



(208) 785-2480

thefair@funatthefair.com

www.funatthefair.com

facebook.com/funatthefair

SPONSORSHIP PROPOSAL

The Eastern Idaho State Fair is an excellent platform for businesses across Southeast Idaho to showcase their products and services to over 255,000+ regional attendees annually. The fair attracts a diverse audience and offers significant exposure opportunities for companies. EISF provides adaptable sponsorship options to meet your specific needs, and all packages are sold on a first-come, first-served basis. The sponsorship and marketing opportunities for this year's event are listed below.

WHY DO 95% OF OUR SPONSORS RETURN EACH YEAR?

- ❖ REACH OVER 255,000+ FAIRGOERS OVER THE 9 DAYS
- ❖ REACH EASTERN IDAHO BY BEING IN OUR PUBLICATIONS
 - OVER 35,000+ COPIES "EASTERN IDAHO STATE FAIR DAILY SCHEDULE"
 - LOGO IS DISPLAYED ON THE EASTERN IDAHO STATE FAIR WEBSITE
- WWW.FUNATTHEFAIR.COM ROTATED WITH OTHER SPONSORS
- ❖ 2023 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

TABLE OF CONTENTS

Fact Sheet Page 3

Grand Champion Sponsorships page 4 & 5

Blue Ribbon Sponsorships page 6 & 7

Red Ribbon Sponsorships page 8

White Ribbon Sponsorships page 9

Banner Sponsorships Page 10

Day Sponsorships page 11



2024 SPONSORSHIP FACT SHEET



AN ESTABLISHED EVENT FOR 122 YEARS

- 9 DAY Fair for more exposure to fairgoers!!!
- Fair runs from Friday, August 30 thru Saturday, September 7, 2024
- Voted *"2023 Small Market Rodeo of the Year"*
- Opening on Friday of Labor Day Weekend with a full day of events.
- Located in Blackfoot, ID in the center of the Eastern Idaho Region
- Multi-County fair with all 16 Eastern Idaho counties represented
- 85 acres of entertainment, education, and authentic food

OVER 255,000+ ATTENDEES EACH YEAR

- Eastern Idaho's longest running and largest community event
- 35,000 + annual attendance to Grandstand Entertainment
- Presents big-name musical and comedy entertainment acts
- Brings daily media attention like no other annual event
- Provides free daily entertainment throughout the fairgrounds
- Features distinguished local sponsors like Bingham Healthcare, Bank of Commerce, and Teton Auto Group
- Provides Butler Amusement Carnival the largest carnival company in the Western United States.



The mission of the EISF is to provide wholesome, affordable family education and entertainment in a clean and safe agricultural environment.



GRAND CHAMPION TITLE SPONSOR



**Grand Champion
Sponsorship**

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

(Limited to 3 or fewer sponsors) **2-SOLD**

ADVERTISING

- Logo featured throughout Daily Schedule Booklet including either cover or back cover – **Over 35,000+ 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 2024
- First right of refusal to repeat as same level sponsor through December 31, 2024

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 race admission for one person
- (6) Tickets to each of the following nighttime entertainment: Bull Riding Championships, RMPA Tractor Pull, Gem State Classic Pro Rodeo (three nights)
- (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 5' X 20')
- (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 eight (8) EISF entrance gates

GRAND CHAMPION NIGHTTIME EVENTS SPONSOR

**Grand Champion
Sponsorship**

Minimum Three-year contract

Starting at \$25,000 per year (Limited to 1 Sponsor) **PENDING**

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 35,000+ 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 2024

TICKETS

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

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, max. size 5' x 20')
- 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 SPONSORS

\$15,000 – \$20,000 (one Sponsor per event)



Our Blue Ribbon Sponsorships are customized per Sponsor. Base Sponsorships are listed below with the option to adjust to meet each sponsors needs.

ADVERTISING

- Logo included as Sponsor in Official Daily Schedule Booklet - over 35,000+ copies distributed
- Sponsor logo and link at www.funatthefair.com, wherever the sponsored event is referenced

TICKETS

- (6) Season passes, which include weeklong gate and horse race admission for one person
- (6) Grandstand event tickets per night (except Demolition Derby)
- (30) gate tickets for the Sponsor to enhance customer appreciation
- Option to purchase additional gate tickets in blocks of 100 at half-price

SIGNAGE

- (1) Banner displayed on back of Grandstand during entire Fair (Provided by Sponsor, max. size 3' x 7')
- (1) Indoor Commercial Exhibitor Space (10' x 10') for all 9 days of the Fair – Great opportunity to appeal to customers through giveaways and promotions

West Events Free Stage **SOLD**

ALL 9 Days

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

2023 Acts: (2024 Acts TBA in May 2024)

- Chris Mabrey - Hypnotist
- Catherine Loyer & Strawberry Roan – Country Band
- WildWind – Country Rock Band

Food Court Free Stage **SOLD**

ALL 9 Days

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

2023 Acts: (2024 Acts TBA in May 2024)

- David Davinci – Thrillusionist
- Powerhouse – Dance Artists
- Twinkle Time – Childrens Pop Artist

Blue Ribbon Sponsorship

West Events Entertainment **SOLD**

ALL 9 Days



In 2024, the Jetpack Water Flying Circus will come to our West Events Area to perform a thrilling rarely seen, family-friendly show three times a 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 **PENDING**

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

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

- Pari-Mutuel Horse Racing and Indian Relay Racing run on Sunday, Monday, Friday, and Saturday from 12:00 pm to 4:00 pm
- Indian Relay Racing runs on Thursday at 12:00 pm
- Daily Attendance of 3,000 – 6,000



Tram Sponsor **SOLD**

ALL 9 Days



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

Red Ribbon Sponsorship

RED RIBBON SPONSORS

\$8,000 - \$14,000

Our Red Ribbon Sponsorships are customized per Sponsor. Base Sponsorships are listed below with the option to adjust to meet each sponsors needs.

