

DODGE COUNTY FAIRGROUNDS 2022



IRA OUTLAWS – FAIR FOOD FESTS – FLEA MARKETS – DODGE COUNTY FAIR – and MORE!

Here's your chance to advertise your business in front of thousands of Dodge County Fairground attendees for the entire 2022 season. With so many advertising options to choose from, we've got something for every advertising budget.

FAIR SPONSORSHIPS:

Track Base Banner: 8' x 2' banner facing the Grandstands.
\$450 (Includes production of banner)

Grandstand Banner: 8' x 4' banner, facing the Fairgrounds
\$650 (Includes production of banner)

Entrance Banners: 8' x 4' banner, seen by everybody entering the Fairgrounds. \$650 (Includes production of banner)

Scoreboard Sponsorship: 8' x 4' plywood banner, located on the racing scoreboard all season long.
\$650 (Includes production of banner)

Garbage Can Wrap Sponsorship: 5-9 Bins - \$100 ea., 10-49 Bins - \$90 ea. (Includes production)



Building Naming Rights: (2) 8'x4' banners, one facing the Fairgrounds and one facing Hwy. 33. Sponsorship includes 2 banners, 10 General Admission Fair Passes, public address announcements, press releases. \$1500 each. (Includes production of signage)

Facility/Building Improvement Sponsorships: 10-Year Sponsorship includes a sign inside the building/facility for 10 years in recognition of the project, and for one year, 10 General Admission Fair Passes, public address announcements, press releases. \$2500 each (or \$250/Year). (Includes production of signage)

Fair Staff Shirts: 150 t-shirts worn by Fair volunteers and officials.
\$1500 (Includes your 1-color logo/slogan on the front & back of the t-shirts!)

Family Stage Sponsorships: Featuring Kandu the Magician, Wild World of Animals, Pleasure Valley Pig, Goat, and Duck Races! Includes 8'x4' banner at the Family Stage, online mentions, public address announcements, press releases! \$500 each (3 Available, includes production of Sign)

Local Music Stage Sponsorships: Featuring local bands and musicians from the area. Three performances daily, 12-6 pm. Located near the Commercial Building on the West Side of the Fairgrounds.
1-Banner: \$500 2-Banners: \$750 (Includes production of Sign)

NEW



NEW

NEW

Cell Phone Charging Tables and Social Media Lounges: Completely free tables for fairgoers. People can walk up and charge any smartphone or mobile device using the built-in self-retracting cords or wireless charging.

Social Media Lounge: Includes 10'x10' fully branded Event Tent, Cooling, Misting, and Illuminated. (2) fully branded Deluxe Charging Tables, and Presence Analytics. (1-2 Units: \$2500 each)

Deluxe Table: Branded, illuminated umbrella, table with branded sides and top, and usage report. Facebook and Google retargeting, and Presence Analytics. (1-2 Tables: \$1400 each)

Standard Table: Branded, illuminated umbrella, table with branded sides and top, and usage report (1-2 Tables: \$1200 each).

Fair Event Sponsorships: Tractor Pull, Horse Pull, Demo Derby, Kids Pedal Pull, and more. Includes 8'x4' banner, 10 General Admission Fair Passes, public address announcements, press releases. \$1,000 each (Includes production of banner)

Friends of the Fairgrounds Sponsorship Signs: 3'x2' banner attached to location of your choice. \$350/sign (Includes production of sign)

Daily Events Board Sponsorship: During the Dodge County Fair, daily events listed on 4 Sandwich Boards, located in prime traffic locations throughout the fairgrounds. Includes signage, public address announcements, press releases. (4 Available) \$500 each (Includes production of sign)

Shuttle Sponsorships: During the Dodge County Fair, shuttles bring fairgoers from the parking lots into the fairgrounds, and then back to the drop-off points. Sponsorship includes signage on the carts and at all drop-off and pick-up points, 10 General Admission Fair Passes, public address announcements, press releases. (2 Available) \$1000 each (Includes production of signage)

Entrance Flag Sponsorships: (4) 10-foot entrance flags to the Fairgrounds, marking exactly where the entrances are! Sponsorship includes signage, 10 General Admission Fair Passes, public address announcements, and press releases. 4 flags - \$2000, 2 flags - \$1250 (Includes production of signage)

MAIN STAGE:

Badger State Tractor Pull – Wed-Aug. 17th

Clay Walker – Thurs-Aug. 18th

TBA – Fri-Aug. 19th

Smash Mouth – Sat-Aug. 20th

CONTACT:

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**OVER 50 EVENTS
SCHEDULED
for 2022 !**

**ESTIMATED 2022
ATTENDANCE:
Over 90,000!**