

## Our Mission

The Waukesha County Fair is a 501(c)(3) nonprofit volunteer organization which has provided education and entertainment to the county since 1842. As Wisconsin's oldest county fair, its mission is to provide a quality family event which preserves our rural heritage and is dedicated to educating and entertaining fairgoers of all ages in Waukesha County and surrounding communities.

### WAUKESHA COUNTY FAIR Facts

- The Waukesha County Fair is the oldest county fair in the state and the largest event in the county!
- The first Waukesha County Fair was held in 1842 in a poplar grove on Carroll Street in Prairieville. It was a gala 4th of July celebration with fireworks and a festive dinner.
- Crowds of over 4,000 people attended the 1853 Fair, where they enjoyed floral displays and a Ladies' Equestrian Display.
- In the early 1900s, school was let out early so everyone could attend the Fair on Friday.
- In 1966, the Fair moved to its present location at the Waukesha County Expo Center.
- Entertainment was added to the Fair in 1984. The first main stage acts included Loretta Lynn, Mickey Gilley, and the Nitty Gritty Dirt Band.
- The current Waukesha County Fair has implemented a number of green initiatives to reduce its environmental footprint and to ensure the Fair contributes to sustainable travel.

## Board of Directors

Wendy Bishop	Aaron Schuett
Charity Guzman	Tom Stigler
Marisah Hilger	Lamont Strandberg
Susan Hilger	Justin Trautman
Kris Jamieson	Scott Trautman
Kory Koput	Katy Walters
Don Lynch	Jim Weyandt
Wanda Richardson	

Your partnership through sponsorship will pave the way for the continued success of this momentous family event. We hope you join us in 2020 and continue to make memories that last a lifetime.

– Chrissy Gluege  
Executive Director



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[waukeshacountyfair.com](http://waukeshacountyfair.com)



**2020**  
Sponsorship  
Opportunities

Be a Friend of the  
**178<sup>th</sup> Waukesha  
County Fair!**





## Marketing Strategy

Each year, the Waukesha County Fair implements a full marketing strategy that includes print, radio, TV, billboards, web, social media, and email blasts. The Fair receives major local coverage on Milwaukee radio and TV stations.

## The Numbers

As our community has grown, our Fair has continued with unprecedented success. In fact, the Waukesha County Fair continues to be the largest annual event in Waukesha County, with an average of 120,000 fairgoers each year over the past decade.

## Major Corporate Benefits

We work with each of our sponsors to leverage their dollars and showcase them in powerful ways before and during the Fair. Sponsors benefit from more than \$250,000 in advertising, promotion, and media coverage, impressing over two million people who live in Southeastern Wisconsin. You will increase awareness of your company, leading to additional sales and market share. You also present your name to more than 100,000 onsite patrons at the county's largest event while sponsoring a worthwhile community event that supports and educates area youth. Align and associate your company with our successful event! Contact us today.



## 2020 Sponsorship Participation Levels

We encourage you to explore the opportunities we can provide for your company. We are happy to customize any of these to meet individual sponsor needs and objectives. Exclusivity options are possible for an added cost. Ask us for details!

- Grand Champion Sponsor** – \$50,000
- Reserve Champion Sponsor** – \$4,000-\$10,000
- Award of Merit Sponsor** – \$2,500
- Blue Ribbon Sponsor** – \$1,500
- Red Ribbon Sponsor** – \$500

### GRAND CHAMPION Sponsor

- Name in all news releases
- Logo in brochures, pre-event promotions, and posters throughout Waukesha and surrounding communities
- Logo in print advertising and TV commercials
- Mention in radio commercials before and during Fair
- Multiple daily mentions on public address at Fair
- Onsite booth/display
- Name and logo on five A-frame banners posted that day on the fairgrounds
- Logo on thank-you board at the Fair
- Logo on Fair website
- Social media mentions
- Guest admission passes (parking included)
- Adult admission passes
- Youth admission passes
- VIP parking
- Main stage hospitality tent passes

### RESERVE CHAMPION Sponsor

- Name in all news releases for that day
- Logo in brochures, pre-event promotions, and posters throughout Waukesha and surrounding communities
- Logo in print advertising
- Mention in radio commercials before and during Fair
- Multiple daily mentions on public address on day sponsored at Fair
- Onsite booth/display
- Name and logo on five A-frame banners posted that day on the fairgrounds
- Logo on thank-you board at the Fair
- Logo on Fair website
- Social media mentions
- Guest admission passes (parking included)
- VIP parking
- Main stage hospitality tent passes

### AWARD OF MERIT Sponsor

- Name in brochure
- Name listed as Special Event Sponsor
- Name on three banners posted on the fairgrounds
- Logo on thank-you board at the Fair
- Name mention on Fair website
- Guest admission passes (parking included)
- Social media mentions
- VIP parking
- Main stage hospitality tent passes

### BLUE RIBBON Sponsor

- Name in brochure
- Name on thank-you board
- Name on two banners posted on the fairgrounds
- Name mention on Fair website
- Guest admission passes (parking included)
- VIP parking
- Main stage hospitality tent passes

### RED RIBBON Sponsor

- Name in brochure
- Name on thank-you board
- Name on one banner posted on the fairgrounds
- Name mention on Fair website
- Guest admission passes (parking included)
- VIP parking
- Main stage hospitality tent passes

**Chrissy Gluege, Executive Director**  
**Waukesha County Fair Association**  
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