



Winnebago County Fair Association (WCFA)

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

WCFA is an 501(c)(3) non-profit organization



President Mike Domke • **Vice President** Matt Neuman • **Treasurer** Jody Bezio • **Secretary** Ryan Overton • **Officer At-Large** Ryan Krueger

4/19/2022

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.

- **General Fair Sponsors** Our average Fair expenses are \$300,000 annually - costs to attendees is only 46% of that cost thanks to generous sponsors like you! Our top sponsor each year has the opportunity to be our "Front Gate Sponsor" with exclusive signage and give-away opportunities at our main entrance.
- **Family Entertainment** - Increasing the quantity of Family Entertainment is our major focus for 2022. We have doubled spending in this category to at least \$60,000. So far we have 4 NEW professional acts and several community organizations providing additional entertainment and activities this year.
- **Special Event Sponsors:** Sponsors can cover costs of one specific act, entertainer or activity. Sponsor will receive exclusive recognition/signage at specific performance location and on all associated advertising. (i.e. Lumberjack, Rodeo Chutes, Animal Shows, Kiddie Tractor Pull, Motorbike Stunts, Face Painting, etc)
- **Grandstand Sponsors** Rodeo, Farm Tractor Pull, BadgerState Tractor Pull, Demo Derby, Cody Cavanaugh BMX Stunt Bikes. Grandstand Expenses for this traditional line-up increased 47% this year to \$63,000.
- **Music Village Sponsors** We support local Wisconsin musicians. (Expenses to Fair avgs. \$15,000 annually)
- **We appreciate discounts & in-kind donations in addition to monetary donations!** Our overall Grounds Operating expenses avg. \$75,000 annually (seating, safety & security, fencing, utilities, sanitation, etc.)

Silver Level \$350 - \$1,000

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

- Ticket Sponsors - Exclusive Logo placement on tickets & memberships (includes exclusive advertising for Facebook promotions and ticket give-aways run by the WCFA)
- Senior & Veterans Day Sponsors
- Grandstand or Youth Exhibitor Giveaways (apparel, swag, coupons, gift cards, project supplies, donuts, etc)
- Fairest of Fair Program (includes small scholarship for successful candidate)
- Agriculture Education displays & activities

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
- Small Fry Contest (Youth 4-8 years old get an experience showing a calf on Sunday morning of the Fair)
- Fair Supplies: If you'd like to purchase or donate specific fair supplies, we always have an ongoing wish-list of technology upgrades, equipment, seating, office supplies, bedding, showing supplies, etc.

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. Thank you for your support!