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The Eastern Idaho State Fair offers unique, innovative opportunities for businesses throughout Southeast Idaho to market their products and services to over 250,000 attendees from around the region each year. The Fair's broad appeal and large attendance provides tremendous exposure possibilities for your company's image. Sponsorships at the EISF can be tailored to meet your individual needs. All packages will be sold on a first-come, first-served basis. The following is a list of sponsorship/marketing opportunities available for this year's event.

SPONSORSHIPS



**REACHING OVER 250,000 PEOPLE
DURING OUR 9-DAY FAIR**

WHY DO 9 OUT OF 10 SPONSORS RETURN EACH YEAR?

- ❖ REACH OVER 250,000 PEOPLE OVER 9 DAYS
- ❖ REACH EASTERN IDAHO BY BEING IN OUR PRINT PUBLICATIONS
 - OVER 25,000 COPIES "EASTERN IDAHO STATE FAIR DAILY SCHEDULE"
- ❖ SOCIAL MEDIA AND EMAIL MARKETING
 - OVER 69,000 PEOPLE IN OUR MONTHLY NEWSLETTER
 - 379,727 UNIQUE WEBSITE SESSIONS, USERS OF 241,722, AND OVER 1,119,119 PAGE VIEWS
 - 37,887 ENGAGED FACEBOOK FOLLOWERS

WHICH OPTION IS BEST FOR YOUR COMPANY?

CUSTOMIZABLE SPONSORSHIP OPTIONS

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GRAND CHAMPION TITLE SPONSOR



**Grand Champion
Title Sponsorship**

Minimum Three-year contract starting at \$25,000 per year

(Limited to 3 or fewer sponsors) – **SOLD**

Advertising

- Logo featured throughout Daily Schedule Booklet including either cover or back cover – **Over 25,000 copies**
- Sponsor logo and link at www.funatthefair.com website on rotation with other sponsor logos
- Logo included on all bi-monthly electronic email marketing for June through September 2023
- First right of refusal to repeat as same level sponsor through December 31, 2023

Tickets

- (1) VIP Parking Pass
- (50) gate tickets for the Sponsor to enhance customer appreciation
- Option to purchase additional gate tickets in blocks of 100 at half price
- (10) Season Passes, which include weeklong gate and horse races admission for one person
- (6) Tickets to each of the following nighttime entertainment: Bull Riding Championships, RMPA Tractor Pull, Gem State Classic Pro Rodeo, Wednesday night entertainment
- (6) Tickets to each night of Grandstand Music/Comedy Entertainment

Signage

- (1) Outdoor Commercial Exhibitor Space 10' x 10' for the entire 9-day Eastern Idaho State Fair
- (1) Banner displayed on back of Grandstand (Provided by Sponsor, Maximum size 3' X 7')
- (4) Banners displayed at separate entrance gates (Provided by Sponsor, Maximum size 3' x 7')

Optional Items (additional charge)

- Sponsor logo located with EISF logo on Billboards promoting Fair
- Banners at all entry gates (additional of 4 gates possible)
- Carnival Wristband / Mega Pass sponsorship
- Placement of Logo and or coupon offer on the back of specific nighttime entertainment tickets
- Trash Can Wrap with Sponsor logo and tagline
- Placement of Logo and/or coupon offers in Daily Schedule distributed at each of the 8 EISF entrance gates

BLUE RIBBON NIGHTTIME EVENTS SPONSOR

Minimum Three-year contract

Starting at \$18,000 per year (Limited to 1 Sponsor) - **SOLD**

**Blue Ribbon
Sponsorship**

Friday

Music Entertainment



Saturday

Bull Riding Championship



Sunday

Western Tractor Pull Nationals



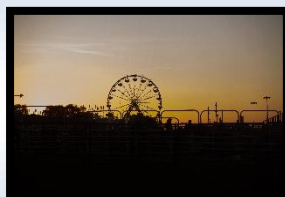
Monday thru Wednesday

Gem State Classic Pro Rodeo



Thursday

Comedy Entertainment



Friday

Music Entertainment



Advertising

- Logo included as Sponsor in Official Daily Schedule Booklet - over 25,000 copies distributed
- Sponsor logo and link at www.funatthefair.com, wherever the sponsored event is referenced
- The event promoted as "State Fair Main Stage brought to you by *Sponsor Name*."
- Logo included in all email marketing when the sponsored event is referenced June through September 2023

