

# 153<sup>rd</sup> Waupaca County Fair Partnership Opportunities August 25-30, 2026



## The Waupaca County Fair Mission

To continue the great tradition of educating youth and the general public about agriculture, mechanical and household sciences while creating a fun and interactive environment for all ages.

## INTRODUCTION

Waupaca County Fair thrives through the support of dedicated community partners who contribute essential resources and services. We invite your company to join us as a vital partner, helping to make this year's Fair a Success.

## Why Partner with Us?

By partnering with the Waupaca County Fair your company will:

- Showcase your commitment to supporting local culture and community development.
- Benefit from brand visibility to thousands of attendees, social media followers, and local media coverage.
- Building connections with other community members, businesses, and organizations.
- Award your employees with discounted Gate admission, All-Access tickets, or even Company Picnic at the Fair.

## In-kind Sponsorship Opportunities

Your company's contributions of equipment, Materials, Volunteering hours or Services are vital to the Fair's operations. Below are examples of in-kind support opportunities:

- **Agricultural Implements:** Equipment such as tractors, bobcats, or tools to assist with event setup and maintenance.
- **Logistics Support:** Transportation services, UTV's, Golf carts or other tools to manage fairground logistics.
- **Power and Utilities:** Generators, lighting systems, or other electrical support.
- **Volunteering hours or Services:** We have many jobs that we need Volunteers or services before fair, during fair and after fair.

## Recognition and Benefits

As a valued Partner, your company will receive:

- **Brand Visibility:** Logo placement on Fairground, marketing materials, and social media posts. Verbal recognition during Fair events
- **Exclusive On-site Opportunities:** Exhibit space to showcase your brand and products. Distribute promotional items to attendees at the gates.

### **Event Partnership \$5000+ or In-Kind Partnership \$6250 to \$9374**

- Naming right to Grandstand show or Family show
- Mention in Radio Ads on WDEZ, Frog 92.3, The Lakes 92.7 and The Foundry 100.3
- Name or logo included on websites, social media & Staff T-shirts
- Ability to have four banners placed in prime visible areas of the grounds
- Name to be mentioned on public address announcements daily.
- Partners may also distribute promotional items to attendees (items provided by the partner)
- 10% Investment back in choice of gate tickets or All-Access tickets and/or rental space for the Fair

### **Day Partnership \$2500+ or In-Kind Partnership \$2500 to \$6250**

- Naming right for the day
- Name or logo included on websites, social media & Staff T-shirts
- Ability to have three banners placed in prime visible areas of the grounds.
- Name to be mentioned on public address announcements daily.
- Partners may also distribute promotional items to attendees (items provided by the partner)
- 10% Investment back in choice of gate tickets or All-Access tickets and/or rental space for the Fair

### **Gate & Building Partnership \$1000+ or In-Kind Partnership \$1000 to \$2499**

- Naming right for Gates or Building
- Name or logo included on websites and social media.
- Ability to have two banners placed in prime visible areas of the grounds.
- Name to be mentioned on public address announcements daily.
- Partners may also distribute promotional items to attendees (items provided by the partner)
- 8% Investment back in choice of gate tickets or All-Access tickets and/or rental space for the Fair

### **Golf Cart Partnership \$500+ or In-Kind Partnership \$500 to \$999**

- Naming right for the day
- Name or logo included on websites and social media.
- Ability to have two signs on carts.
- Name to be mentioned on public address announcements daily.
- 6% Investment back in choice of gate tickets or All-Access tickets and/or rental space for the Fair

### **Friends of the Fair Partnership \$200+ or In-Kind Partnership \$200 to \$499**

- Name or logo included on websites and social media.
- Name to be mentioned on public address announcements daily.
- 2 All-Access Season pass

# WAUPACA COUNTY FAIR | AUGUST 25 – 30, 2026

## PARTNERSHIP APPLICATION

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_



### Partnership Options:

- Event Partnership \$5000+ or In-Kind Partnership \$6250 to \$9374
- Day Partnership \$2500+ or In-Kind Partnership \$2500 to \$6250
- Gate & Building Partnership \$1000+ or In-Kind Partnership \$1000 to \$2499
- Golf Cart Partnership \$500+ or In-Kind Partnership \$500 to \$999
- Friends of the Fair Partnership \$200+ or In-Kind Partnership \$200 to \$499

### ADD ON'S:

- Exhibit space to showcase your brand and products.
- Distribute promotional items to attendees at your gates.
- Volunteering hours or Services
- Employees discounted Gate admission, All-Access tickets.
- Company Picnic at the Fair.

Please submit form and payment to:

Waupaca County Fair  
PO Box 713  
Weyauwega, WI. 54983

\_\_\_ Need Invoice \_\_\_ Check Enclosed \_\_\_ Credit Card

All Event, Day, Gate& Building, Golf Cart Partnership choices are awarded on a first come, first serve basis. Email this form to [info@waupacacountyfair.org](mailto:info@waupacacountyfair.org). Payment is due within 14 days of receipt of form. If paying by credit card, processing fees are paid by Partner, and an emailed invoice will be sent upon receipt of form.

**Questions on availability of partnerships or other partner questions?**

**Email: [info@waupacacountyfair.org](mailto:info@waupacacountyfair.org)**

**Phone 920-284-0110**