

NORTH IDAHO

state fair

August 21-25, 2019 | Kootenai County Fairgrounds | CDA, Idaho



- 85k + attendees
- 5 days of non-stop fun
- 3 sold out arena shows
- \$600k + in 4-H stock sales
- 4 rodeo performances
- \$88k in free entertainment
- 1 packed country concert

The North Idaho State Fair presents...



Presenting Fair
Sponsorship

\$20,000

Fair Day
Sponsorship

\$5,000

Presenting Rodeo
Sponsorship

\$15,000

Rodeo Day
Sponsorship

\$5,000

Presenting Concert
Sponsorship

\$10,000

Presenting Demo
Derby Sponsorship

\$5,000

What you get for being a presenting sponsor:

Marketing

- Onsite visibility and interaction with your customers
- Year round presence on NorthIdahoStateFair.com and KCFairgrounds.com
- Inclusion in radio/tv/digital/print campaigns
- Opportunity for social media co-marketing & lives
- Banners on the fence line and attraction site

VIP

- Tickets for your co-workers or friends and family
- VIP seating for your sponsored event

Community

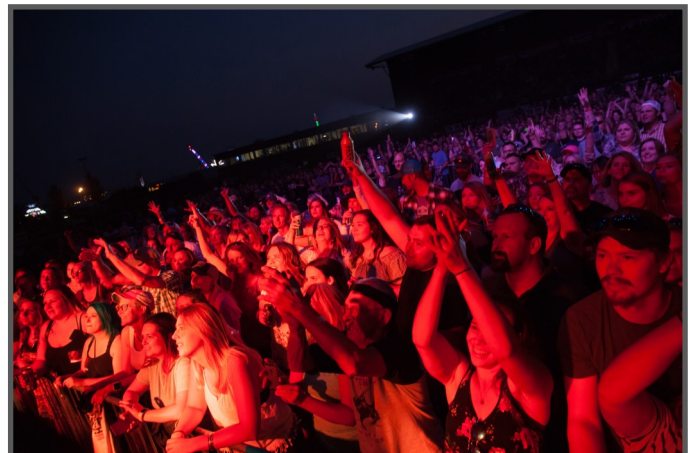
Feel good about supporting North Idaho's biggest family summer-time event! Sponsor dollars allow bigger and better entertainment while keeping prices affordable for our local families.

Recap

Take the guess work out of where your sponsorship money went. We provide an annual sponsor recap.

Renewal Option

When you join the Fair family, you will always get first dibs on continuing or changing your sponsorship. You will also receive tips on early ticketing and new event alerts!



Major Attraction Sponsorship ... \$4,000

- > Marketing: Your logo on NorthIdahoStateFair.com, inclusion in print campaigns for the sponsored attraction, banners on the fence line and attraction site.
- > 10x10 outdoor booth space included.
- > Tickets for your co-workers or family and friends.

Attractions change yearly, but here are some from our past...



Entertainment Sponsorship ... \$2,500

- > Marketing: Your logo on NorthIdahoStateFair.com, banners on the fence line, logo in the Official Event Guide
- > Opportunity for business visit by strolling act or live stream on social media at the Fair.
- > Tickets for your co-workers or family and friends.

Some of our **most popular** entertainment and mood setters...



Friends of the Fair ... \$1250

- > Logo inclusion online and in the event guide, plus a banner on the perimeter fence line. Fair tickets to share with your co-workings or family and friends.

\$2500	Concert Supporting Sponsor
\$1500	Demolition Derby Supporting Sponsor
\$350	Handwashing Stations



Looking for other ways to get involved?

Consider volunteering. There are opportunities for clubs, groups or individuals. You can join the Fair Family and help set-up, be a ticket scanner, help in a competitive exhibits building, join one of the community contest/marketing/ decorating/hospitality crews, daily clean up, or tear down.

Volunteer for the experience or for the fun of it and get some sweet perks while you're at it!

For sponsorship details or to create a custom plan for your business (including year round options or stage/area naming rights), please contact
Brittany Teverbaugh.

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NorthIdahoStateFair.com



THANK YOU TO ALL OUR SPONSORS!

