.
- The event program will have your company name listed and announced during the event heat you are sponsoring.
- \$150 will get your business name on a trophy in two classes of choice.
- A neon "We Support the McLeod County Fair" poster to display in your business window.
- Sponsor will receive 2 complimentary grandstand admission tickets to the event featuring your sponsored class.



SPONSORSHIP FORM

Please fill out this form completely and return to the fair office with payment:

Business Name (as you would like it publicized): _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone #: _____

Website: _____

Select your desired sponsorship level below + specify additional information, as needed:

Main Stage Sponsor Circle Day Choice(s): THURS: \$1,500 | FRI: \$1,500 | SAT: \$1,500 | SUN: \$1,500
Complimentary 8'x10' Indoor Booth Space for 4 days: YES | NO **Sold**

Family Stage Sponsor (\$2,500)
Display Space Preference for 4 days: INDOOR | OUTDOOR | NONE **Sold**

Pavilion Sponsor (\$2,500)
Display Space Preference for 4 days: INDOOR | OUTDOOR | NONE **Sold**

Legacy Stage Sponsor (\$1,000)
Display Space Preference for 4 days: INDOOR | OUTDOOR | NONE **Sold**

Supreme Champion (\$1,000) Circle Day Choice: THURSDAY | FRIDAY | SATURDAY | SUNDAY
Complimentary 8'x10' Indoor Booth Space for 4 days: YES | NO **Sold**
Additional Display Space on Sponsored Day only: YES | NO

Grand Champion (\$600)

Champion (\$300)

Friend of the Fair (\$25-\$299) Donation Amount: _____

Building Sponsor: \$500 | \$1,000 Building Choice: _____

Grandstand Sponsor (\$1,200) *limited to 1* **Sold**

Grandstand Sponsor (\$600) *limited to 8*

Grandstand Sponsor (\$300) *limited to 4*

Grandstand Trophy Sponsor (\$150) Circle Event: SATURDAY: AUTOCROSS | SUNDAY: DEMO
Class Preference: CHOICE # 1: _____ CHOICE # 2: _____

A high-resolution jpeg image of our logo has been emailed to:
manager@mcleodcountyfair.com (only needed if sponsorship level includes your logo for advertisement or website use)

Our check is enclosed and will be mailed with this form to:
McLeod County Fair | PO Box 142 | Hutchinson, MN 55350 | Checks payable to: "McLeod County Agricultural Assn"

Thank You!



@McLeodCoFair