

# DODGE COUNTY FAIRGROUNDS 2020



**IRA OUTLAWS – DIRT TRACK RACING – FLEA MARKETS – DODGE COUNTY FAIR – and MORE!**

Here's your chance to advertise your business in front of thousands of Dodge County Fairground attendees for the entire 2020 season. With so many advertising options to choose from, we've got something for every advertising budget.

## **BANNER SPONSORSHIPS:**

**Track Base Banner:** 8' x 2' banner. Stand out from other advertisers by having a track base ad that's two, three, or even four times longer than everyone else. \$450 (Does not include production of banner)



**Grandstand Banner:** 8' x 4' banner. Facing the fairgrounds, your business will be seen by everybody going to the races, enjoying the concessions, or walking the grounds. \$650 (Does not include production of banner)



**Entrance Banners:** 8' x 4' vinyl banner. These banners are on billboards along the fairground entrance roads and are seen by everybody entering the fairgrounds. \$650 (Does not include production of banner)

**Big Track Banners:** 8' x 8' vinyl banner. The track billboards are on the backside of the race track and can be seen from the grandstands and more! In front of everybody that's watching racing and all Fair Events. \$1500 (Does not include production of banner)

**Scoreboard Sponsorship:** 8' x 4' plywood banner. Banners are located on the racing scoreboard all season during the IRA Outlaw races, dirt track races, and motorcycle races. \$650 (Does not include production of banner)

**Garbage Can Wrap Sponsorship:** Garbage cans are located throughout the fairgrounds all season. Advertise your business today! 5-9 Bins - \$100 ea., 10-49 Bins - \$90 ea.



## **ADDITIONAL SPONSORSHIPS:**

**Flag Sponsorships:** (20) 5' x 3' flags will advertise your business during and during the Dodge County Fair. 20 flags - \$2500, 10 flags - \$2000, 5 flags - \$1200 (All prices include production of flags)

**3-Year Grandstand Sponsorships:** 8' x 2' heavy banner, names the section of the Grandstands making it easier to meet with family and friends! \$1200 (Includes production of banner)

**Building Naming Rights:** (2) 8'x4' banners, one facing the fairgrounds and one facing Hwy. 33. will advertise your business during the entire year! Plus, it will help people locate their destination. Sponsorship includes 2 banners, 10 General Admission Fair Passes, public address announcements, press releases. \$1500 each. (Includes production of signage)

**Facility/Building Improvement Sponsorships:** 10-Year Sponsorship includes a sign inside the building/facility for 10 years in recognition of the project, and for one year, 10 General Admission Fair Passes, public address announcements, press releases. \$2500 each. (Includes production of signage)

# FAIR SPONSORSHIPS:

NEW!

**Fair Staff Shirts:** Impressions that last! Have your company logo on 150 shirts worn by Fair volunteers and officials. That includes the gate workers who take tickets and people that help provide assistance to all visitors at the fair! \$1295 (Includes your 1-color logo/slogan on the t-shirts!)

**Family Stage Sponsorships:** One of the most popular things at the Fair is the Family Stage. Nick's Kids Show, Wild World of Animals, Pleasure Valley Pig, Goat, and Duck Races! Sponsorship includes 8'x4' banner at the Family Stage, online mentions, public address announcements, press releases! \$500 each (3 Available, includes production of Sign)

**Fair Event Sponsorships:** Events open for sponsorships include Tractor Pulls, Horse Pull, Demo Derby, Kids Pedal Pull, and many more available on our website to suit your target market. Sponsorships include 8'x4' banner, 10 General Admission Fair Passes, public address announcements, press releases. \$1,000 each (Includes production of banner)

NEW!

**Small Sign Sponsorships:** 2'x1.5' corrugated sign attached to light post in parking lot or other well-traveled areas throughout the grounds. \$100/sign (Includes production of sign)

NEW!

**Daily Events Board Sponsorship:** During the Dodge County Fair, daily events are listed on two entrance boards, one by each entrance to the fairgrounds. These daily event boards will advertise your business to everybody entering the fair during the Dodge County Fair! Sponsorship includes signage, public address announcements, press releases. (2 Available) \$500 each (Includes production of sign)

**Shuttle Sponsorships:** During the Dodge County Fair, shuttles bring fairgoers from the parking lots into the fairgrounds, and then back to the drop-off points. Sponsorship includes signage on the carts and at all drop-off and pick-up points, 10 General Admission Fair Passes, public address announcements, press releases. (2 Available) \$1000 each (Includes production of signage)

**Entrance Flag Sponsorships:** (4) 10-foot entrance flags to the Fairgrounds, marking exactly where the entrances are! Sponsorship includes signage, 10 General Admission Fair Passes, public address announcements, and press releases. 4 flags - \$2000, 2 flags - \$1250 (Includes production of signage)

**Annual Souvenir Sponsorships:** 1-Side: Dodge County Fair side, 1-Side: Sponsor Logo side. Fair to sell items at cost. \$2 per item.

# MAIN STAGE:

Badger State Tractor Pull – Aug. 19<sup>th</sup>

Nitty Gritty Dirt Band – Aug. 20<sup>th</sup>

TBA – Aug. 21<sup>st</sup>

Blue Oyster Cult & Starship – Aug. 22<sup>nd</sup>

## CONTACT:

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OVER 50 EVENTS  
SCHEDULED  
for 2020 !

ESTIMATED 2019  
ATTENDANCE:  
90,000