Tickets

- (10) Season passes, which include weeklong gate and horse races admission for one person
- (10) Grandstand event tickets per night

Signage

- (3) Banners displayed on top and sides of State Fair Main Stage (Provided by Sponsor)
- (1) Banner displayed on back of Grandstand during entire Fair (Provided by Sponsor, Maximum size 3' x 7')
- Placement of Logo and or coupon offer on the back of ALL or specific nighttime entertainment tickets (subject to artists requirements and restrictions)

Blue Ribbon Sponsorship

BLUE RIBBON FREE STAGE SPONSOR

\$12,000 per Stage(Limited to 1 sponsor per stage) – **SOLD**

There are a variety of Free Stage entertainers to fit your targeted audience. The Sponsor's banner will be placed on stage, and the sponsor will be mentioned in all online and print advertising. This sponsorship offers the most exposure to daily fairgoers. Free Stage options are listed below with their corresponding entertainers:

West Events Free Stage

ALL 9 Days

Daily Professional/Local Entertainment is offered from 12 pm to 10 pm.

2023 Acts:

- Chris Mabrey - Hypnotist
- Catherine Loyer & Strawberry Roan – Country Band
- WildWind – Country Rock Band
- Local talent from within Eastern Idaho



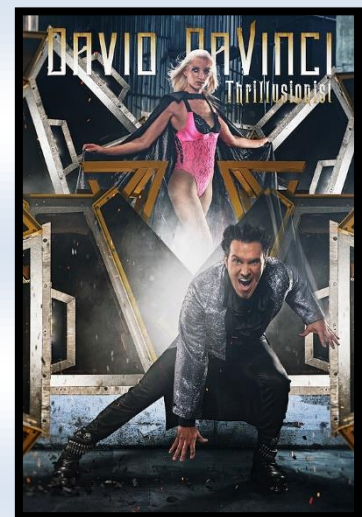
Food Court Free Stage

ALL 9 Days

Daily Professional/Local Entertainment is offered from 12 pm to 10 pm.

2023 Acts:

- David Davinci – Thrillusionist
- Powerhouse – Dance Artists
- Twinkle Time – Childrens Pop Artist
- Idaho Chamionship Arm Wrestling Competition
- Eating Competitions
- Local talent from within Eastern Idaho



BLUE RIBBON FREESTANDING ENTERTAINMENT SPONSOR

\$15,000 (one Sponsor per event)

Blue Ribbon Sponsorship

West Events Entertainment Sponsorship **SOLD**

ALL 9 Days



In 2023 we are excited to have the Jetpack Water Flying Circus coming to our West Events Area. This is a family-friendly show that will be performing three shows each day.

In prior years we have had Lion Encounters, Penguin Olympic High Dive Show, and Play with Gravity, to name a few. Our West Events Area has become a hub for activity at our Fair.

Horse Racing & Indian Relay Racing **SOLD**

Days #3, #4, #8 & #9

Attendees enjoy the action of both Pari-Mutuel Horse Racing and the National Indian Relay Racing Championships.

- Sunday, Monday, Friday, and Saturday from 12:00 pm to 4:00 pm
- Relays also run Thursday at 12:00 pm
- Daily Attendance of 3,000 – 6,000



BLUE RIBBON TRAM SPONSOR

\$15,000 (one Sponsor) – **SOLD**



Tram Sponsor -

ALL 9 Days

Two Eastern Idaho State Fair Trams run from 10 am to 10 pm each day. The Sponsor will have banners displayed on both sides of two trams. Trams run throughout Blackfoot down to West Bridge and runs every 10 minutes.

RED RIBBON SPONSOR

\$5,000 - \$10,000 (limited to 10 or fewer sponsors)

**Red Ribbon
Sponsorship**

Livestock Barns Title Sponsor

ALL 9 Days

\$8,000 - \$10,000 (limited to 2 or fewer presenting sponsors)

EISF livestock competitions are some of the best in the state, with thousands of participants and attendees. An excellent opportunity to reach participants and fairgoers who walk through the barns as part of the fair experience!

