



Join us July 6-10 for the  
Buchanan County Fair in  
Independence, Iowa

## Thank you for your consideration in becoming a sponsor for the 2021 Buchanan County Fair.

The year 2020 brought new challenges of all sorts for the Buchanan County Fair Association, but we are truly ready for a bigger and even better fair in 2021. There is a lot to look forward to in the coming year, and we hope you choose to be part of the fun by sponsoring our fair week. Our sponsors are more than business partners; they are community supporters who are the backbone to our strong fair. In a time when togetherness is so important, we consider our sponsors part of our fair family. We are thankful for the support we received in 2020, and are excited for what is to come. Please see the enclosed sponsorship materials for your consideration. Do not hesitate to reach out if you have any questions. Thank you!

-Molly Dennie, Fair Manager

## 2021 Fair Details

### Grandstand Entertainment

Tuesday



**Race Night:  
Late Model  
Special**

Wednesday



**ECIPA  
Tractor Pull**

Thursday



**Justin Moore**

"Small Town USA"  
"Point at You"  
"Why We Drink"

Friday



**Daughtry**

"It's Not Over"  
"Feels Like Tonight"  
"Home"

Saturday



**Demo Derby**



## New features

### "Goat Getters" 4-H Show:

Goat Getters is a 4-H show in partnership with the Iowa Special Olympics. This program provides an opportunity for special needs individuals to be a part of showing livestock.

### Kids Power Wheels Demo Derby:

Prior to the Demo Derby on Saturday night, we will be holding a Power Wheels Demo Derby for kids ages 3-7.



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## Ultimate Sponsor - \$10,000 (only one available)

- Recognition as the official Ultimate Sponsor for all grandstand events, with company logo on all promotional material for these events (includes website, brochure, flyers, etc.)
- Recognized on stage and presented with an exclusive award on Thursday night
- Company mentioned in all media releases regarding fair week, recognized as Ultimate Sponsor
- Company recognized in radio advertisements
- Company highlighted on social media leading up to the fair (minimum of 5 mentions on Facebook and Instagram)
- Exhibit space in vendor area if desired
- Company name listed on fair donor sign displayed on grounds during fair week
- Company banner displayed at concerts
- 15 one-day admission tickets to fair
- Includes 60 VIP passes to either concert, and may be split up

## Best of Show Sponsor - \$5,000

- Company logo and web link displayed on Buchanan County Fair Association website
- Company highlighted on social media leading up to the fair (minimum of 3 mentions on Facebook and Instagram)
- Exhibit space in vendor area if desired
- Company name listed on fair donor sign displayed on grounds during fair week
- Company banner to be displayed at concert
- Name in radio advertisements
- 10 one-day admission tickets to fair
- Includes 40 VIP passes to either concert, and may be split up

## Grand Champion Sponsor - \$2,500

- Company highlighted on social media leading up to the fair (minimum of 3 mentions on Facebook and Instagram)
- Exhibit space in vendor area if desired
- Company name listed on fair donor sign displayed on grounds during fair week
- Company banner to be displayed at concert
- 5 one-day admission tickets to fair
- Includes 24 VIP passes to either concert, and may be split up

## Purple Ribbon Sponsor - \$1,800

- Company name listed on fair donor sign displayed on grounds during fair week
- Company banner to be displayed at concert
- Includes 16 VIP passes to either concert, and may be split up

## Blue Ribbon Sponsor - \$1,250

- Company name listed on fair donor sign displayed on grounds during fair week
- Company banner to be displayed at concert
- Includes 10 VIP passes to either concert, and may be split up

## White Ribbon Sponsor - \$500

- Company name listed on fair donor sign displayed on grounds during fair week

## Friend of the Fair Sponsor - \$250

- Company name listed on fair donor sign displayed on grounds during fair week

\*VIP passes include access to front of stage, unlimited food and beverage (beer, pop, or water), and free admission to fair on day of concert.

\*\*Company will work with Fair Manager to distinguish how concert tickets are split up. Must be decided by June 1.

\*\*\*Company logo on website displayed from May 1, 2020-May 1, 2021

## Year-Round Signage Opportunity

Year-round signage on the fairgrounds may be purchased for an additional \$1,000. Spots are limited, and there is a 2 year minimum.





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## Sponsorship Commitment Form

**Thank you for your interest in partnering with us!**

Your support is greatly appreciated and will help the Buchanan County Fair continue to progress not only this year, but for years to come.

### Select Sponsorship

\_\_\_\_\_ Ultimate Sponsor

\_\_\_\_\_ Blue Ribbon Sponsor

\_\_\_\_\_ Best of Show Sponsor

\_\_\_\_\_ White Ribbon Sponsor

\_\_\_\_\_ Grand Champion Sponsor

\_\_\_\_\_ Friend of the Fair Sponsor

\_\_\_\_\_ Purple Ribbon Sponsor

\_\_\_\_\_ Additional Year-Round Signage

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Full Mailing Address \_\_\_\_\_

**Please return completed form and payments to Molly Dennie by June 1, 2021.**

**Mail to: PO Box 258, Independence, IA 50644**

**Questions? E-mail [manager@buchanancountyfair.org](mailto:manager@buchanancountyfair.org) or call 319-327-1789**