



2023 Fair Partnership

Ready to love the County Fair?! Do you want some marketing for your organization, or maybe get more involved?! The members of the Fair Board are very excited to share the new Partnership opportunities to help us, help you. The fair planning is well under way with most of the entertainment and activities of our Fair scheduled.

We want to keep the partnership process simple as in the past but also provide more unique opportunities to get involved. So let's get started!

First ...

On the **other side of this letter**, there are **partnership options** listed by ribbon levels. Under each ribbon level, the benefits related to that level are provided. So, take a look and see **what you are interested in**.

Second ...

Once you are ready to become a partner, **fill out the form enclosed**. Simply follow the steps and return it to my attention or **call and I can assist**.

You will notice on the form there are some alternative options that can be added in addition to a ribbon level or selected on their own. These are just some more unique ways you can get involved in the Fair.

Third ...

Do you just love the Fair and want to donate with no strings attached! No need to go any further! **Make checks out to "DC Fair Association"** and mail to the address below!



Receipts will be provided for all donations and partnership levels. Please do not hesitate to call with questions or ideas on how you might want to partner up to make this year's fair even better.

Mark Your Calendars!!!
August 9-13th

We are excited to work with you!

TOM ASH, President AARON ASH, Vice President
KRISTIN TASSOUL, Treasurer STEVE JENNERJOHN, Assistant Treasurer
HILARY HEARD, Secretary JAIME SOUKUP, Assistant Secretary
JOHN WHITE, Member-at-Large
THAD ASH & JJ SCHOPF, Member-at-Large
TBD, Educational Liaison





Door County Fair Partnership Form

August 9th – 13th, 2023



secretary@doorcountyfair.com



www.doorcountyfair.com

The Door County Fair is a nonprofit organization. It is our mission to provide education and quality entertainment and to promote agriculture, youth development, and family fun for Door County and fair-goers.

We have numerous partnership levels to choose from.

If you have an idea that does not fall under one of the partnership levels below, reach out to us and we will be happy to work with you to make your vision come to life! We value our sponsors and hope we can work on being a partner with you in 2023!

| 2023 Benefits of Partnership * | Ribbon Levels | | | | | | |
|---|---------------|--------------|---------------|------------|-------------|------------------|----------------|
| | Member | White Ribbon | Yellow Ribbon | Red Ribbon | Blue Ribbon | Reserve Champion | Grand Champion |
| | \$100+ | \$250+ | \$750+ | \$1,300+ | \$2000+ | \$2500+ | \$3,000+ |
| Number of one day passes | 2 | 2 | 4 | 6 | 10 | 12 | 14 |
| Number of Booster Buttons/Season Pass to the Fair | | | 2 | 4 | 8 | 10 | 12 |
| Listed on the Partner Page of Fair Website | x | x | x | x | x | x | x |
| Provided Logo Placed on Activity Boards at Fair | | 2 | 4 | 4 | 4 | 4 | 4 |
| Intercom Announcements During Fair (Av. 18K attendance) | | | x | x | x | x | x |
| Live Link on Partner Page on Fair Website | | | | x | x | x | x |
| Name or Logo on Fair Letter Head until next year's Fair (Av. 500) | | | | x | x | x | x |
| Business Name Announcements at selected Event * | | | | x | x | x | x |
| Business Supplied Banner (Max 4x8) Displayed ** | | | | x | x | x | x |
| Business Name on Marketing Materials (7200 Distributed in NE WI) | | | | | x | x | x |
| 10'x20' Space for your business on Midway (\$250 value) | | | | | x | x | x |
| Announced on Radio Ad as Major Sponsor | | | | | x | x | x |
| Facebook and Social Media Mentions Throughout season | | | | | | x | x |
| Provided Logo on Posters (200 distributed throughout NE WI) | | | | | | x | x |
| "Let's Go D.C." (32k Facebook Followers) or NEW Radio Interview (\$850 value) | | | | | | x | x |
| Provided Logo on Marketing Material (7000 distributed) | | | | | | | x |
| Radio Ad and Interview (NEW Radio, The Lodge or Rewind) | | | | | | | x |

* See Form for the naming opportunities available (Step 2).

