

Jefferson County, a quasi-municipal corporation, d.b.a. The Jefferson County Fair Park, has an opportunity to contract with a qualifying carbonated soft drink beverage company for a category-exclusive marketing partnership agreement. This three-year agreement commencing on January 1, 2019 and ending on December 31, 2021, will include a wide range of marketing amenities including Major Sponsorship status at the 2019-2021 Jefferson County Fairs and other events as specified. Qualified soda beverage companies interested in this marketing partnership opportunity are required to meet the following minimum criteria in order to be considered in the final selection process: 1) Company must be willing to provide the Jefferson County Fair Park with agreed upon marketing exposure via company's marketing channels to assist in marketing yearly Fair Park events; and 2) Qualifying company must provide the Fair Park with agreed upon yearly compensation in return for this opportunity.

If your qualified carbonated soft drink beverage company is interested in this opportunity, please submit a formal letter of interest to the Jefferson County Fair Park at: 503 N. Jackson Ave., Jefferson WI, 53549 by 4:00 p.m. on Thursday September 27, 2018. Letters must detail your company's ability to meet the above criteria. Meetings will be set with qualified applicants to create specific proposals for final review. A final qualified company proposal will be selected for this opportunity that best meets or exceeds the criteria as determined by the Fair Park Staff and the Fair Park Committee. More information about this opportunity can be obtained by calling Amy Listle, Fair Park Marketing/Administrative Assistant at (920) 674-7159.