



# Join us July 16-21 for the Buchanan County Fair in Independence, Iowa

## Thank you for your consideration in becoming a sponsor for the 2024 Buchanan County Fair.

The 2023 Buchanan County Fair was one of the best in our fair's history. We broke gate attendance numbers, grandstand event records, Mother Nature blessed us with wonderful weather all week, the commodity groups served awesome food, and as always, the outstanding support from our community left us speechless. Hard work, positivity, and perseverance were shown by all involved. The dedication put forth by our current board members, associate board members, the countless volunteers, the Buchanan County Extension, and the 4-H/FFA families was nothing short of amazing. To see the smiles and hear the laughter makes it all worth it in the end.



Planning for the 2024 fair is well underway. We are already looking ahead to 2025 for new, exciting items. We have been faced with a few challenges but will continue to push forward and strive to bring our loyal fair-goers fun for the entire family. There has been a lot of clean-up work and barn improvements made to our grounds over the past year as well, with more in store for this year. We want the grounds to be a safe environment for everyone. Stay tuned.

Despite all these things, the relationship we have with our sponsors is equally important. If it wasn't for your generous support, we couldn't bring this event to the community like we can do now. Sponsors like you are more than just business partners, you are a part of our fair family. We are very thankful for the support we received in 2023 and hope it continues for 2024. Your consideration is very much appreciated. The momentum and growth of the Buchanan County Fair is unbelievable, and our objective is to keep everything going in the right direction, so we can continue to get bigger and better in the years to come. Thank you to all!

— Buchanan County Fair Association

## 2024 Fair Details

### GRANDSTAND ENTERTAINMENT

Tuesday



Race Night  
Sprint Invaders

Wednesday



Monster Truck  
Nitro Tour

Thursday



Eddie Montgomery  
w/special guests  
The Kentucky  
Headhunters

Friday



Walker Hayes  
w/special guest  
Tigerlily Gold

Saturday



Demolition  
Derby

## BACK BY POPULAR DEMAND

### "Goat Getters" 4-H Show

Program where 4-H & FFA members are paired with special needs individuals, who get the opportunity to show livestock in a safe environment for all.

### Kids Power Wheels Demo Derby

Power Wheels Demo Derby for kids ages 3-7 prior to the Demo Derby on Saturday night.

### Fun for all Ages

Carnival, Games, Shows, Entertainment, Interactive and Educational Learning, Kids Pedal Tractor Pull, Backyard Cookout Contest, Ag Olympics



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## Ultimate Sponsor - \$10,000

- 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.)
- 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 logo displayed at concert on jumbo screens
- 200 one-day admission tickets to the fair
- Includes 90 VIP\* tickets to Friday's concert

## Best of Show Sponsor - \$5,500

- 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 logo displayed at concert on jumbo screens
- Name in radio advertisements
- 100 one-day admission tickets to the fair
- Includes 50 VIP\* tickets to Friday's concert

## Grand Champion Sponsor - \$2,700

- 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 logo displayed at concert on jumbo screens
- 50 one-day admission tickets to the fair
- Includes 24 VIP\* tickets to Friday's concert

## Purple Ribbon Sponsor - \$1,975

- Company name listed on fair donor sign displayed on grounds during fair week
- Company logo displayed at concert on jumbo screens
- Includes 16 VIP\* tickets to Friday's concert

## Blue Ribbon Sponsor - \$1,350

- Company name listed on fair donor sign displayed on grounds during fair week
- Company logo displayed at concert on jumbo screens
- Includes 10 VIP\* tickets to Friday's concert

## Red 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

## 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.



*\*VIP tickets include free admission to the fair on the day of the concert, VIP parking, access to front of stage, 1 meal ticket per person, and 5 drink tickets per person*

*\*\*Company logo on website displayed from May 1, 2024 - May 1, 2025*

**\*\*\* PLEASE NOTE THIS CHANGE \*\*\***

Friday's VIP capacity is capped. We will only have a total of **1300** VIP tickets available for sponsor packages.



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Independence, Iowa**

## **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

\_\_\_\_\_ Red Ribbon Sponsor

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

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

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

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

Company Name

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Contact Name

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Phone Number

Email Address

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Full Mailing Address

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Please return completed form and payments to Buchanan County Fair by **June 14, 2024**

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

Questions? E-mail: ***info@buchanancountyfair.org***