** If sponsoring a building, the banner will be placed near entrance to that building. Banner for stage should be a maximum (18'x5')

PLEASE NOTE: Grand, Reserve, Blue and Red Ribbon Levels have limited availability. We have more Partnership options for your consideration on the included form (Step 3).

| A SPECIAL THANK YOU TO OUR 2022 SPONSORS! | | | |
|--|--------------------------------|---|---|
| GRAND CHAMPION | BLUE RIBBON | RED RIBBON | YELLOW RIBBON |
| Door County Scrap Metal | Albert's Plastering | Anhapee Hill Cleaning Service | Wisconsin Harley-Davidson Dealers Association |
| Flanigan Distributing | Renard's Artisan Cheese | Door County Cooperative | Rio Creek Feed Mill |
| Quantum Technologies | Greenstone Farm Credit Service | Budget Blinds | CP Feeds LLC |
| | Hatco | American Food Groups | One Barrel Brewing |
| | Kay Distributing | Action Reality | |
| WHITE RIBBON | | | |
| Door County Medical Center | Tadych's Market Place Foods | PTR Insurance Services/Rural Mutual Ins. Co | Country Visions Cooperative |
| Jersey Land Dairy | Eye's For You | Northland Steel Company | C&S Manufacturing |
| ALL OTHERS | | | |
| Red Barn Corn Maze | Nicolet National Bank | Barn Door Quilt Shop | Olson Dental |
| Staudenmaier Chiropractic Wellness Center S.C. | Sturgeon Bay Utilities WPPI | Sonny's Italian Kitchen and Pizzeria | Stoneman Schopf Agency |
| Marchants Food Inc | Triangle Distributing | Handy Bins | Bliss Market Place |
| Destination Door County | Capitol Credit Union | Grey Stone Castle | Ebert Enterprise |





Door County Fair Partnership Opportunities

August 9th – 13th, 2023



secretary@doorcountyfair.com



www.doorcountyfair.com

Hannenman-Gosser Insurance & Financial Services

Step 1: Please provide Contact Information: Contact Person: _____

Business Name: _____

THIS IS HOW IT WILL BE LISTED ON MARKETING MATERIALS

Email: _____ Contact Phone#: _____

Website: _____ Address: _____



: _____



: _____

Step 2: Please Circle Your Partnership level:

| | | | | | | |
|-------------------|------------------|-------------------|-----------------|-------------------|--------------------|--------------------|
| Member \$100 + | White \$250 + | Yellow \$750 + | Red \$1,300+ | Blue \$2,000 + | Reserve \$2,500 | Grand \$3,000 + |
|-------------------|------------------|-------------------|-----------------|-------------------|--------------------|--------------------|

For Grand, Reserve, Blue and Red Ribbon - please pick one option from your level:

| Grand Champion | Reserve Champion | Blue Ribbon | Red Ribbon |
|--|---------------------------------|------------------------------------|-------------------------------|
| Friday @7:30 Pink Houses | Sat @7:30 The Glam Band | Thurs @7:30 Mostly Water | Friday @4:30 The Sparks |
| Thurs @7 Stock Car Races | Sat @6 pm AMA Motorcycle Races | Livestock Building | Sunday @2 Bachus Lotus |
| Main Stage | Sunday @1:30 Demo Derby | Junior Fair Building | Park and Pioneer Log Building |
| Grandstand | Dock Dogs - Everyday | Swine/Sheep/Horse Building | Horticulture Building |
| Midway | Pig and Duck Races Everyday | Poultry and Rabbit Building | North Show Horse Ring |
| Children's Festival Stage | Wed @7:30 Boogie and the YoYo'z | Children's and Merchant's Building | Pie Eating Contest |
| Friday N.E.W. Motorsports Truck and Tractor Pull | | Entry Gates - North or West | Wood Carver Everyday |
| | | | Saturday @4:30 7000 A part |

This selected option will be marketed and/or named after your business.

Step 3: Add-on or Buy Separate Options:

These Options are in addition to Ribbon Level or Can be Purchased alone

| |
|---|
| *Restrooms \$200/10 stalls - Approved 8x10 sheets provided by business to be placed in stalls/Urinals (or 30 stalls for \$550) |
| *Fair Ambassador Program \$500 - Youth mentorship and scholarship Program |
| *Sponsor a day at the fair \$2000/day Offer product/Radio and PA announcements. Interview 1-on-1 with media partners/Name on 7200 Ad Prints |

Step 4: Calculate Total:

Ribbon Level: \$ _____

Add-on Options: \$ _____

Because You Love the Fair: \$ _____

TOTAL ENCLOSED: \$ _____

Step 5: Return Form, Logo* & Check to:

Door County Fair Association
421 Nebraska Street
Sturgeon Bay, WI 54235
secretary@doorcountyfair.com
*Send logo as jpeg or png

Have questions or looking for a special opportunity? Email us at secretary@doorcountyfair.com

PAYMENT & FORM DUE
By April 21, 2023
You may sponsor AFTER date but may not be in printed materials.

