

**Muscatine
County Fair
Sponsorship
2022**



2022 Muscatine County Fair Events

June TBD- Harness Horse Races

June TBD- Weekend for the Fair

June 12-15th- Event to be announced in January

July 20th- Muscatine County Fair IMCA Car Races

July 21st- Muscatine County Fair Thursday Night TBD

July 22nd- Muscatine County Fair Tractor Pull

July 23rd- Muscatine County Fair Concert

July 24th- Muscatine County Fair Morning Entertainment TBD

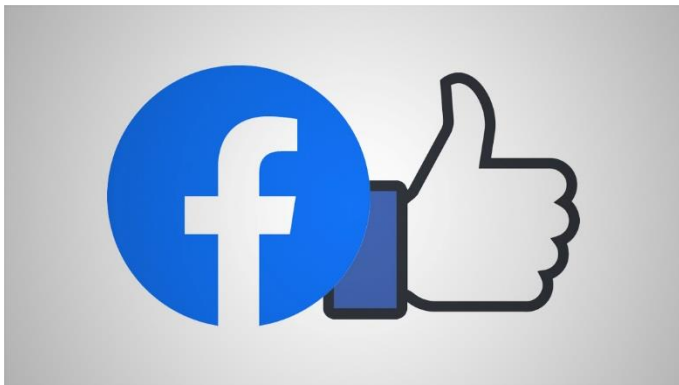
July 24th- Muscatine County Fair Trailer Races

August 20th- Melvern Banks Late Model Race

Website, Social Media, & Advertising

www.muscatinecountyfair.com

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



5,820 Likes (up 40% from 2020-2021)

34,413-person page reach

Best Performing Post in 2021:

Neal McCoy Announcement: 33,079 people reach



Find us at- @MuscatineCoFair
180 Followers (up 60% from 2020-2021)



Find us at- muscatinecountyfair
337 Followers (up 55% from 2020-2021)

Muscatine County Fair Sponsorship

July 20th- 24th, 2022

General Sponsorship Levels

Grand Champion Sponsor- \$2,000 +

- 50 Front Gate Passes OR 10 Fun Passes
- Logo appears on LED Sign during Tractor Pull in front of the Grandstand
- 4'x8' large sign displayed on the fairgrounds with your business logo
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book & sponsor sign and on our website

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

- 30 Front Gate Passes OR 6 Fun Passes
- Logo appears on LED Sign during Tractor Pull in front of the Grandstand
- 4'x8' large sign displayed on the fairgrounds with your business logo
- Name announced on main stage at all events, all summer long
- Recognition on all social media platforms
- Name on sponsorship list in Fair Book & sponsor sign and on our website

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

- 20 Front Gate Passes OR 4 Fun Passes
- Name listed on main 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 & sponsor sign and on our website

Red Ribbon Sponsor- \$500 - \$999

- Recognition on all social media platforms
- Name on sponsorship list in Fair Book & sponsor sign and on our website

White Ribbon Sponsor- Under \$500

- Name on sponsorship list in Fair Book & sponsor sign and on our website

Specialty Sponsorships- (Multiple slots available)

4-H & FFA Livestock Premiums Sponsors

4-H & FFA Static Premiums Sponsors

4-H & FFA Judging Sponsors

Queen Contest Sponsors

Bill Riley Talent Show Sponsors

Strolling Entertainment Sponsors

Open Class Premium Sponsors

Grove Entertainment Sponsors

Craft Beer Hour Sponsors

Bluegrass Wine Tasting Sponsors

Corn Box/ Sand Box Sponsors

Corn Hole Sponsors

\$2,000 level

- 50 Front Gate Passes OR 10 Fun Passes
- Logo appears on LED Sign during Tractor Pull in front of the Grandstand
- Name listed on sponsorship sign in show rings 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 & sponsor sign and on our website

\$1,500 Level

- 30 Front Gate Passes OR 6 Fun Passes
- Logo appears on LED Sign during Tractor Pull in front of the Grandstand
- 4'x8' large sign displayed on the fairgrounds with your business logo
- Name listed on sponsorship sign in show rings 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 & sponsor sign and on our website

\$500 Level

- Recognition on all social media platforms
- Name on sponsorship list in Fair Book & sponsor sign 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 at fairgrounds.
- Sign will be placed along the race track, grandstand area, or any other preferred area you may suggest.
- 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, 2023.**
 - **Year three \$500- money due Jan. 1, 2024.**

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 all events at fairgrounds.
- Signs will be placed throughout the livestock barns, grove area, ect. You tell us if you have a preferred area here on the grounds!
- 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, 2023.**
 - **Year three \$250- money due Jan. 1, 2024.**

Muscatine County Fair Sponsorship Agreement
West Liberty, Iowa * July 20 – 24, 2022

Business Name _____

Business Address _____

Contact Person _____

Contact Phone Number _____

Contact Email _____

Sponsorship Pledge \$ _____

Sponsorship Level or Event _____

Please circle if you would like **front gate passes** or **fun passes**
(If your sponsorship qualifies for this)

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 2022 Muscatine County Fair!