



IOSCO COUNTY FAIR

322 N. Washington
P.O. Box 533
Hale, MI 48739

Sponsor Sales Agent
(989)728-3731

sponsorship@ioscocountyfair.com

2023 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES Fair Dates: July 24th thru July 29th

Sponsorship Packages

	Grand Champion \$1000.00	Reserve Champion \$500.00
Free Grandstand admission all week (5 events)	8 passes	4 passes
3x5 foot banners displayed prominently at the Fair	2 banners	1 banner
Promotion in Fair book	1/2-page ad	1/4-page ad
Business name on Fair bench	✓	✓
Social Media Advertising	✓	✓
Listed as Sponsor in Trifold Schedule Fliers	✓	✓
Listed on website with link to your site or FB page	✓	✓
Business card size color ad on restaurant placemats	✓	X

Grandstand Events

Tuesday MMJ Side by Side Races & 1800 Horsepower Mega Truck Race
Wednesday Night of Destruction; Skid Car Figure 8 or Auto Soccer & School Bus Races
Thursday Pony Pulls
Friday MMJ Bump and Run
Saturday Flying Star Professional Rodeo

**All Sponsors will be listed on the Iosco County Fair website
and have a link to your website or Facebook page!**

See additional pages for more sponsorship opportunities

Monday Night Kick-Off Party!

\$500.00 Glow, Paint & Foam Party (8 co-sponsorships available)

This is a brand new event at the Fair! Glow Parties, Paint Parties and Foam Parties are the latest and greatest themed events! Put these all together and its sure to be the party of the summer! Featuring black lights, glow sticks, UV paint and lots and lots of bubbles! EDM Concert mix, DJ Stage, Truss Lights and Big Concert Sound Sytems is sure to keep the fun going all night long! The Glow, Paint and Foam Party will be accompanied by our Brand New Mega Raffle where lots of lucky winners will have a chance at their piece of \$5000! Coupled with Bill Moran's 1 man band that plays all genres of "music that moves you" from Country, Rock, Blues and Oldies. The Monday Night Kick-Off Party is sure to be a HUGE success! White t-shirts with sponsors' logo on the back will be given to attendees (while supplies last)

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- A raffle ticket for a chance to win a Corn Hole Board Game, and a raffle chance to win cash at the Cow Pie Bingo – both conducted by the losco County Agricultural Society
- Listing as event Co-Sponsor in the losco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

Be the Sole Sponsor of the Kick-Off Party (\$3500) and receive these extras!

- Sponsor gets two 3x5 banners, one will go outside the Entertainment Tent and one at the Glow, Paint and Foam Party tent.
- Additional banners along the fairgrounds main entrance road off M-65 and the back gate entrance off Darton Road (these banners are in addition to the banners above)
- Sponsor can have a display booth all week in (or near) our outdoor vendor area to meet and greet fair patrons or simply put promotional materials out for your business; OR Sponsor may choose to put up a booth inside our Commercial/Youth Exhibit Building
- Public announcements all day promoting your business
- Gate passes to all Grandstand events (12 each for Tuesday/Wednesday/Thursday; 15 each for Friday & Saturday)
- Full Page business promotion in Fair Premium book
- Name listed as Sponsor in Trifold Schedule Fliers
- Social Media Advertising
- Business name on a Fair Bench located in heavy traffic area on the Fairgrounds
- Business card size, color ad on Restaurant Placements and Sponsor listing on Fair Web Site for one year

***PLEASE NOTE: If a co-sponsorship is sold for the Monday Night Kick-Off Party, the individual sponsorship will no longer be available. Split sponsorship also availale, however, if more than four co-sponsorships are sold, the split sponsorship will no longer be available. Act Fast! We anticipate this sponsorship opportunity will be in high demand!

Exciting Daily Entertainment Shows

\$250.00 Kid Buck\$ (8 co-sponsorships available)

Kid Buck\$ Game Show is a self contained attraction the entire family will enjoy. This action based, audience interactive show draws large crowds and keeps them on the edge of their seats! An everchanging cast of randomly selected contestants keeps the show new and exciting. This is the show that people will come back to see time and time again! There will be three 25-30 minute shows every day of the fair.

