

**Muscatine  
County Fair  
Sponsorship  
2021**



## **2021 Muscatine County Fair Events**

**May 15<sup>th</sup>**- MLRA Late Model Races

**June TBD**- Harness Horse Races

**June TBD**- Stock Car Races

**June TBD**- Stock Car Races

**July 21<sup>st</sup>**- Muscatine County Fair Stock Car Races

**July 22<sup>nd</sup>**- Muscatine County Fair Truck Mud Drag Races

**July 23<sup>rd</sup>**- Muscatine County Fair Tractor Pull

**July 24<sup>th</sup>**- Muscatine County Fair Neal McCoy Concert

**July 25<sup>th</sup>**- Muscatine County Fair Demo Derby

**July 25<sup>th</sup>**- Muscatine County Fair Trailer Races

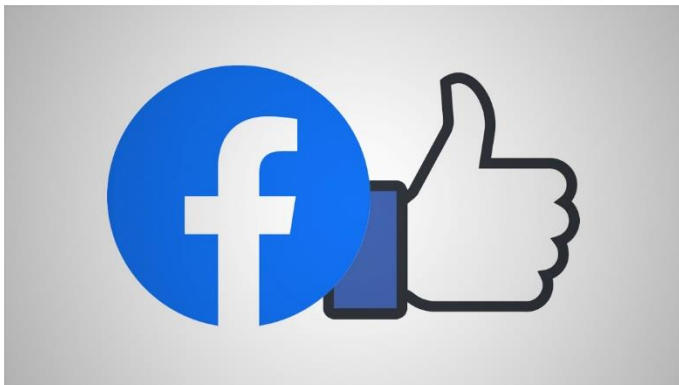
**August 20<sup>th</sup>**- Hoker Trucking Super Late Model Races

**September 24<sup>th</sup>**- Hoker Trucking Super Late Model Races

## Website, Social Media, & Advertising

[www.muscatinecountyfair.com](http://www.muscatinecountyfair.com)

Over 360,867 Hits per year  
208,819 Page views over the 5-day fair



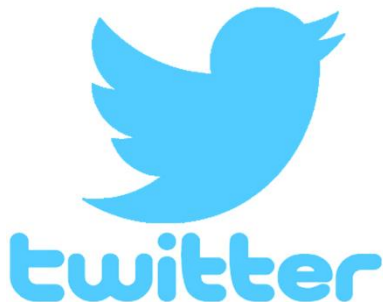
5,187 Likes (up 40% from 2019-2020)

45% are ages 25 -34

25% are ages 35-44

Best Performing Post:

Neal McCoy Announcement: 11,333 people reach



150 Followers (up 60% from 2019-2020)



273 Followers (up 55% from 2019-2020)

# Muscatine County Fair Sponsorship

July 21<sup>st</sup> - 25<sup>th</sup>, 2021

## General Sponsorship Levels

### **Grand Champion Sponsor- \$2,000 +**

- 50 Front Gate Passes OR 10 Fun Passes
- Name listed on main stage sponsorship sign
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Champion Sponsor- \$1,500 - \$1,999**

- 30 Front Gate Passes OR 6 Fun Passes
- Name listed on main stage sponsorship sign
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Blue Ribbon Sponsor- \$1,000 - \$1,499**

- 20 Front Gate Passes OR 4 Fun Passes
- Name listed on main stage sponsorship sign
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Red Ribbon Sponsor- \$500 - \$999**

- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **White Ribbon Sponsor- Under \$500**

- Name on sponsorship list in Fair Book and on our Website

## **Specialty Sponsorships**

### **4-H & FFA Livestock Premiums Sponsor- \$2,000**

- 50 Front Gate Passes OR 10 Fun Passes
- Name listed on sponsorship sign in 4-H Building during fair week
- Name announced during livestock shows multiple times
- Name announced on main stage, & at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **4-H & FFA Static Premiums Sponsor- \$1,500**

- 30 Front Gate Passes OR 6 Fun Passes
- Name listed on sponsorship sign in 4-H Building during fair week
- Name announced on main stage, & at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **4-H & FFA Judging Sponsor- \$1,500**

- 30 Front Gate Passes OR 6 Fun Passes
- Name listed on sponsorship sign in 4-H Building during fair week
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Queen Contest Sponsor- \$1,500**

- 30 Front Gate Passes OR 6 Fun Passes
- Signage in Grove all week long of Fair
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Bill Riley Talent Show Sponsor- \$1,500**

- 30 Front Gate Passes OR 6 Fun Passes
- Signage in Grove all week long of Fair
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

## **Specialty Sponsorships Continued...**

### **Strolling Entertainment Sponsor- \$1,500**

- 30 Front Gate Passes OR 6 Fun Passes
- Signage in Grove all week long of Fair
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Open Class Premium Sponsor- \$1,000**

- 20 Front Gate Passes OR 4 Fun Passes
- Name listed on main stage sponsorship sign
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Grove Entertainment Sponsor- \$1,000**

- 20 Front Gate Passes OR 4 Fun Passes
- Signage in Grove all week long of Fair
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Craft Beer Hour Sponsor- \$500**

- Signage at Event
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Bluegrass Wine Tasting Sponsor- \$500**

- Signage at Event
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Corn Box Sponsor- \$500**

- Signage at Corn Box location all week long of Fair
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

### **Corn Hole Sponsor- \$500**

- Signage at Corn Hole location all week long of Fair
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book and on our Website

## Large Sign Sponsorship Opportunity

Advertise your business!

- **4' x 8' large sign display.**
- Sign can display your company logo or anything you would like on it.
- Sign will be displayed for all events in Fair Grandstands.
- Sign will be placed along the race track.
- Sign will be stored away inside during the winter months to preserve the quality of the sign.
- Recognition on all social media platforms of the Fair.
- **Three-year agreement**
  - **Year one \$750- money due upon agreement.**
  - **Year two \$500- money due Jan. 1, 2022.**
  - **Year three \$500- money due Jan. 1, 2023.**

## Small Sign Sponsorship Opportunity

Help Sponsor the Muscatine County Fair!

- **18" x 24" Sign Display.**
- Sign can display your family name, company logo or anything you would like on it.
- Sign will be displayed for the entire Muscatine County Fair.
- Signs will be placed throughout the livestock barns, grove area, and on the back of the grandstand. You tell us if you have a preferred area here on the grounds!
- Signs will be stored away inside during the winter months to preserve the quality of the sign.
- Recognition on all social media platforms of the Fair.
- **Three-year agreement**
  - **Year one \$250- money due upon agreement.**
  - **Year two \$250- money due Jan. 1, 2022.**
  - **Year three \$250- money due Jan. 1, 2023.**

Muscatine County Fair Sponsorship Agreement

West Liberty, Iowa \* July 21 – 25, 2021

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

\_\_\_\_\_

Contact Person \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Contact Email \_\_\_\_\_

Sponsorship Pledge \$ \_\_\_\_\_

Sponsorship Level or Event \_\_\_\_\_

Please mark circle either option: Check included or Send Invoice

Please send copy of company logo to be used for advertising.

\_\_\_\_\_

Sponsor Signature

\_\_\_\_\_

Date

**Thank you for your sponsorship of the 2021 Muscatine County Fair!**