This sponsorship includes the opportunity to display company banners in all livestock barn areas including in the Goddard Pavilion Show Arena, Beef Show Barn, and Dairy Show Barn.

Grandstand Daytime Free Events

Over 3000 attendees watch some of the exciting daily competitions for free each day.

- | | |
|--------------------------------|------------|
| ○ Horse Hitches (see schedule) | All 9 days |
| ○ Horse Pulling – noon | Day #6 |
| ○ Barrel Racing – 8:00 am | Day #6 |



Freestanding Entertainment Sponsorship (per event):

ALL 9 Days



Meet the Animals: Interactive petting zoo educating youth on typical farm animals. **SOLD**

The Backyard: Hands-on fun for the whole family with over 30 different activities: mind bogglers, optic illusions, magnetic walls, and more. Also, for 2023 two (2) 25-minute daily shows with professional entertainers. Fun and educational take-home projects. A learning experience for the entire family.

White Ribbon Sponsorship

WHITE RIBBON SPONSOR

\$1,000 - \$3,000 (limited to (1) one Sponsor per event)

Individual Competition Sponsor

Sponsorships of the individual competitions on the grounds give targeted exposure for the Sponsor and significantly improve the premiums paid to participants. Each White Ribbon sponsorship is evaluated on a case-by-case basis.

A sample of competitions is listed below:

- Photography – all 9 days of the Fair
- Lil' Cowpoke Rodeo – 1st Saturday of Fair **SOLD**
- Cake Challenge **SOLD**
- Sugar Art Show – all 9 days of the Fair **SOLD**
- "Chopped" Baking Contests – 1st Saturday of Fair **SOLD**



Banner Sponsor

\$500 (per banner)

Our tunnel sponsors are in a main walking tunnel of the Fairgrounds to get from the Carnival Area and Blue Ribbon Boulevard under the racetrack to West Events Area (which includes the Northwest Farm Credit Services Free Stage). This is a highly used pathway and has a 200,000+ viewing audience. The Gate No. 4 banner location is directly on Highway 39 and very visible to anyone traveling north or south on Highway 91.

- West Events Tunnel
- Carnival Tunnel
- Gate No. 4 – corner of Highland Drive and Highway 91

DAY SPONSOR

Day Sponsorship

\$2,000 - \$5,000 (limited to 1 sponsor per day) **SOLD**

As with all of our sponsorship options, the Day Sponsor is customizable to fit your organization's needs. The Sponsor will represent a specific day of the Fair. Detailed information on this sponsorship is listed below:

Day Options

- Friday, September 1—Concert—Incubus—\$3,000.00
- Saturday, September 2—Bull Riding Championships—\$3,000.00
- Sunday, September 3—Western Tractor Pull Nationals—\$2,500.00
- Monday, September 4—Gem State Classic Rodeo—\$5,000.00
- Tuesday, September 5—Gem State Classic Rodeo—\$2,000.00
- Wednesday, September 6—Gem State Classic Rodeo—\$2,000.00
- Thursday, September 7—Comedian—Jim Gaffigan—\$3,000.00
- Friday, September 8—Concert—Walker Hayes—\$3,000.00
- Saturday, September 9—Demolition Derby—\$5,000.00



Advertising

- The Sponsor's logo will be placed on the Fair schedule for the Sponsor's chosen day, which is included in the Daily Schedule Booklet – 25,000 distributed
- Sponsor mentioned in Social Media posts and e-newsletter of Sponsor Day – reach over 69,000 people monthly
- The Sponsor's logo will be placed on the Website as "Sponsor of the Day."

Signage

- (1) Indoor Commercial Exhibitor Space (10' x 10') – Great opportunity to appeal to customers through giveaways and promotions
- (2) Banners displayed at separate entrance gates for the entire Sponsor Day (Provided by the Sponsor, the maximum size of 3' x 7')

Tickets

- (18) Gate Admission Tickets
- Option to purchase gate tickets in increments of 100 at half price thru August 1, 2023 (one-time purchase)