



July 10-14, 2019

225 Edward Street
Chippewa Falls, WI 54729
715-723-2861
www.nwsfa.com

Sponsor Levels

Platinum – VIP Sponsor: \$10,000

- **40 VIP Tickets – 10/night (\$5,000 value), Includes:**
 - **New: PREMIUM SEATING in the first three (3) rows!**
 - Fair Gate Admission
 - Catered Meal
 - Unlimited Refreshments (Beer, Wine, Soda)
 - Private Tent
 - Private Restrooms
 - Separate Entry
 - VIP Gift Package
 - Limited Occupancy
 - Access 5:00pm-10:00pm
- Sponsor one Grandstand performance or Major Attraction
 - Sponsor inclusion with all media for performance, location and/or attraction
 - TV/Radio/ Print Ads/Brochures/Website/Social Media
 - **Social Media Impressions: 2.7 million**
 - **Social Media Engagements + Clicks: 76,000+**
 - **Social Media Engaged Users: 100,000+**
 - **Website Pageviews: 211,000+ (June and July)**
 - **Website Sessions: 74,000+ (June and July)**
- Electronic Billboard Ad inclusion with sponsored artist or attraction (Hwy 53 North & South)
 - Major sponsor individual Ad (20,000 impressions)
- 100 Complementary Fair Gate Admission Tickets (\$1000 value)
- 40 Reserve Seats Main Stage (10/show) (\$1200 value)
- 40 Parking passes (\$200 value) (**Parking is not Guaranteed**)
- Sponsor listing on Main Stage Banner
- Sponsor listing on printed marketing materials
 - Fair brochure/Mailer (50,000)
 - Daily Schedule Flyer (15,000)
- Logo on sponsor webpage

Ticket Value: \$7,400

Impressions: 850,000 + Main Stage or Attraction

Diamond – Major Sponsor: \$5000

- Sponsor/Co-sponsor Main Stage/Grandstand attraction or weeklong attraction
 - Sponsor inclusion with all media for performance, location and/or attraction
 - TV/Radio/ Print Ads/Brochures/Website/Social Media
 - **Social Media Impressions: 2.7 million**
 - **Social Media Engagements + Clicks: 76,000+**
 - **Social Media Engaged Users: 100,000+**
 - **Website Pageviews: 211,000+ (June and July)**
 - **Website Sessions: 74,000+ (June and July)**
- Electronic Billboard Ad inclusion with sponsored artist or attraction (Hwy 53 North & South)
 - Major sponsor individual Ad (20,000 impressions)
- 75 Complementary Fair Gate Admission (\$750 value)
- 40 Reserve Seat Tickets Main Stage (10/show) (\$1,200 value)
- 25 Parking passes (\$125 value) **Note: Parking is not Guaranteed**
- Sponsor listing on Main Stage Banner
- Sponsor listing on printed marketing materials
 - Fair brochure/mailer (50,000)
 - Daily Schedule Flyer (15,000)
- Logo on sponsor webpage
- Outdoor exhibit area (20 feet) for demonstrations/display/sell products (\$750 value)

Ticket Value: \$2075 Impressions: 700,000 Exhibit Value: \$750

Gold - Daily Activity Sponsor: \$2,500

Activities: (Sponsor a free stage act, activity, or free attraction)

- Sponsor advertising at activity
 - Sponsor announcement at activity
- 50 Complementary Admission (\$500 value)
- 24 Reserve Seat Tickets Main Stage (6/show) (\$720 value)
- 10 Parking passes (\$50 value) Note: **Parking is not Guaranteed**
- Indoor exhibit area (10 x 10) (\$400 value)
- Sponsor listing on printed marketing materials
 - Fair brochure/Mailer (50,000)
 - Daily Schedule Flyer (15,000)
- Logo on sponsor webpage

Ticket Value: \$1,270 Impressions: 500,000 Exhibit Value: \$400

Silver - Business Reserve Seat Special: \$1000

- 30 Complementary Fair Gate Admission tickets (\$300 value)
- 16 Reserve Seat Tickets Main Stage (4/show) (\$480 value)
- Logo with Daily Schedule Flyer (15,000 impressions)

Ticket Value: \$780 Impressions: 15,000

Bronze – Business Fair Gate Admission Special: \$500

- 30 Complementary Admission tickets (\$300 value)
- Logo with Daily Schedule Flyer (15,000 impressions)

Ticket Value: \$300 Impressions: 15,000

Visit our website for updates, activities and news.

www.nwsfa.com

NOTE: To customize a sponsorship level please contact the Fair Office. 715.723.2861 Ext. 102

PLEASE RETURN THE LAST PAGE ALONG WITH CHECK (If Applicable) TO:

NWSF – 225 EDWARD STREET – CHIPPEWA FALLS, WI 54729 – please email print ready logo (.ai, .eps, .pdf files) to Maggie Cook - maggielleighmedia@gmail.com and Debbie Baier - dbaier@nwsfa.com by

Friday, March 1, 2019.

Return by Friday, March 1, 2019

Business Name: _____ Contact: _____

Phone: _____ Email: _____

YES – I WOULD LIKE TO PARTICIPATE IN THE 2019 NORTHERN WISCONSIN STATE FAIR AT THE FOLLOWING SPONSORSHIP LEVEL (Check one):

____ Platinum Level - \$10,000

____ Diamond Level - \$5000

____ Gold Level - \$2500

____ Silver Level - \$1000

____ Bronze Level - \$500

I HAVE ENCLOSED A CHECK FOR THE AMOUNT OF MY SPONSORSHIP LEVEL

I WOULD LIKE TO PAY BY CREDIT CARD (Call the office 715-723-2861 Ext 101)

PLEASE BILL ME LATER

THANK YOU FOR YOUR SUPPORT OF THE NORTHERN WISCONSIN STATE FAIR!!

Note: All sponsorship agreements must be paid prior to June 1, 2019.