Shows occur daily Monday thru Saturday (July 24th – July 29th) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- Free entrance gate admission the entire week of the losco County Fair
- A raffle ticket for a chance to win a Corn Hole Board Game, and a raffle chance to win cash at the Cow Pie Bingo – both conducted by the losco County Agricultural Society
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\$250.00 The Comedy Farm Magic Review (8 co-sponsorships available)

Returning to the 2023 losco County Fair is a family fun show full of surprises! In this 30 minute show fair guests will experience Farm themed magic, Comedy, Farm safety tips, and Agricultural information. Each show features Farmer BJ Mallen and the always silly and unforgettable Clucky the talking Chicken! Clucky is a fully animatronic chicken that uses a system that allows him to be fully scripted to interact with the audience and the performer on stage! Clucky is the trusty side kick for the show that will blurt out jokes, have conversations, and even perform his own magic trick! This show is definitely for all ages and will keep crowds LAUGHING and AMAZED all at the same time! Help bring The Comedy Farm Magic Review to the 2023 losco County Fair and you too will see what all the BALKING & MOOING are all about! There will be 2 to 4 shows per day.fds

Shows occur Monday-Saturday (July 24th – July 29th) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- Free entrance gate admission the entire week of the losco County Fair
- A raffle ticket for a chance to win a Corn Hole Board Game, and a raffle chance to win cash at the Cow Pie Bingo – both conducted by the losco County Agricultural Society
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\$250.00 Cirque Amongus (8 co-sponsorships available)

Delightful and surprising, the Cirque Amongus show combines the comedic and circus skills of seasoned performers with audience participation in a display guaranteed to amaze and amuse. Suitable for all ages, the show features friendly characters, a wide variety of circus arts, witty banter and surprising twists. The Cirque Amongus show includes an interactive circus area that is a treasured addition to any event. This exciting play area allows patrons young and old to try their hand at authentic circus skills with expert instructions by friendly project managers. Children will beam with joy as they achieve something they might have never attempted – like balance on top of a giant ball, walk across a tightrope, or double-dutch jump rope! There will be three shows per day, a strolling party bike through the fairgrounds and parade participation.

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- A raffle ticket for a chance to win a Corn Hole Board Game, and a raffle chance to win cash at the Cow Pie Bingo – both conducted by the losco County Agricultural Society
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Grandstand Events

\$250.00 Michigan Mud Jam Presents – Side by Side Races & Mega Truck Race

Tuesday Night at the Grandstands! (8 co-sponsorships available)

A crowd favorite at the Iosco County Fair that pleases the audience time and time again! Side by Side UTVs will be screaming around the track battling head to head! There will be 1800 Horsepower Mega Trucks from the Mid-West Racing Series putting on a spectacular show! The event will take place in our Exhibition Grandstand area so there will be lots of seating for spectators. The competition is sure to be fierce and side by sides are expected from all over to compete! Based on past experience with motorsports events and the amount of promotion being put into this event a large crowd is anticipated!

Event occurs on Tuesday evening (July 25th) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- Free entrance gate admission the entire week of the Iosco County Fair
- 3 Grandstand passes for this event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

\$250.00 Night of Destruction

Wednesday Night at the Grandstands! (8 co-sponsorships available)

The Iosco County Fair Board is making plans for an action filled evening featuring either an Auto Soccer contest or a Skid Car figure 8 (chop the back half off of a front wheel drive car) and School Bus Races! The Night of Destruction is typically the biggest grandstand event of the week at the Iosco County Fair – frequently filling our grandstands to capacity! Auto Soccer has proved to be a real crowd pleaser as cars literally play soccer with a large steel ball pushing and hitting the ball around to score points against their opposition, and includes large excavators as goalies! Last years School Bus Race was a smashing success so we absolutely had to repeat this exciting event! Contestants in these events are mostly from local communities which draws a number of spectators out just to see the local folks compete. Event occurs Wednesday night (July 26th) and will be run rain or shine. Package Includes:

- 1 - 3x5 foot Banner displayed each night at the event (we provide banner)
- Free entrance gate admission the entire week of the Iosco County Fair
- 3 Grandstand passes for this event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

\$150.00 Pony Pulls

Thursday Night at the Grandstands! (8 co-sponsorships available)

The Horse Pull competition originated back when horses were still used for daily farm work. Farmers would challenge one another to see whose horse could pull the most weight. Since then, horse pulling has evolved into an organized sport with teams of equine athletes! Come on out and watch these beautiful animals show off their strength by hauling a weighted sled!

