



# IOSCO COUNTY FAIR

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

Sponsor Sales Agent  
(989)728-3731

[sponsorship@ioscocountyfair.com](mailto:sponsorship@ioscocountyfair.com)

## 2024 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES Fair Dates: July 22<sup>th</sup> thru July 27<sup>th</sup>

### Sponsorship Packages

	Grand Champion \$1000.00	Reserve Champion \$500.00
Free Grandstand admission all week (5 events)	4 passes	2 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

**Monday** Pony Pulls  
**Tuesday** Tough Truck Figure 8  
**Wednesday** Night of Destruction; School Bus Races & Skid Car Figure 8 or Auto Soccer  
**Friday** Bump and Run  
**Saturday** Flying Star Rodeo

**All Sponsors will be listed in our trifold brochure and on the Iosco County Fair website with 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)**

Back by popular demand! 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 2<sup>nd</sup> annual Mega Raffle where lots of lucky winners will have a chance at their piece of \$5000! The raffle will be coupled with live entertainment – a local teen band that plays an array of music including older country covers such as Johnny Cash and Merle Haggard along with some original stuff as well. The Monday Night Kick-Off Party is sure to be another HUGE success! White t-shirts with sponsors' logo on the back will be given to attendees of the glow, paint and foam party (while supplies last).

Event occurs on Monday evening (July 22<sup>th</sup>) and Package Includes:

- 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 Iosco County Agricultural Society
- 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

### **Be the Sole Sponsor (\$3500) or Half Sponsor (\$2000) of the Monday Night Kick-Off Party and receive these recognitions!**

- 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
- 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 Grandstand events
- Full or Half Page business promotion in Fair Premium book (depending on sponsorship level)
- 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 Agri-Golf (8 co-sponsorships available)**

Fun for all ages! Agri-Golf is a complete 9 hole miniature golf course designed to entertain both kids and adults while providing valuable insights to the world of agriculture. Each hole features agricultural facts from Michigan farms making it a memorable addition to our fair. Explore ag themed holes with agricultural obstacles, vibrant LED lights and challenging placement that will test your skills!

Shows occur daily, Monday through Saturday (July 22<sup>th</sup> – July 27<sup>th</sup>) and package includes:

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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 Iosco County Agricultural Society
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### **\$250.00 Rock-N-Circus (8 co-sponsorships available)**

Rock-N-Circus is a modern circus stunt show that brilliantly fuses the electrifying energy of the rock and roll era with a high-octane circus performance by Shane Hansen. Nostalgic Rock Music brings everyone to an exciting mood for a heart-pounding 25-minute extravaganza, including a 65-foot dive to a small air bag! Rock-N-Circus is not just a spectator sport; it's an interactive experience! Prepare to be part of the magic as Shane invites the audience to participate in thrilling and unforgettable moments.

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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 Iosco County Agricultural Society
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- Mention as Co-Sponsor at the event

### **\$250.00 Ninja Experience (8 co-sponsorships available)**

Prepare yourself for highflying, jaw dropping, in your face action with the Ninja Experience! This one-of-a-kind stage production will “quench your thirst” for comedy and danger as our ninjas take it to the extreme. Crowds will watch in amazement as these top parkour athletes test their strength and agility on our intense obstacle course. Become a part of the experience with hilarious audience participation and stunts that will have everyone on the edge of their seats. After the show, meet your favorite Ninjas for photos and autographs - even test your own ninja skills by breaking boards with the team.

Shows occur daily, Monday through Saturday (July 22<sup>th</sup> – July 27<sup>th</sup>) and package includes:

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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 Iosco County Agricultural Society
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- Mention as Co-Sponsor at the event

## **Grandstand Events**

### **\$150.00 Michigan Horse Pulling Boat Association Presents - Pony Pulls**

#### **Monday 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 Monday night (July 22<sup>th</sup>). Package Includes:

- 1 - 3x5 foot Banner displayed at the event (we provide banner)
- 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 Sponsor at the event

### **\$250.00 The Iosco County Fair Presents - Tough Truck Figure 8**

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

The Iosco County Fair Board has created a new show this year that is family friendly and sure to be an exciting yet comical event! The Tough Truck Figure 8 event is a race for anyone and everyone that wants to bring in a beater, race truck or even their daily driver! Since the Board is putting this event on, they are able to offer a large purse of cash prizes! 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 entertaining and a lot of trucks are expected to compete! Based on past experience with motorsports events and the amount of promotion being put into this event, a large crowd is anticipated!

