



**OZAUKEE
COUNTY
SINCE
1859 FAIR**

Ozaukee County Fair

July 28, 2021 – August 1, 2021
Cedarburg, WI

Produced by the Ozaukee County Agricultural Society
www.ozaukeecountyfair.com

Benefits to an Affiliation with the 162nd Ozaukee County Fair

- Advertisements with multiple radio station genres in the Metro-Milwaukee area as well as listening areas in Ozaukee, Sheboygan, Washington, Dodge, and Fond Du Lac Counties
- A presence in Facebook ads and posts with 150,000 impressions from June to August
- Increased awareness for your brand and strengthening your public image through community support
- Broadcasting your name to 50,000+ patrons annually
- Listing of your name and/or image in 30,000 brochures and posters that are distributed throughout the summer
- Sponsoring a worthwhile event that focuses on affordable family entertainment and supports local youth organizations, like 4-H, Ozaukee County school groups, sports teams, and more

Ozaukee County Fair Levels of Sponsorship

Presenting Sponsor – \$25,000

Be the overall presenting sponsor for the entire fair! Under this sponsorship package, your company name and logo would appear on **ALL** advertising through any means, as the official title of the fair would be changed to “The Ozaukee County Fair, presented by Company ABC”. This would include:

- An area to display/demonstrate/advertise your product or services during all 5 days of the fair
- Company name and logo on all signage anywhere that contains the words “Ozaukee County Fair”
- Company name and logo in all press releases, print advertisements and brochures
- Company name and logo on Facebook posts and advertisements
- Company name and logo on our fair website
- A link to your website and logo will appear on the fair webpage
- Over 10+ announcements of your sponsorship during each day of the fair
- 15 parking passes to use for the five days of the Fair
- 50 passes to the Grandstand event of your choice**



Grandstand Events Sponsor

The 2021 grandstand line-up, and corresponding cost of sponsorship, includes:

- Wednesday & Thursday Night - Truck & Tractor Pulls
 - \$1,500 each night, or \$2,500 for both nights
- Friday & Saturday Night - Demolition Derbies
 - \$2,000 each night, or \$3,500 for both nights
- Sunday – Bull Riding Rodeo
 - \$3,000 for the full show



For the grandstand events, sponsorship opportunities include:



- Naming rights with signage to the Grandstand event that you sponsor
- Your name in all press releases, print advertisements and brochures
- Your name and logo in Facebook advertisements
- A link to your website and logo will appear on the fair webpage
- 4 announcements of your sponsorship during Grandstand event
- 5 announcements recognizing your sponsorship over loudspeakers every day of the Fair
- 5 parking passes to use for the five days of the Fair
- 10 passes to the Grandstand event of your choice**





Center Stage Sponsor - \$6,000

- Naming rights with signage to all Center Stage events during the five days of the Fair
- Your name in print advertisements and brochures
- Your name and logo in Facebook advertisements
- A link to your website and logo on the Fair webpage
- 3 announcements of sponsorship by all acts performing on Center Stage every day of the Fair
- 5 announcements recognizing your sponsorship over loudspeakers every day of the Fair
- 4 parking passes to use for the five days of the Fair
- 15 passes for the Grandstand event of your choice**



Main Gate Stage Sponsor - \$3,000



- Naming rights with signage to all Main Gate events during the five days of the Fair
- Your name in print advertisements and brochures
- Your name and logo in Facebook advertisements
- A link to your website and logo on the Fair webpage
- 3 announcements of sponsorship by all Main Gate acts every day of the Fair
- 3 announcements recognizing your sponsorship over loudspeakers every day of the Fair
- 4 parking passes to use for the five days of the Fair
- 10 passes for the Grandstand event of your choice**



Fireworks Sponsor - \$3,000

- Signage recognizing your sponsorship
- Your name in print advertisements and brochures
- Your name and logo in Facebook advertisements
- A link to your website and logo on the Fair webpage
- Ask about private viewing area with VIP seating
- 3 announcements recognizing your sponsorship 2 before and 1 after the Fireworks Show
- 4 parking passes to use for the five days of the Fair
- 10 passes for the Grandstand event of your choice**



Day Sponsor - \$2,000

- Sponsor for the day of your choice (Wednesday through Sunday)
- Area to display/demonstrate/advertise your product or service
 - Your name in print advertisements and brochures
 - Your name and logo in Facebook advertisements
 - A link to your website and logo will appear on the Fair webpage
 - 5 announcements recognizing your sponsorship over loudspeakers on that day of the Fair
 - 4 parking passes to use for the five days of the Fair
 - 8 passes for the Grandstand event of your choice**



Entrance Gate Sponsor - \$2,000

- Sponsor either the north or south gate entrances for the entire week!
- Signage recognizing your sponsorship
- Your name in print advertisements and brochures
- Your name and logo in Facebook advertisements
- A link to your website and logo will appear on the Fair webpage
- 5 announcements recognizing your sponsorship over loudspeakers on that day of the Fair
- 4 parking passes to use for the five days of the Fair
- 8 passes for the Grandstand event of your choice**



Gold Sponsor - \$1,200

- Sponsor the special event of your choice for all five days of the Fair:
 - Lew-E The Clown Magic Show
 - Nick's Kids' Show
 - Wood Carver Area & Auction
 - Livestock Show Arena & Auction
 - 4-H & Open Class Exhibit Building
 - Fairest of the Fair Competition
 - Scavenger Hunt
 - Bier Garden
 - Petting Zoo
 - AgVenture Area
 - Horse Barn
 - Swine Barn
 - Sheep and Goat Area
 - Dairy and Beef Barn
 - Rabbit and Poultry Barn
- Signage recognizing your designated sponsorship
- Your name and logo on the Facebook page
- Your name and logo will appear on the Fair webpage
- 3 announcements recognizing your sponsorship over the loudspeaker each day
- 2 parking passes to use for the five days of the Fair
- 4 passes for the Grandstand event of your choice**



Silver Sponsor - \$500

- Signage featuring your business in a central area of the Fair
- Your name on the Facebook page
- Your name on the Fair webpage
- 2 parking passes to use for the five days of the Fair



Friends of the Fair and Custom Sponsorship Packages

Want to get involved but you don't see an opportunity that works for you? No Problem! The Ozaukee County Fair Board will work with you to develop a proposal that meets your needs. The goals are to create opportunities for local businesses and organizations and make the Fair a great experience for the community.

***Due to sell-out crowds, Grandstand Tickets must be ordered no later than June 1st.*

2021 OZAUKEE COUNTY FAIR SPONSORSHIP APPLICATION

Deadline is June 1, 2021

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Cell Phone: _____

Sponsorship Package Title: _____

Event/Day Sponsoring with Package (if applicable): _____

Total Amount of Sponsorship: _____

I agree to the terms and conditions of the designated sponsor package of my choice, listed above.

*Authorizing Signature of Sponsor: _____

Please note that the payment for sponsorship is due within 30 days of receipt of this agreement.

Prior year's sponsors wanting to renew their sponsorship must submit application by March 1, 2021.

Sponsorship packages that are not claimed by June 1st are **not** guaranteed inclusion in Fair advertising, brochures, or flyers.

Please email the necessary information, along with your logo (EPS, PSD or high-resolution JPEG) to:
sponsorship@ozaukeecountyfair.com

Please mail checks payable to:
Ozaukee County Agricultural Society
P.O. Box 173
Cedarburg, WI 53012