

# Rock County 4-H Fair

2021 CORPORATE SPONSORSHIP PACKAGE



# To Our Sponsors

## 2021 ROCK COUNTY 4-H FAIR

As we prepare for the 2021 Rock County 4-H Fair, July 27-August 1, we are inviting local businesses to become corporate sponsors. 2020 was a challenging year for the members of our community, including us. With the cancellation of the 2020 fair, we experienced significant unexpected financial losses. This year, our organization will rely twice as much on our community to preserve our mission to provide learning and leadership opportunities to the youth of Rock County.

The fair is an annual tradition and we believe this year will be extra special for the youth of Rock County. We are excited to put on an event for our community that will not only inspire our future leaders, but that will be a much needed outlet for many families this summer.

Of Course, the Rock County Fair Board continues to monitor the evolving COVID-19 situation, and our top priority is to maintain the health and safety of all of the people like you who we depend on to make the fair a success. We are closely following the directives of the government to ensure we have the most up-to-date information regarding the virus to help prevent its spread. At this time, we anticipate hosting our fair as scheduled in July, but we also acknowledge that this situation is very fluid, and moving forward, we may have to make updates or changes to our traditional plans.

Our sponsorship packages have changed this year. If you don't see something that suits your business, we'd be happy to create a custom package for you.

Sincerely,

The Rock County 4-H Fair

# About US

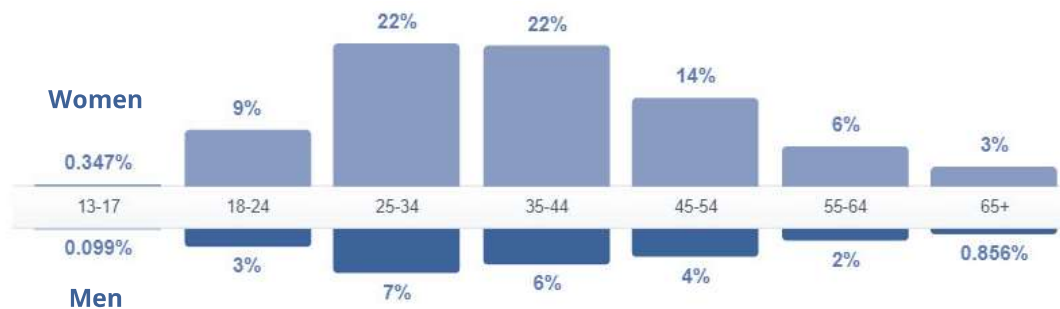
## 2021 ROCK COUNTY 4-H FAIR

### We Are the Oldest 4-H Fair in the United States

Each year the Rock County 4-H Fair provides an opportunity for over 1,000 youth enrolled in 4-H, FFA, Girl Scouts, Boy Scouts, or School Educational Departments to exhibit projects in 35 different departments at the Rock County 4-H Fair. We also provide a family friendly summer event for our community.

### We Bring Over 65,000 Visitors Each Year

Our visitors are primarily from Southern Wisconsin and Northern Illinois. People of all ages come to our fair. Online we have over 15,000 followers on facebook and instagram. Our key demographic online is women (77%) in age categories 25 - 44.



### There is No Other Event Like Us in Rock County

The Rock County 4-H Fair allows visitors one special week a year to learn from the county's youth. We headline amazing entertainment on our main stage. We offer a variety of activities for the whole family to enjoy from food, to animals, to the carnival.

# Sponsorship Levels

## 2021 ROCK COUNTY 4-H FAIR

### Grand Champion Sponsor

**\$5,000**

- Grandstand banner (sponsor supplied)
- Name placement in all print and radio ads as well as on billboards
- Sponsor name mentions before each live grandstand performance
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- 8 VIP backstage passes
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor

### Reserve Grand Champion Sponsor

**\$2,500**

- Sponsor a Day at the Rock County 4-H Fair
- Logo/name on hand stamp for all patrons entering the fair that day
- Signage provided by sponsor at all (5) Gates
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Fifty (50) daily tickets (valued at \$500)
- Limited to 1 sponsor per day

### Top Showman Sponsor

**\$2,000**

- Sponsor an entertainment side stage. Choose from the Craig Avenue Stage, Food Fair Stage, Pig Races or the Lumberjack Show (Limited to 1 sponsor per location)
- Signage provided by sponsor at the entertainment location
- Sponsor name mentions multiple times per day
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Twenty Five (25) daily tickets (valued at \$250)

