



“It Is everything a county fair should be: up close and personal with cows, pigs, chickens, bunnies, goats and horses, loud cars, music, rides and those really greasy funnel cakes!” – Johnson County Fairgoer

Making Memories since 1939, The Johnson County Fair attracts more than 50,000 guests each July. “Have a Squealing Good Time” is 2018’s theme for unique experiences including entertainment, fair food, daily livestock and horse shows, free entertainment, hundreds of competitive exhibits, the thrilling amusements midway, commercial vendors, Flat Track races, Truck Pull, and the always popular Demolition Derby.

The Johnson County Fair attracts a broad range of people from the region and is an excellent opportunity for your company to create brand awareness through a sponsorship while reaching your target market. Each sponsorship is tailored to meet your business’ goals and objectives, while positively aligning your company with a tradition – the Johnson County Fair!

Except for arena events the fair is free to attend, truly an incentive for families of Johnson County.

Why sponsor the Johnson County Fair?

Not only does the Fair guarantee visibility among hundreds of thousands of viewers, the Fair also promises to do it in a way that best suits your company’s advertising objectives. The Johnson County Fair is here to work with you and develop a sponsorship plan that best fits your vision and budget. The Fair prides itself in maintaining strong working relationships with sponsors while exceeding each individual company’s expectations.

Our Demographics

Why should you invest in the Johnson County Fair?

- **Exposure**
Sponsorship of even a single, one-day Fair event can expose your company’s name and logo to more than 50,000 consumers.
- **Audience**
Fairgoers represent a broad cross-section of American households.
- **Flexibility**
The Fair will work with you to develop unique, creative promotions to compliment or supplement your sponsorship.
- **Proven Success**
The Johnson County Fair has a long history of family-oriented success

2018 Johnson County Fair Sponsorship Opportunities

Grand Champion Sponsor

\$10,000

- Banner/Logo Displayed in the main arena and Livestock Arena (provided by sponsor)
- Logo on print advertising, web site and Facebook page
- Announcements during each arena event and every four hours over PA
- One free Open Building rental during the year
- Ten tickets to three arena events

Purple Ribbon Sponsor

\$2,500

- Banner/Logo Displayed in the main arena (provided by sponsor)
- Logo on print advertising, web site and Facebook page
- Announcements during each arena event
- One free Open Building rental during the year
- Six tickets to an arena event of your choice

Blue Ribbon Sponsor

\$1,000

- Banner/Logo Displayed in the main arena (provided by sponsor)
- Logo on print advertising, web site and Facebook page
- Announcements during each arena event
- One free Open Building rental during the year
- Six tickets to an arena event of your choice

Red Ribbon Sponsor

\$500

- Banner/Logo Displayed in the main arena (provided by sponsor)
- Logo on print advertising, web site and Facebook page
- Announcements during each arena event
- Four tickets to an arena event of your choice

White Ribbon Sponsor

\$250

- Banner/Logo Displayed in the main arena (provided by sponsor)
- Logo on print advertising, web site and Facebook page
- Announcements during each arena event

Friends of the Fair

\$100

- Logo on Facebook page and web site