

STEPHENSON COUNTY FAIR • JULY 21-25, 2026

2026 SPONSORSHIP OPPORTUNITIES

**PARTNERING TO STRENGTHEN
AGRICULTURE, YOUTH,
AND COMMUNITY**



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STEPHENSON
**COUNTY****FAIR**
Freeport, Illinois

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WHY PARTNER WITH THE STEPHENSON COUNTY FAIR?

- REACH THOUSANDS OF FAMILIES
- SUPPORT YOUTH AGRICULTURE & EDUCATION
- ENGAGE A HIGH-TRUST RURAL COMMUNITY
- BUILD VISIBILITY IN A PREMIUM 5-DAY EVENT
- ALIGN YOUR BRAND WITH A 171-YEAR TRADITION
- ENJOY 250%+ RETURN VALUE ON EVERY PACKAGE



2025 STEPHENSON COUNTY FAIR HIGHLIGHTS

YOUR BRAND. THOUSANDS OF EYES. FIVE DAYS OF IMPACT.

ATTENDANCE



30,000+ TOTAL FAIR VISITS IN 5 DAYS. AVERAGE STAY TIME: 200+ MINUTES PER VISITOR
(FROM PLACER.AI)

DIGITAL REACH



**204,000 WEBSITE INTERACTIONS
12,300 FACEBOOK LIKES WITH A
1.5 M REACH AND 54,000 VISITS**

600+ EXHIBITORS



**5200+ ENTRIES
800 PRINTED FAIR BOOKS**

2025 FAIRGOER SURVEY HIGHLIGHTS

Top 5 ways they heard about the fair

1. Facebook
2. Friend/Family Member
3. Website
4. Word of Mouth
5. Radio Ads

Top 5 main reasons for attending

1. Hog House/Beef Corral
2. Livestock & Animal Experiences
3. Family Tradition
4. Grandstand Pulls
5. Home Ec Building

Fairgoer Experience: Was the event better or worse than expected?

2024

62% Met or Exceeded Expectations

2025

95% Met or Exceeded Expectations

WE ARE EXCITED TO BUILD ON THIS TREND!

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TRANSPARENT, DATA-DRIVEN VALUE

ATTENDANCE

6,000 VISITORS PER DAY
3 WALK-BYS PER ZONE

IMPRESSIONS

90,000 BANNER IMPRESSIONS IN 5 DAYS
(6,000 * 3 * 5)

CPM STANDARD

\$10 CPM
(NATIONAL LIVE-EVENT STANDARD)








ROI GUARANTEE

EACH LEVEL DELIVERS 250%+ VALUE ON
DELIVERABLES

THIS IS WHY OUR SPONSORSHIPS ARE POWERFUL AND COST-EFFECTIVE.

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SPONSORSHIP LEVELS

INVESTMENT	VALUE	KEY BENEFITS
 WHITE RIBBON SPONSOR \$100	\$250	<ul style="list-style-type: none"> • NAME ON WEBSITE • NAME ON SPONSOR BANNER • 2 TICKETS & SWAG
 RED RIBBON SPONSOR \$250	\$600+	<p>INCLUDES EVERYTHING IN WHITE, PLUS:</p> <ul style="list-style-type: none"> • LOGO ON SPONSOR AD ON DIGITAL SIGN • 3 TICKETS
 BLUE RIBBON SPONSOR \$500	\$1,200+	<p>INCLUDES EVERYTHING IN RED, PLUS:</p> <ul style="list-style-type: none"> • EVENT BANNER • NAME IN THE FAIR BOOK • 4 TICKETS
 BRONZE LEVEL SPONSOR \$1,000	\$2,500+	<p>INCLUDES EVERYTHING IN BLUE, PLUS:</p> <ul style="list-style-type: none"> • SOCIAL MEDIA POST • LOGO ON WEBSITE • LISTED ON THE FACEBOOK EVENT PAGE • 8 TICKETS
 SILVER LEVEL SPONSOR \$2,500	\$6,500+	<p>INCLUDES EVERYTHING IN BRONZE, PLUS:</p> <ul style="list-style-type: none"> • LOGO ON EVENT POSTERS • PA ANNOUNCEMENT • CUSTOM FACEBOOK POST • 10 TICKETS
 GOLD LEVEL SPONSOR \$5,000	\$12,500	<p>INCLUDES EVERYTHING IN SILVER, PLUS:</p> <ul style="list-style-type: none"> • EVENT TITLE NAMING • RADIO/TV MENTION • PREMIUM BANNER PLACEMENT • 25 TICKETS
 TITLE LEVEL SPONSOR \$10,000	\$25,000+	<p>INCLUDES EVERYTHING IN GOLD, PLUS:</p> <ul style="list-style-type: none"> • NAMING RIGHTS • CUSTOM ACTIVATION • YEAR-ROUND RECOGNITION • DEDICATED SPONSOR DISPLAY • ON-SITE HOSPITALITY • CUSTOM OPTIONS



