

ADVERTISING SPONSORSHIPS

- Largest event in Washington County – reaching over 70,000 people!
- Attracting attendees from Milwaukee, Ozaukee, Waukesha, Dodge, and Fond du Lac Counties; Fox Valley; 94 South corridor and Northern Illinois.
- Live national entertainment, carnival, livestock auction, equestrian events, fireworks & more.
- Fair proceeds used to enhance educational, cultural, economic and social opportunities in Washington County.

DAY SPONSOR: \$10,000* Advertising includes logo in print advertising, brochures, billboards, press release promotion throughout Washington County and surrounding communities.

- Logo and link on fair website and social media
- Four 4' x 8' Company banners
- Fair booklet logo placement
- Company allocated advertising space (up to 8 banners)
- Vendor space 10' x 10'
- Advertising in press releases and promotional materials
- 8 Reserved seating concert tickets
- 250 General admission tickets* & reduced price corp. tickets

*\$5,000 for Tuesday & Sunday sponsorships and 100 general admission tickets

ENTERTAINMENT SPONSOR: \$3,500 Naming sponsorship for a primary entertainment event space - ALL days.

- Logo and link on fair website and social media
- 3' x 6' Company banners
- Mention in press releases related to entertainment
- Fair booklet logo placement
- 50 General admission tickets* & reduced price corp. tickets

AREA SPONSOR: \$1,500 Activity based sponsorship for specific event: Horse pull, livestock auction, tractor pull, Ziegler stage acts and Davenport stage acts

- Logo and link on fair website and social media
- 3' x 6' Banner recognition at specific activity
- Mention in press releases/promotions related to the activity
- Fair booklet logo placement
- 20 General admission tickets* & reduced price corp. tickets

\$1000
PARKING LOT AREA NAMING

- Company signage throughout specified lot
- Parking lot locator with company logo
- Logo and link on fair website and social media
- 20 General admission tickets & reduced price corp. tickets

\$400
GATOR / PASSENGER TRANSPORT

- Banner displayed on transport
- Full 6-day fair advertising
- 4 General admission tickets

CALL
CUSTOM PACKAGES

- Contact Fair Park office for custom package inquiries

\$500
ENTRANCE BANNER

- 3' x 6' Banner
- Logo and link on fair website and social media
- 10 General admission tickets

\$150
EXHIBITOR DIRECTED CAMPAIGNS

- See website for available exhibitor advertising spaces

VISIT WEB
LEAVE YOUR MARK ON THE PARK

- Buy-A-Brick
- Buy-A-Bench
- Buy-A-Picnic Table

See website for pricing

SIGN UP BY MAY 1, 2025 FOR INCLUSION IN ALL PUBLICATION MATERIALS



Where fun takes center stage!

JULY 22 – JULY 27, 2025

SPONSORSHIP COMMITMENT FORM

There are many ways for individuals and businesses to participate and one way is to become a sponsor. Your support is what makes the Washington County Fair possible. We look forward to working with you.

Please note that sponsorship forms and payments must be received by May 1, 2025 to ensure that names and logos will be included in all publication materials.

- | | |
|--|---|
| <input type="radio"/> DAY SPONSOR (Wed., Th., Fri., Sat.) – \$10,000 | <input type="radio"/> ENTRANCE BANNER – \$500 |
| <input type="radio"/> DAY SPONSOR (Tues., Sun.) – \$5,000 | <input type="radio"/> GATOR/PASSENGER TRANSPORT – \$400 |
| <input type="radio"/> ENTERTAINMENT SPONSOR – \$3,500 | <input type="radio"/> EXHIBITOR DIRECTED CAMPAIGNS – \$150 |
| <input type="radio"/> AREA SPONSOR – \$1,500 | <input type="radio"/> CUSTOM PACKAGES – (Contact Fair Park office) |
| <input type="radio"/> PARKING LOT AREA NAMING – \$1,000 | <input type="radio"/> 2025 FAIR PRESENTED BY SPONSOR – \$25,000
(Contact Fair Park office) |

CONTACT INFORMATION:

Business Name (to be printed as written): _____

Contact Name (please print): _____

Email: _____

Mailing address: _____

Web address (to be linked on website): _____

- ☐ Invoice me ☐ Payment enclosed ☐ Call for payment arrangements

MAIL completed form to: Washington County Fair; ATTN: Sponsorship
3000 Hwy PV, West Bend, WI 53095

EMAIL high resolution PDF or vector art of business logo to: sponsorship@wcfairpark.com

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QUESTIONS? Contact Stacy Holland at 262-725-1768 / sponsorship@wcfairpark.com