Pony Pulls occur Thursday night (July 27th). Package Includes:

- 1 - 3x5 foot Banner displayed at the event (we provide banner)
- Free entrance gate admission the entire week of the Iosco County Fair
- 3 Grandstand passes for this event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
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Granstand Events (continued)

\$250.00 Michigan Mud Jam Presents - Off-Road Derby (Bump'n'Run)

Friday Night at the Granstands! (8 co-sponsorships available)

A crowd favorite at the Iosco County Fair, this action packed evening of Off-Road Derby bump'n'run racing always thrills the crowds! Locally known as the Bump and Run, spectators get to see cars battle it out for position as they race around a track with curves & jumps. There will be 3 classes including stock, modified and a "Run what you Brung" open class for any type of vehicle. This is a fun class that fairgoers love to watch! Large crowds are typical for this event. Derby occurs Friday night (July 28th). Package Includes:

- 1 - 3x5 foot Banner displayed at the event (we provide banner)
- Free entrance gate admission the entire week of the Iosco County Fair
- 3 Grandstand passes for this event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

\$250.00 Flying Star Rodeo Productions Pro Rodeo

Saturday Night at the Grandstands! (8 co-sponsorships available)

This time tested event is loved by fairgoers. Throw in the high caliber contestants associated with a Professional Rodeo and you have an event enjoyed by all! Once again, the Iosco County Fair Board has teamed with Flying Star Rodeo Productions to bring a full 7 event professional Rodeo to the Iosco County Fair! This event is sanctioned by both the International Pro Rodeo & Mid-States Rodeo Associations. Events include bareback bronc riding, saddle bronc riding, bull riding, barrel racing, team roping, calf roping, steer wrestling and clown act. This will be a 2 to 2.5 hour show and will include a children's boot scramble event and chute dogging! Their professional Rodeo Clown promises to be very entertaining for the audience and provide a humorous routine for rodeo attendees to enjoy!

Event occurs on Saturday evening (July 29th) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- Free entrance gate admission the entire week of the Iosco County Fair
- 3 Grandstand passes for this event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

Sponsor TWO events for a cost of \$400.00 and get twice the promotional exposure at a cost savings of \$100!

FAIR PREMIUM BOOK SPONSORSHIP PRICES

Premium book ads will be in color.

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|------------------------------|----------|
| 1. Business Card Size | \$ 40.00 |
| 2. ¼ Page | \$ 60.00 |
| 3. ½ Page | \$100.00 |
| 4. Full Page (inside) | \$200.00 |

*Includes mention as Sponsor in Fair Trifold Schedule Fliers as well.

OTHER OPPORTUNITIES

- | | |
|--|---|
| 1. Restaurant Placemats with Fair Schedule | |
| • One business card size ad – IN COLOR | \$ 100.00 |
| 2. Combination Packages with Premium Book & Placemat Options: | |
| • Business card size in book & color placemat ad | \$ 130.00 |
| • ¼ page in book and color placemat ad | \$ 145.00 |
| • ½ page in book and color placemat ad | \$ 180.00 |
| • Full page in book and color placemat ad | \$ 275.00 |
| 3. Banner – 3' x 5' size | \$150.00 (Displayed prominently all week of the fair) |

For more information or to purchase a Sponsorship Package contact Dave or Carrie at:

Sixty Lakes Net Phone: 989-728-3731

***PLEASE NOTE: If you are interested in a specific event sponsorship and plan to send your agreement back to Dave & Carrie via the United States mail please call them first to be sure the sponsorship you are interested in is still available.