# Sponsorship Levels

## 2021 ROCK COUNTY 4-H FAIR

### Champion Sponsor

**\$1,500**

- Sponsor a banner on a fair barn of your choice during fair week (sponsor supplied) or
- Sponsor 60 hand washing stations throughout the Fairgrounds for 6 days (signage sponsor supplied)
- Your logo on our website
- Website link provided from our website to yours
- Fair poster recognition
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Fifteen (15) daily tickets (valued at \$150)

### Reserve Champion Sponsor

**\$1,000**

- Sponsor a livestock program on show day with a full page black and white add on the back cover of the program. Choose from Beef, Sheep, Swine, Poultry, Dairy and more.
- Sponsor name mentions during show
- Your logo on our website
- Website link provided from our website to yours
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Ten (10) daily tickets (valued at \$100)

### Blue Ribbon Sponsor

**\$500**

- Your logo on our website
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Two (2) season passes (valued at \$70)

### Friend of the Fair Sponsor

**\$300**

- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- Two (2) season passes (valued at \$70)

### Merit Award Sponsor

### Volunteer Hours

- Your organization can donate volunteer hours. 100 volunteer hours is equivalent to a \$1,000 donation!
- Your logo on our website
- Sponsorship recognition on Appreciation Board at the Fairgrounds
- Recognition on the Rock County 4-H Fair website and in fair brochure
- This package requires 100 volunteer hours, packages can be customized upon request

# A La Carte Items

## 2021 ROCK COUNTY 4-H FAIR

### A La Carte Items

• Hand washing stations (sponsor supplied; preference given to packages)	<b>\$750</b>
• Banner on a barn (sponsor supplied; preference given to packages)	<b>\$750</b>
• Fair t-shirt	<b>\$500</b>
• Livestock Show program (preference given to packages)	<b>\$250</b>
• Website link provided from our website to yours	<b>\$250</b>
• Your logo on our website	<b>\$200</b>
• Sponsorship recognition on Appreciation Board at the Fairgrounds	<b>\$150</b>
• Recognition on the Rock County 4-H Fair website and in fair brochure	<b>\$150</b>
• Fair poster recognition	<b>\$100</b>

### Rock the Grounds

### July 9th and 10th

For the first time ever, the Rock County Fair Board is planning a food truck festival on July 9th and 10th in an effort to recoup financial losses from the cancellation of the 2020 fair. We are offering the following sponsorship opportunities in support of this fundraising event.

• Beer and wine tent sponsorship (limited to 1 sponsor)	<b>\$2,500</b>
• Saturday night (July 10th) band sponsorship (limited to 1 sponsor)	<b>\$2,000</b>
• Friday night (July 9th) band sponsorship (limited to 1 sponsor)	<b>\$1,500</b>
• Food Truck Way sponsorship (limited to 1 sponsor)	<b>\$1,000</b>
• Hand washing stations (limited to 1 sponsor)	<b>\$750</b>
• General sponsorship	<b>\$500</b>

All sponsorships include the following:

- Your logo on our website
- Website link provided from our website to yours
- Sponsorship recognition on Appreciation Board at the Rock the Grounds event
- Recognition on the Rock County 4-H Fair website
- All signage must be sponsor supplied

**For more information or to create a custom package please contact us at  
[info@rockcounty4hfair.com](mailto:info@rockcounty4hfair.com) or 608-755-1470**

