



2020 SPONSORSHIP OPPORTUNITIES



BE PART OF *Wisconsin's Largest County Fair*

The Walworth County Agricultural Society would like to invite you to be a part of the international award-winning Walworth County Fair, a non-profit 501 (c) (3) charitable organization. By blending your products and services with the largest county fair in Wisconsin, you can help us heighten the experience for our patrons while also promoting your company. Our Fair offers a wide range of demographics and genres to

achieve a pleasant, relaxing family-friendly environment. This allows us to provide educational exhibits and entertainment for all of our visitors. Please consider joining us for this incredible marketing opportunity! It will give your business excellent community exposure and increased market visibility while helping us to preserve an important site for community engagement!

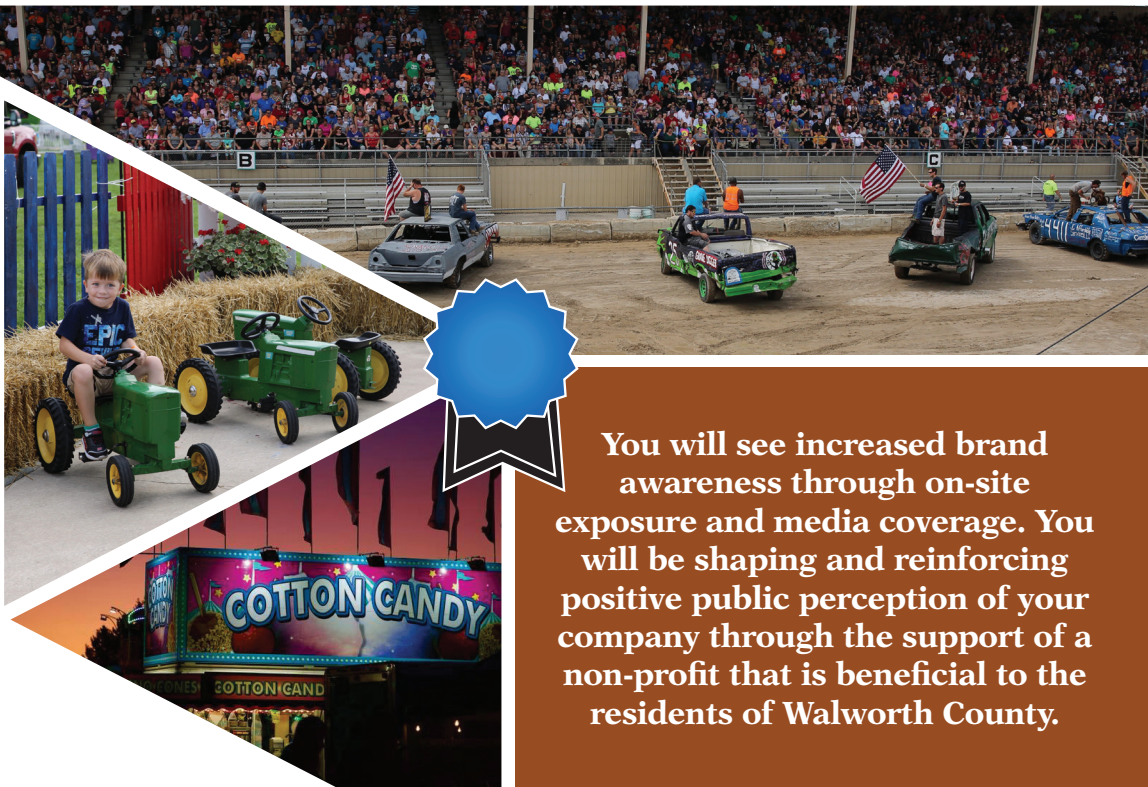
Walworth County Fair by the Numbers

150,000 WALWORTH COUNTY FAIR VISITORS

15,000 EXHIBITOR ENTRIES

1,600 YOUTH & OPEN CLASS EXHIBITORS

250 VENDORS • 99 ACRES • 40 BUILDINGS



You will see increased brand awareness through on-site exposure and media coverage. You will be shaping and reinforcing positive public perception of your company through the support of a non-profit that is beneficial to the residents of Walworth County.

