





## 2021 SPONSORSHIP INFORMATION





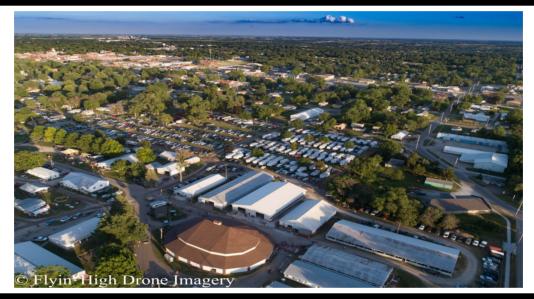


## WE WANT TO PARTNER WITH YOU!

### WHO SEES YOUR PARTNERSHIP?

We make every effort to showcase our sponsors on social media, newspapers, advertisements, sign boards, our website & etc.

#### WE HAVE: 4.9K FACEBOOK PAGE LIKES 12,000 to 15,000 ATTENDEES DURING FAIR WEEK



#### **OUR GOAL & MISSION:**

The mission of The Southern Iowa Fair & Exposition is to provide opportunities for 4-Her's, FFA members and the youth of Mahaska County & surrounding counties to showcase their accomplishments and talents in a safe family, friendly atmosphere while providing activities, entertainment and learning opportunities to the diverse citizens of Mahaska County & guests.

Our goal as The Southern Iowa Fair is to provide cost effective entertainment & educational activities for the guests of The Southern Iowa Fair. We want to provide every guest with a friendly, unique, and satisfying experience, which consistently exceeds their expectations each year.

March 10, 2021

#### Dear Sponsor,

It's hard to believe it's that time of year again. The Southern Iowa Fair is scheduled for July 19-24, 2021.

One change to let you know about- The Southern Iowa Fair Board will now be paying for 4-H & FFA premiums, judges & awards. This was taken care of by the Mahaska County Extension office over the last several years. They will no longer be sending out sponsorship forms. Your sponsorship money to the Southern Iowa Fair will now help pay for 4-H & FFA as well as Open Class.

We have a lot of great events & entertainment booked for this year. We're very excited to have a full size carnival from Arkansas that will be set up during fair week. Great White will be performing on Friday, July 23rd. Joe Nichols will be performing on Saturday, July 25th. We will also have a miniature rodeo, impact pro wrestling, tiger show, acrobat show, circus show & so much more.

County fairs are an excellent opportunity to learn new things. Our 4-H & FFA kids get to show off their projects that they've worked so hard on over the past year. Exhibits & entertainment provide life lessons to all who come to enjoy them each year. Together we can transform lives & build a brighter future.

We look forward to the possibility of working with you and your business. Your support is greatly appreciated!

Thank you so much, Southern Iowa Fair Board

GRAND CHAMPION: \$5,000 & UP		2021 Southern				
*Company name mentioned on 20 radio commercials for the Fair.	RESERVE CHAMPION: \$3,000 & UP	SPOR		VA FA SHIP P		GES
*Company logo featured on fair's homepage (with a hyperlink to your website)	*Company logo featured on fair's homepage (with a hyperlink to your website)	PURPLE RIBBON: \$1,000 & UP			SOUTHERN IOWA RE GREAT MEMORIES JULY 19-24, 20	FAIR ARE MADE"
*Signage featured at fair event/attraction.		*Signage featured at fair event/attraction.	BLUE RIBBON: \$750 & UP		R 🗭 🪽	
*Social media post(s) highlighting your sponsorship.	*Social media post(s) highlighting your sponsorship.	*Social media post(s) highlighting your sponsorship.	*Social media post(s) highlighting your sponsorship.	RED RIBBON: \$500 & UP		1
*Receive 20 grandstand tickets.	*Receive 10 grandstand tickets.	*Receive 5 grandstand tickets.	*Receive 4 grandstand tickets.	*Receive 2 grandstand tickets.	WHITE RIBBON: \$250 & UP	HONORABLE
*Company logo featured on sponsor page of fairs website (with a link to your website) * Company logo	*Company logo featured on sponsor page of fairs website (with a link to your website) * Company logo	*Company logo featured on sponsor page of fairs website (with a link to your website) * Company logo		*Name featured on sponsor page of fairs website (with a link to your website)	*Name featured on sponsor page of fairs website.	MENTION: \$50 & UP *Name featured on sponsor page of fairs website.
featured on sponsorship sign boards.	featured on sponsorship sign boards.	featured on sponsorship sign boards.	* Name featured on sponsorship sign boards.	* Name featured on sponsorship sign boards.	* Name featured on sponsorship sign boards.	* Name featured on sponsorship sign boards.

# **Sponsorship Form**

STEP 1: CHOOSE YOUR PACKAGE		STEP 2: IF YOU SELECTED THE PURPLE RIBBON, RESERVE CHAMPION
	GRAND CHAMPION	OR <u>GRAND CHAMPION </u> LEVEL- "IF YOU WOULD LIKE"- YOU MAY SELECT A CERTAIN ITEM BELOW TO PUT YOUR \$\$ TOWARDS
	RESERVE CHAMPION	FREE ENTERTAINEMENT SHOWS
	PURPLE RIBBON	KIDS ZONE AREA
	BLUE RIBBON	(FREE ACTIVITIES FOR KIDS)
	RED RIBBON	OTHER
	WHITE RIBBON	<b>*RESERVE OR GRAND CHAMPION LEVEL ONLY*</b>
	HONORABLE MENTION	CARNIVAL
		Great White Concert-Friday night, July 23
	1	

STEP 3: GIVE US YOUR INFORMATION						
NAME OR BUSINESS NAME:						
ADDRESS:						
EMAIL ADDRESS: PHONE NUMBE	R:					
SEND PAYMENT & THIS FORM TO: SOUTHERN IOWA FAIR 615 N I STREET OSKALOOSA, IA 52577						
QUESTIONS? CALL 641-673-7004 OR EMAIL sifair@mahaska.org						