



2021 Sponsorship Information

August 12 - 15, 2021

Put your business in the spotlight - the Bayfield County Fair provides a great opportunity to build your brand and deliver your marketing message to a targeted audience of over 10,000 attendees consisting of area residents, neighbors, and visitors - your customers!



As a special thank you, we're offering our sponsors special **ADVANCED GROUP DISCOUNT PRICING**. This is a way to purchase additional fair passes for your customers, employees and friends at a special price.



Please contact Ursula at (715) 373-3493 or thefair@bayfieldcounty.wi.gov to put together a sponsorship package that fits your needs or to answer any of your questions. We look forward to working with you to make your sponsorship of the Bayfield County Fair a rewarding experience.

Please contact us by **April 19th** to be included in our print advertising!



2021 Sponsorship Opportunities

August 12-15, 2020

Choose the Bayfield County Fair Sponsorship that best fits your needs!

Best of Show Sponsorship—\$1500

- ◆ Reserved seating at your sponsored event (for up to 16 people)
- ◆ Customized, on-site presence at the Fair
- ◆ 16 Daily Passes to the Fair (\$192 value) ◆ Logo on the Fair posters
- ◆ Listed as an event Sponsor in the Fair Brochure with logo
- ◆ 2 banners displayed at the Fair (supplied by you) ◆ Announcement at least 3/day during Fair
- ◆ Listed on Fair website with logo and link to your business
- ◆ Large logo in the Premium List ◆ Window Cling to display at your place of business
- ◆ Included in the “Thank You” ad after the Fair

Blue Ribbon Sponsorship—\$500

- ◆ 8 Daily Passes to the Fair (\$96 value) ◆ Company name listed on the Fair posters
- ◆ Listed as an event “Sponsor” in the Fair Brochure & website
- ◆ 1 banner displayed at the Fair (supplied by you) ◆ Company name on the Fair Brochure
- ◆ Announcement at least 2/day during Fair ◆ Listed on the Fair website w logo and link to your business
- ◆ Medium logo in the Premium List ◆ Window Cling to display at your place of business
- ◆ Included in the “Thank You” ad after the Fair

Red Ribbon Sponsorship—\$250

- ◆ 4 Daily Passes to the Fair (\$48 value) ◆ Listed on the Fair website with logo and link to your business
- ◆ Announcement at least 1x/day during Fair ◆ Small logo in the Premium List
- ◆ Window Cling to display at your place of business ◆ Included in the “Thank You” ad after the Fair

White Ribbon Sponsorship—\$100

- ◆ 2 Daily Passes to the Fair (\$24 value)
- ◆ Name in the Premium List ◆ Name on the Fair website w/link to your business
- ◆ Window Cling to display at your place of business ◆ Included in the “Thank You” ad

Friend of the Fair—\$50

- ◆ Name on website
- ◆ Window Cling to display at your place of business
- ◆ Included in the “Thank You” ad after the Fair





2021 Sponsorship Contract

Please mail this contract along with your payment to:

Bayfield County Fair Sponsorship
PO Box 832 , Washburn, WI 54891
August 12-15, 2021

Business Name: _____ Contact Person: _____

Mailing Address: _____

City/State/Zip: _____ Phone Number: () _____

Website: _____ Email: _____

"Best of Show" Sponsor at \$1500

Please indicate your preference:

- I would like to be a General Sponsor of the Fair
- I would like to be the Primary Sponsor of an event
(Select from "Best of Show" list)

of seats to reserve _____ (up to 16)

Event to Sponsor - Best of Show (Rank in Order of Preference)

- Circus Show - Fri
- BMX/Motorcycle Stunt Show - Sat
- The Dirt Dash - Sun

"Blue Ribbon" Sponsor at \$500

Please indicate your preference:

- I would like to be a General Sponsor of the Fair
- I would like to Sponsor an event (Select from "Blue Ribbon" list)

Event to Sponsor - Blue Ribbon (Rank in Order of Preference)

- Kid's Pedal Tractor Pull - Fri
- Antique Tractor Pull - Sat
- Kids Power Wheels - Sun

_____ "Red Ribbon" Sponsor at \$250

_____ "White Ribbon" Sponsor at \$100

_____ "Friend of the Fair" at \$50

IN-KIND SPONSORSHIPS

At the sponsorship level indicated above, I would like to make an in-kind donation of these services/item(s):

_____ Retail value of \$ _____

We're offering our Sponsors special advanced group discount pricing. Contact us for details!

Please contact us by April 19th to be included in our print advertising!

For Fair Office Use Only:

Date Received: _____ # of Daily Passes Included: _____

Check No. _____ # of Additional Tickets Purchased (Daily) _____ (Season) _____