ADVERTISING

- Logo included as Sponsor in Official Daily Schedule Booklet - over 35,000+ copies distributed
- Sponsor logo and link at www.funatthefair.com, wherever the sponsored event is referenced

TICKETS

- (4) Season passes, which include weeklong gate and horse race admission for one person
- (4) Grandstand event tickets per night (except Demolition Derby)
- (18) gate tickets for the Sponsor to enhance customer appreciation
- Option to purchase additional gate tickets in blocks of 100 at half-price

OPTIONAL ITEMS (additional charge)

- (1) Indoor Commercial Exhibitor Space (10' x 10') for all 9 days of the Fair – Great opportunity to appeal to customers through giveaways and promotions

Livestock Barns Title Sponsor

ALL 9 Days

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 may include the opportunity to display company banners in all livestock barn areas, including the Goddard Pavilion Show Arena, Beef Show Barn, and Dairy Show Barn along with a 10' x 10' Commercial Vendor Booth for entire 9-days of the Fair.

Freestanding Entertainment Sponsorship (per event):

ALL 9 Days



Petting Zoo: Interactive petting zoo educating youth on typical farm animals. **SOLD**

The Backyard: Hands-on fun for the whole family with over 30 activities: mind bogglers, optic illusions, magnetic walls, and more. Also, for 2024, there will be two (2) 25-minute daily shows with professional entertainers. Fun and educational take-home projects. It is a learning experience for the entire family.

White Ribbon Sponsorship

WHITE RIBBON SPONSORS

\$1,000 - \$7,000

Our White Ribbon Sponsorships are customized per Sponsor. Base Sponsorships are listed below with the option to adjust to meet each sponsors needs.

ADVERTISING

- Logo included as Sponsor in Official Daily Schedule Booklet - over 35,000+ copies distributed
- Sponsor logo and link at www.funatthefair.com, wherever the sponsored event is referenced

TICKETS

- (18) gate tickets for the Sponsor to enhance customer appreciation
- Option to purchase additional gate tickets in blocks of 100 at half-price

Grandstand Daytime Free Events

Over 2000 attendees watch 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



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 **PENDING**
- Sugar Art Show – all 9 days of the Fair
- "Chopped" Baking Contests – 1st Saturday of Fair **SOLD**



BANNER SPONSOR

\$750 (per banner)

Our Banner Sponsors are customized per Sponsor. Base Sponsorships are listed below with the option to adjust to meet each sponsors needs.



ADVERTISING

- Logo included as Sponsor in Official Daily Schedule Booklet - over 35,000+ copies distributed
- Sponsor logo and link at www.funatthefair.com, wherever the sponsored event is referenced

TICKETS

- (10) gate tickets for the Sponsor to enhance customer appreciation
- One-Time Option to purchase 100 additional gate tickets at half-price

Our Banner Sponsors will be able to choose out of three different locations to display their banner, banner provided by sponsor. (Max. size 3' x 7' and provided to EISF by August 15, 2024)

- Tunnel Sponsors are located in a main walking tunnel of the Fairgrounds to get from the Carnival Area and Blue Ribbon Boulevard under the racetrack to the West Events Area (which includes the AgWest Farm Credit Services Free Stage). This is a highly used pathway and has a 250,000+ viewing audience.
- Gate No. 4 banner location is directly on Highway 39 and 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

\$3,000 - \$5,000 (limited to 1 sponsor per day)



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:

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 – 35,000+ 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') for all 9 days of the Fair – 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')
- (1) Outdoor Commercial Exhibitor Space (10' x 10') near Gate No. 1 for entire Sponsored Day – tent provided – Great opportunity for additional exposure of product.

TICKETS

- (18) Gate Admission Tickets
- Option to purchase gate tickets in increments of 100 at half price through August 1, 2024 (one-time purchase)

DAY OPTIONS

- Friday, September 1—Concert—TBA—\$3,000.00
- Saturday, September 2—Bull Riding Championships—\$4,000.00
- Sunday, September 3—Western Truck and Tractor Pull Nationals—\$3,000.00
- Monday, September 4—Gem State Classic Pro Rodeo—\$5,000.00
- Tuesday, September 5—Gem State Classic Pro Rodeo—\$3,000.00
- Wednesday, September 6—Gem State Classic Pro Rodeo—\$3,000.00
- Thursday, September 7—Comedian—TBA—\$3,000.00
- Friday, September 8—Concert—TBA—\$4,000.00
- Saturday, September 9—September Slam - Demolition Derby—\$5,000.00