



2022

149th WAUPACA COUNTY FAIR **SPONSORSHIPS PACKAGES**

The 149th Waupaca County Fair will be August 24 to 28, 2022. The activities during the fair include: motor sports events, live music, carnival rides, food, animals, commercial exhibits, family activities and much more. Waupaca County Fair also prides itself with over 6200 youth exhibit entries and over 2000 youth and adult open class entries.

The Waupaca County Fair is a 501(c) (3) public charity under IRS guidelines. With this designation, all contributions to the Waupaca County Fair are tax deductible under section 170 of the IRS code.

Why Sponsor the Waupaca County Fair?

As an official sponsor, you are part of the excitement that draws more than 21,000 fairgoers who will find fun for everyone in the family, August 24 – 28, 2022. Without valuable Fair Sponsors like you, we simply could not provide a high-quality family-friendly event with such a strong community tradition. Promote your business or group your corporate logo or product name which will be presented to more than 21,000 fairgoers, social media and logos are linked to our website?

2022 WAUPACA COUNTY FAIR has 6 LEVELS of SPONSORSHIPS

DIAMOND (\$3500+)

- **Name or logo in all advertising (radio, posters, programs and tickets)**
- **Name or logo included on website and social media**
- **Ability to have 4 banners placed in prime visible areas of the grounds**
- **Name to be mentioned on public address announcements daily**
- **Sponsors may also distribute promotional items (water bottles, Frisbees, mini footballs, refrigerator magnets, etc.) to attendees (items provided by the sponsor)**
- **60 one-day passes**

PLATINUM (\$2500+)

- **Name or logo in all advertising (radio, posters, programs and tickets)**
- **Name or logo included on website and social media**
- **Ability to have 3 banners placed in prime visible areas of the grounds**
- **Name to be mentioned on public address announcements daily**
- **Sponsors may also distribute promotional items (water bottles, Frisbees, mini footballs, refrigerator magnets, etc.) to attendees (items provided by the sponsor)**
- **45 one-day passes**

GOLD (\$1500+)

- **Name or logo in all advertising (radio, posters, programs)**
- **Name or logo included on website and social media**
- **Ability to have 2 banners placed in prime visible areas of the grounds**
- **Name to be mentioned on public address announcements daily**
- **Sponsors may also distribute promotional items (water bottles, Frisbees, mini footballs, refrigerator magnets, etc.) to attendees (items provided by the sponsor)**
- **30 one-day passes**

SILVER (\$750+)

- **Name or logo in all advertising (posters, programs)**
- **Name or logo included on website and social media**
- **Ability to have 2 banners placed in prime visible areas of the grounds**
- **Name to be mentioned on public address announcements daily**
- **15 one-day passes**

BRONZE (\$300+)

- **Name or logo included on website and social media**
- **Ability to have 2 banners placed in prime visible areas of the grounds**
- **Name to be mentioned on public address announcements daily**
- **10 one-day passes**

FRIENDS OF THE FAIR (\$100+)

- **Name or logo included on website and social media**
- **Name to be mentioned on public address announcements daily**
- **2 Season passes or 2 tickets to one grandstand event**



2022 SPONSORSHIP NAMING RIGHTS

Naming rights link sponsors to key components of the Waupaca County Fair. Each naming right is celebrated onsite with 2 large onsite signs and recognized wherever possible across onsite, social media, digital, and print marketing executions. Naming rights are assigned on a first-come, first-served basis. Fair naming rights are listed below:

GATE 1 (WEST GATE)	SILVER (\$750+)	
GATE 2 (SOUTHWEST GATE)	BRONZE (\$300+)	
GATE 3 (BARN GATE SOUTHWEST)	SILVER (\$750+)	
GATE 4 (SOUTH GATE)	SILVER (\$750+)	
PIT GATE	BRONZE (\$300 +)	
OPEN CLASS	BRONZE (\$300 +)	
YOUTH BUILDING	BRONZE (\$300 +)	
MILK HOUSE	BRONZE (\$300 +)	
DAIRY BARN	BRONZE (\$300 +)	
BEEF BARN	BRONZE (\$300 +)	
MULTI-PURPOSE BUILDING	BRONZE (\$300 +)	
HOG & SHEEP BARN	BRONZE (\$300 +)	
RABBIT & POULTRY BARN	BRONZE (\$300 +)	
EDUCATION BUILDING (VENDER BUILDING)	BRONZE (\$300 +)	
GOAT BARN	BRONZE (\$300 +)	
RED HORSE BARN	BRONZE (\$300 +)	
GRAY HORSE BARN	BRONZE (\$300 +)	
GRANDSTAND PAVILION (BEER STAND)	SILVER (750+)	
BEER TENT (FARMERS TENT)	SILVER (\$750+)	
BREW CITY WRESTLING	GOLD (\$1500+)	
CANINES IN THE CLOUDS	PLATINUM (\$2500+)	
KID DAVIE MAGIC SHOW	GOLD (\$1500+)	
BUSCHKE CARVING	GOLD (\$1500+)	
ESCAPE ROOM	GOLD (\$1500+)	
MIDWAY STAGE	PLATINUM (\$2500+)	
THURSDAY	PLATINUM (\$2500+)	
SENIOR & VETERANS DAY (FRIDAY)	DIAMOND (\$3500+)	
SATURDAY	DIAMOND (\$3500+)	
FAMILY DAY (SUNDAY)	DIAMOND (\$3500+)	
COUNTY TRUCK & TRACTOR PULLS (Wednesday)	PLATINUM (\$2500+)	
T&C RODEO- BULLS & BARRELS (Thursday)	DIAMOND (\$3500+)	
N.E.W. TRUCK PULL (Friday)	PLATINUM (\$2500+)	
NTPA TRUCK AND TRACTOR PULL (Saturday)	DIAMOND (\$3500+)	
ATV/UTV DRAG RACING (Sunday)	PLATINUM (\$2500+)	

Please Note: Sponsorship levels can involve cash or in-kind commitments. We want this to be a team effort to ensure that sponsorship levels can be customized to best represent your company's needs and marketing goals. Please don't hesitate to offer suggestions or changes to the benefits listed under each sponsorship level.

To learn more about the Waupaca County Fair, visit our website at:

www.waupacacountyfair.com or email Info@WaupacaCountyFair.com You may also call Richard Luedke, Fair Manager at 920-284-0110 with any questions. Thank you for your consideration and support.

Name of Business: _____

Contact Person: _____

Address: _____

Phone & Email: _____

Sponsorship level or Naming Rights Package:

Amount or value of contribution: _____

Circle one: Check Enclosed Please Invoice

Card Information (Service Fees May Apply)

Name on Card:

Card#:

Expiration Date: _____ **Security code:** _____ **Zip Code:** _____

Signature:

Mail all items to:

Waupaca County Fair

PO BOX 713

Weyauwega, WI. 54983