# Sponsorship Agreement

## 2021 ROCK COUNTY 4-H FAIR

Sponsor Name \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

### Sponsorship Level

Circle desired sponsorship level

**Grand Champion (\$5,000)**

Limit 1 sponsor

**Reserve Grand Champion (\$2,500)**

Limit 1 sponsor per day

**Top Showman (\$2,000)**

Limit 1 sponsor per stage

**Champion (\$1,500)**

Limit 1 sponsor per location

**Reserve Champion (\$1,000)**

Limit 1 sponsor per program

**Blue Ribbon (\$500)**

**Friend of the Fair (\$300)**

**Merit Award (100 volunteer hours)**

### Options

Selections will be awarded on a first-come first-serve basis

**Thank you for choosing to be our Grand Champion Sponsor!**

Tuesday July 27  
Wednesday July 28  
Thursday July 29

Friday July 30  
Saturday July 31  
Sunday August 1

Craig Avenue Stage  
Food Fair Stage

Pig Races  
Lumberjack Show

Beef Barn  
Goat Barn  
Dairy Barn North / South  
Hand Wash Stations

Sheep Barn  
Swine Barn  
Poultry Barn  
Rabbit Barn

Beef  
Sheep  
Swine

Dairy  
Poultry  
Rabbit

Sponsor Signature

Title

Date

**Please sign and date the Sponsorship Agreement and return with payment to:**

Rock County 4-H Fair, P.O. Box 606, Janesville, WI 53547-0606 or online at  
[www.rockcounty4hfair.com/p/tickets/sponsorship-opportunities](http://www.rockcounty4hfair.com/p/tickets/sponsorship-opportunities)

**Payment in full is appreciated by July 1, 2021**

**All artwork must be approved by the Rock County 4-H Fair**

# Sponsorship Agreement

## 2021 ROCK COUNTY 4-H FAIR

### A La Carte Items

Circle desired items. Selections will be awarded on a first-come first-serve basis. Preference will be given to packages

Hand Washing Stations (\$750)

Banner on a Barn (\$750)

Beef Barn	Sheep Barn
Goat Barn	Swine Barn
Dairy Barn North	Poultry Barn
Dairy Barn South	Rabbit Barn

Fair T-Shirt (\$500)

Livestock Show Program (\$250)

Beef	Dairy
Sheep	Poultry
Swine	Rabbit

Website Link (\$250)

Logo on Website (\$200)

Recognition on Appreciation Board (\$150)

Recognition on Website & Brochure (\$150)

Fair Poster (\$100)

### Rock the Grounds

Circle desired items. Selections will be awarded on a first-come first-serve basis.

Beer and Wine Tent (\$2,500)

Saturday Night Band (\$2,000)

Friday Night Band (\$1,500)

Food Truck Way (\$1,000)

Hand Washing Stations (\$750)

General Sponsorship (\$500)

**Please sign and date the front page and return with payment to:**

Rock County 4-H Fair, P.O Box 606, Janesville, WI 53547-0606 or online at  
[www.rockcounty4hfair.com/p/tickets/sponsorship-opportunities](http://www.rockcounty4hfair.com/p/tickets/sponsorship-opportunities)

**Payment in full is appreciated by July 1, 2021**

**All artwork must be approved by the Rock County 4-H Fair**

# Thank You

## 2021 ROCK COUNTY 4-H FAIR

We greatly appreciate our past sponsors....

### **Champion Sponsors**

Dollar General Distribution Center  
Rock Road Company/Kennedy Family Foundation

### **Reserve Champion Sponsors**

Frank Silha & Sons Inc.  
Pelsue Orthodontics

### **Blue Ribbon Sponsors**

Bluescope Buildings  
Carol & Mark Cullen  
VP Buildings

### **Friends of the Fair Sponsors**

Baker Mfg. Company LLC  
Bandt Communications  
Bank of Brodhead  
Bank Of Milton  
Bjoin Limestone Inc.  
Equity Cooperative  
Henke-Clarson Funeral Home  
Jacob Homes Corp  
Morrisons Auto Inc.  
The Computer Center  
Stateline Veterinary Service  
U.S. Bank

### **Event Sponsors**

Brennan Steil S.C  
Compeer Financial  
Congress Glass  
Dairyland Seed  
First National Bank and Trust  
George Realty & Auction  
MacFarlane Pheasant Inc.  
Mid-State Equipment  
Old National Bank  
Sauk Valley Bank  
Siepert & Company, LLP  
South Central Well & Pump  
State Bank of Cross Plains  
Town Bank

### **Service Sponsorships**

7-Up Bottling Co. of Watertown  
Badger State Auction  
Bass Creek Golf Course  
Blain's Farm & Fleet  
BMO Harris Bank  
Bobcat of Janesville  
Burtness Chevrolet  
Country Quality Dairy  
Decatur Dairy  
Dean George Auction Service  
Johnson Tractor  
Old Fashion Bakery  
Quiet Woods RV  
Rebholz Gas & Electric  
Rock County Bee Keepers  
Ryan George Auction Service  
Weber Auction Service