EXPAND AND STRENGTHEN YOUR PRESENCE IN LOCAL AND REGIONAL MARKETS

Your business can “go home” in thousands of flyers, newspapers, programs, posters and inserts as well as web-based digital campaigns and social media posts.

Web Presence & Followers

100,000+
Monthly
Visitors to the
Fairgrounds
Website

45,000+
Facebook

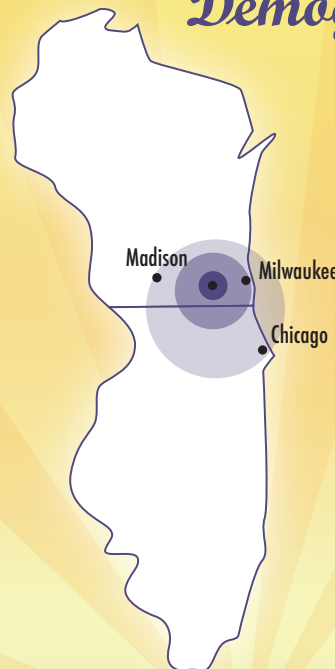
1,700+
Twitter

1,600+
Instagram

“ YOUR TAX-DEDUCTIBLE SPONSORSHIP CREATES AN OPPORTUNITY FOR YOUR BUSINESS TO INCREASE POSITIVE BRAND AND PRODUCT PERCEPTION AND AWARENESS. ”

-Larry Gaffey, General Manager

Demographic Reach
















































+ Draws from southeastern Wisconsin and northern Illinois including Jefferson, Kenosha, Madison, Milwaukee, Racine, Rock, Waukesha, Rockford and Chicago.

+ Our fair offers a wide variety of demographic opportunities. Families of every race, income and level of education attend allowing your company to create awareness and increase loyalty in a variety of target markets.

Sponsor Tent at the Fair

Located next to the grandstand stage, the Sponsor Tent is an exclusive area for you to sit back, relax and mingle while enjoying complimentary refreshments and snacks. It also provides you with a great view of all of our exciting grandstand entertainment.



SPONSORSHIP BENEFITS	Supreme Grand Champion \$50,000	Grand Champion \$25,000	Platinum \$10,000	Gold \$5,000	Bronze \$2,500	Blue Ribbon \$1,500	Red Ribbon \$1,000
Daily Admission Tickets to the Walworth County Fair	300	200	100	50	30	20	10
Passes to Access the Sponsor Tent at the Walworth County Fair	100	50	25	15	10	6	4
Sponsorship Ribbon							
Highlighted in Fair Media Kit							
Sponsorship Signage Prominently Displayed							
Logo Displayed on Walworth County Fairgrounds Website							
Rights to use Fairgrounds Logo for Promotional Purposes							
Promotional Mentions on Fairgrounds Social Media							
PA Announcements during Fair							
Presenting Part of the Fair	Entire Event	One Day	Main Stage				
Banner on the Main Stage							
Lunch Served in Sponsor Tent from Noon to 1:00 p.m.	All Six Days of Fair						

Any Questions?

Contact LARRY GAFFEY
at 262-723-3228 or
larry@walworthcountyfair.com

Commitment to Sponsorship

I/We hereby agree to be a sponsor of the Walworth County Fairgrounds. We will provide our logo for promotional purposes to office@walworthcountyfair.com. We will receive the benefits listed above and will agree to pay the Walworth County Fairgrounds the sum listed below by August 1, 2020.

Sponsor: _____

Contact Name: _____

Sponsorship Commitment: ☐ Supreme Grand Champion \$50,000 ☐ Grand Champion \$25,000 ☐ Platinum \$10,000 ☐ Gold \$5,000
☐ Bronze \$2,500 ☐ Blue Ribbon \$1,500 ☐ Red Ribbon \$1,000

Address: _____

City & State: _____

Telephone: _____

Website: _____

Signature: _____ Date: _____

Thank You For Your Commitment

Thank you for your commitment in sponsoring the Walworth County Fair. We look forward to building and growing a partnership with you and your business that benefits not only you and the Fairgrounds but also the surrounding community.

Please return a signed copy of this agreement to:
Walworth County Fairgrounds, P.O. Box 286, Elkhorn, WI 53121