



Winnebago County Fair Association (WCFA)

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Venue: Sunnyview Expo Center, 500 E Cty Rd Y, Oshkosh



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Do you ever wonder where the money comes from to run the Winnebago County Fair? In order to reduce the cost of tickets to attendees, youth exhibitors and their families, we rely on donations and sponsorships from our community. Funding for this local tradition could come from organizations or businesses like yours. There are many opportunities for you to support the activities that so many people in our community enjoy.

Why sponsor or get involved?

Becoming a sponsor gets your name out county-wide in our community - reaching many people from all walks of life. Being involved in the community builds great rapport and is an ideal way to inform visitors of what your company is all about. Below are our suggested tiers of sponsorship. These levels can be flexible and customized to meet your needs and interests.

Gold Level \$1,000 and up

Includes primary placement of banner/display during fair and advertising during event, marketing booth at fair, print advertisement prior to fair on flyers, posters, t-shirts, etc, online advertising before/after Fair on Facebook & website and promotional/event appearances as requested by sponsor.

- Grandstand Sponsors (Grandstand Expenses to Fair average \$45,000 annually)
- Music Village Sponsors (Music Village Expenses to Fair average \$15,000 annually)
- Family Entertainment (Family Entertainment Expenses to Fair average \$30,000 annually)
- Gate Sponsor (Primary advertising location for sponsor during Fair. Helps to cover grounds expenses: bleachers, safety & security, fencing, electricity, etc. Grounds Expenses avg. \$75,000 annually)
- We appreciate in-kind donations & discounts in addition to monetary donations!

Silver Level \$350 - \$1,000

Includes banner display and advertising during associated events and advertising on Fair Facebook & website.

- Ticket Giveaway/Advertising Sponsors (including Facebook promotions)
- Senior & Veterans Day Sponsors (or other categories)
- Covered Arena Sponsors
- Event Highlights: Rodeo Chute Sponsor, Axe Throwing Target Sponsor, Contest Sponsors
- Grandstand or Youth Exhibitor Giveaways (t-shirts, sweatshirts, swag, coupons, gift cards, supplies, etc)
- Technology Upgrades: computers, cash register, tablets, software, etc
- Fairest of Fair Program (including possible scholarship)
- We appreciate in-kind donations & discounts in addition to monetary donations!

Bronze Level Up to \$350

Includes advertisement during the event and listing on Fair website.

- Trophy Sponsors (animals) \$25/each - includes trophy, ribbons for class and judge fees
- Best of Show Rosettes (non-animal) \$25/each - includes 3-4 rosettes, ribbons for division and judge fees
- Youth Exhibitor giveaways (t-shirts, coupons, milk, project supplies, etc)
- Fair Supplies: Picnic tables, stall/pen shavings, educational displays, directional signage
- Family Stage Fillers: Karaoke, DJ, etc.
- We appreciate in-kind donations & discounts in addition to monetary donations!

To set up a sponsorship opportunity for your business, please call, email or reach out to us on Facebook. We look forward to talking to you about partnering with the County Fair.