

2008 Ozaukee County Fair

One of the last free fairs in the Midwest!

Serving Ozaukee County Since 1859!

July 30 – August 3, 2008

Sponsorship Opportunities

www.ozaukeecountyfair.com



Statement of Purpose

The first Ozaukee County Fair was held in Cedarburg on October 11, 1859. The fair was originally organized to promote agriculture in Ozaukee County. However, it has since broadened to promote educational activities for adults and seniors along with youth educational development. Throughout the years, the fair activities have grown from early brass band performances and hot air balloon rides to today's outstanding student 4-H exhibits, senior citizen entries and entertaining Grand Stand events. Since 1859, the fair has been a main attraction in Ozaukee County.

***The Fair's purpose is
To provide an educational and family-oriented activity for the benefit of
Ozaukee County residents and the surrounding area.***

The Ozaukee County Agricultural Society, Inc. is a local nonprofit organization, authorized by the Ozaukee County Board for the sole purpose of providing the residents of Ozaukee County with an annual county fair. This fair is one of the last FREE county fairs in Wisconsin due to private contributions and sponsorships.

Listed below are several sponsorship levels that, with your participation, will help to continue the great County Fair tradition. Please consider participating in one or more events as a way to promote your business as well as to give back to your community.



Serving Ozaukee County Since 1859!

August 1-5, 2007

Sponsorship Opportunities

Promote your services or products to thousands of potential customers during our 2007 Ozaukee County Fair. Enjoy guaranteed exposure and visibility that will surely give you great results: sponsorship and alliance marketing, customized promotions and corporate VIP special events.

Our sponsorship team will work closely with you to create a sponsorship package that suits your individual business needs, and can also assist you in creating customized promotions and corporate VIP events.

PLATINUM PACKAGE (One Full Day):

This is a premium sponsorship that offers the greatest advertising exposure and return for the sponsor. The package includes:

- Sponsor the Fair for the day of your choice
- Area to display your product or service
- Exclusive signage posted on the north and south end of the fair
- Fair announcements throughout the day recognizing your company as the sponsor of the day
- Radio and newspaper advertising mentions
- Logo featured on the Ozaukee County Fair website as a sponsor
- Logo featured on the front cover of the fair brochure
- 10 free reserved parking spots for the day/10 Grand Stand show tickets for event of choice *or*
- Reserve a private tent for your group's party with discounted ticket prices for grandstand event and/or carnival rides

Donation: \$2,000



GOLD PACKAGE

This package provides exposure to thousands of visitors.
The package includes:

- Choice of fair entertainment area co-sponsorship (does not include Grand Stand events)
 - Children's Entertainment Tent
 - Center Band Stage or Main Gate Band Stage
 - Teen Battle of the Bands Competition
- Signage featuring your business in the entertainment area you are sponsoring
- Recognition and public thank you during the venue performance which you are sponsoring
- Recognition during daily public fair announcements
- 4 free parking passes for the day

Donation: \$500

SILVER SPONSORSHIP

Package Includes:

- Signage at the north and south end of the fairgrounds
- Event sponsorship:
 - Children's Entertainment Tent
 - Co-sponsorship for Teen Battle of the Bands Competition

Donation: \$250



GRAND STAND SPONSORSHIP

This is a great opportunity to advertise to a targeted audience. Sponsor one of the action-packed Grand Stand events for a night:

- Rodeo (Wednesday and Thursday evening)
- Demolition Derby (Friday and Saturday evening)
- Other shows to be announced (Sunday afternoon)

Sponsorships include:

- 6 Grand Stand event tickets to the event that you are sponsoring
- 6 Premium Reserved Seats
- Signage at the Grand Stand Event
- 6 parking passes
- Announcements throughout the day and event
- Advertising on the website
- Advertising in the fair program

Donation: One Day Sponsorship \$1,200
Two Day Sponsorship \$2,200

SPONSORSHIP FORMS DUE BY JUNE 9, 2008

For more information contact:

Ozaukee County Fair Office or check our website: ozaukeecountyfair.com

(262) 375-6185

P.O. Box 173

Cedarburg, WI 53012



**2008 Ozaukee County Fair
Sponsorship Form
July 30 – August 3, 2008
www.ozaukeecountyfair.com
Forms are due by June 9, 2008**

COMPANY NAME: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone:() _____ Cell:() _____

E-mail Address: _____

Level of Sponsorship:

_____ Platinum (\$2,000) _____ Gold (\$500) _____ Silver (\$250)

Event you wish to sponsor within your package:

Grand Stand Sponsorship: _____ One Day _____ Two Days

Event and Days you wish to sponsor: _____

Please make checks payable to: Ozaukee County Agricultural Society and return in the enclosed envelope.

For more information contact:
Ozaukee County Fair Office or check our website
(262) 375-6185
P.O. Box 173
Cedarburg, WI 53012
www.ozaukeecountyfair.com

Groups that benefit from the Ozaukee County Fair:

Blue Line Hockey Club

Boy Scouts

Cedarburg Lions Club

Cedarburg Volunteer Fire Department

Knights of Columbus

Monticello Snowmobile Club

Ozaukee County Farm Bureau

Ozaukee County Homemakers Club

Ozaukee County 4-H Program

4-H Horse and Pony Project

4-H Livestock Association

4-H Small Animal Sale

5 Corners Lions Club

OZAUKEE COUNTY FAIR HISTORY

The first Ozaukee County Fair was held on October 11, 1859 in Cedarburg. It was held there until the 1880's and then, for some unknown reason, was moved to Saukville. After a few years it moved back to Cedarburg and has been there ever since.

Main exhibits were cattle, horses, agricultural and horticultural crops, and a ladies' department for household exhibits. Since there were no buildings for cattle, the first years the cattle were tied to the timbers out in the open for the three-day-event. Other exhibits were displayed in a lean-to type building.

Early entertainment ranged from "fine brass bands", hot air balloon ascensions, foot races, bike racing, tug of war, chicken plucking, and hog calling. In the late 1800's and early 1900's harness racing was the hot event. In 1910 thousands came to watch the Ford roadsters race around the half-mile track.

In 1914, according to newspaper accounts, 1,000 entries were received in the poultry department making it the biggest and best poultry exhibition in this part of the state. Three thousand people filled the grounds on Saturday, and because of the large crowds, Sundays were added and are a permanent addition to the fair.

In 1916, a "Wild West" show came to town along with two tent shows and a hot air balloon. Most schools, businesses, and factories were closed for the October fair.

In 1921, the fair dates moved to early July, but hot weather limited the size of the crowds. By 1926, the fair was moved to late August, and Gause Amusement Co. brought in the first amusement rides.

After 1930 no out of County exhibits were accepted. Record premiums were paid that year. The 4-H exhibits had total premiums of \$1,840, and cattle exhibits paid out \$3,240.

Over the years, grandstand acts ranged from aerial wing walkers, auto thrill shows and fortunetellers to ice capades and circus acts. In the 1960's and 1970's, farm tractors were a big hit, but with the declining number of farms, hot rod tractors and trucks became the featured venue.

The 125th Fair in 1984 featured a lot of special attractions to celebrate. Antique farm implements were on display and anniversary souvenirs were sold. A national rock band, "The Guess Who" performed. A fifty-unit parade was held, starting in downtown Cedarburg, and ending at the fairgrounds.

The very first fair generated \$213 of income with modest expenses. The goal for the fair today is to attempt to break even.