Tough Truck Figure 8 competition occurs on Tuesday evening (July 23<sup>th</sup>). Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 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 Sponsor at the event

### **\$250.00 The Iosco County Fair Presents - Night of Destruction**

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

Back by popular demand – SCHOOL BUS RACES will return to the Iosco County Fair! In addition to this exciting event, we are making plans for a Skid Car figure 8 (chop the back half off of a front wheel drive car) or possibly the return of Auto Soccer! 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 while large excavators sit in goal to try to stop them from scoring! The School Bus Races were a smashing success so we absolutely had to bring them back for the 3<sup>rd</sup> year in a row! Contestants in these events are mostly from local communities which draws a number of spectators out just to see the local folks compete.

Night of Destruction occurs Wednesday night (July 24<sup>th</sup>) and it will run rain or shine. Package Includes:

- 1 - 3x5 foot Banner displayed each night at the event (we provide banner)
- 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 Sponsor at the event

## **Granstand Events (continued)**

### **\$250.00 Iosco County Fair 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! Spectators get to see cars battle it out for position as they race around a track with curves and jumps. There will be 3 classes including stock, modified and a "Run what you Brung" open class for any type of vehicle. This year we are substantially increasing the prize purse to draw even more competitors and we are ramping up our advertising efforts for this event so it is sure to attract an increased amount of spectators for this already extremely popular night at the grandstands! This is a fun show that fairgoers love to watch!

Bump 'n' Run occurs Friday night (July 26<sup>h</sup>). Package Includes:

- 1 - 3x5 foot Banner displayed at the event (we provide banner)
- 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 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. Their professional Rodeo Clown promises to be very entertaining for the audience and provide a humorous routine for rodeo attendees to enjoy!

The Rodeo takes place on Saturday evening (July 27<sup>th</sup>). Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 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 Sponsor at the event

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**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.

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

## **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)
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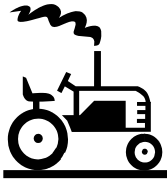
## Thank you for considering an Iosco County Fair Sponsorship!

If you would like to contribute to the Iosco County Fair, please fill out the sponsorship agreement form attached below and return it to the email address or P.O Box listed on the sponsorship agreement form.

The deadline to be listed as a sponsor in our Fair Premium Book is April 29<sup>th</sup>. However, sponsorships submitted after this date will still be advertised in many different brochures, radio ads, fair events and newsprint publications (depending on the sponsorship chosen).

For help purchasing a sponsorship package or more information contact Dave or Carrie at Sixty Lakes Net at 989-728-3731 or [sponsorships@ioscocountyfair.com](mailto:sponsorships@ioscocountyfair.com)

Thanks again and we can't wait to see you at the Iosco County Fair!



# IOSCO COUNTY FAIR

P.O. Box 533  
Hale, MI 48739

Sponsor Sales Agent  
(989) 728-3731  
sponsorship@ioscocountyfair.com

## 2024 Iosco County Fair Sponsorship Agreement

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

How would you like to be contacted next year: E-MAIL PHONE TEXT IN PERSON

### Sponsorship Package Purchased (circle all appropriate items):

-Business Card Book Ad	\$ 40	-Business card & placemat combo	\$130
-1/4 Page Book Ad	\$ 60	-1/4 Page & placemat combo	\$145
-1/2 Page Book Ad	\$100	-1/2 Page & placemat combo	\$180
-Full Page Book Ad	\$200	-Full Page & placemat combo	\$275
-Placemat Ad (in Color)	\$100	-3'x5' Fence Banner:	\$150
-Rock N Circus(daily shows)	\$250	-Ninja Experience (daily shows)	\$250
-Kick-Off Party (Mon)	\$500	-Pony Pulls (Mon)	\$150
-Tough Truck Figure 8 (Tues)	\$250	-Night of Destruction (Wed)	\$250
-Bump'N'Run Derby (Fri)	\$250	-Flying Star Rodeo Sponsorship (Sat)	\$250
-Grand Champion Sponsor	\$1000	-Reserve Grand Champion Sponsor	\$500
-Kick Off Party Sole Sponsor	\$3500	-Kick Off Party Half Sponsor	\$2000

**Choose two or more of any event for a discounted price of \$50 off per event**

-Other Sponsorship Agreed to \_\_\_\_\_

**Total Cost for Sponsor: \$ \_\_\_\_\_**

**Payments to be made by July 15, 2024 to the:  
Iosco County Agricultural Society P.O. Box 533 Hale, MI 48739**

\_\_\_\_\_  
Business Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fair Board Representative

\_\_\_\_\_  
Date