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SIGNAGE

- BLEACHER/EVENT BANNER – \$300
- TRACKSIDE BANNER – \$1,200
- FENCE-LINE BANNER – \$900

DIGITAL

- JULY DIGITAL AD – \$200
- YEAR-ROUND DIGITAL AD – \$800
- WEBSITE NAME – \$200
- WEBSITE LOGO – \$300
- SOCIAL POST – \$250
- SOCIAL MEDIA CAMPAIGN – \$750

LEGACY

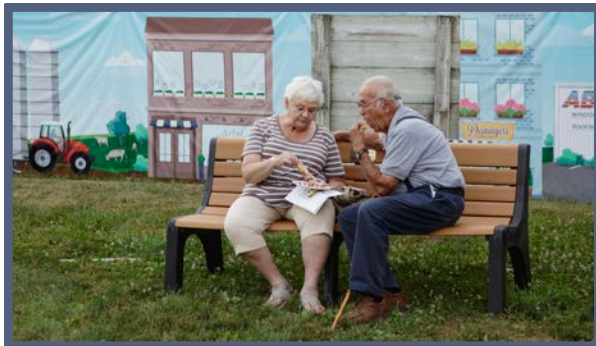
- CUSTOM BENCH – \$650
- MEMORIAL TREE – \$500

EXPERIENTIAL

- ACTIVATION BOOTH – \$1,000
- SELFIE STATION NAMING – \$1,000-\$2,000
- STAND & EAT TENT – \$2,500-\$3,500
- WATER STATION – \$1,000
- SHUTTLE SPONSOR – \$1,200
- INFO BOOTH – \$3,000

TROPHIES

- LIVESTOCK, \$45
- HOME-EC BEST OF SHOW, \$30
- TRACTOR PULL, \$250
- TOUGH TRUCK, \$100
- DEMO DERBY, \$125



À LA CARTE OPTIONS CUSTOMIZE YOUR VISIBILITY



FAIR BOOK ADS

- ¼ PAGE – \$75
- ½ PAGE – \$100
- FULL PAGE – \$200

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SPECIAL EVENT BRANDING OPPORTUNITIES

SPECIAL EVENT BRANDING MIGHT INCLUDES ADDITIONAL RECOGNITION. BENEFITS VARY BY EVENT AND MAY INCLUDE GRANDSTAND ANNOUNCEMENTS/SIGNAGE OR EVENT-SPECIFIC BENEFITS.



ASK ABOUT OTHER EVENT BRANDING!

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2026 ENTERTAINMENT

FREE GRANDSTAND

Tuesday
Afternoon & Evening Tractor Pulls

Wednesday
Rodeo

Thursday
Youth & Family
Car Quest Tough Truck Challenge

Friday
Friday Music Fest, Bands all day

Saturday
Demo Derby

COMMUNITY TENT

Little Sprouts Kid Concerts

Library Crafts & Story Time

Hoo Haven

Talent Show

Art Painting

Bubble Bananza

Glow Bingo

Faith at the Fair

Pop Up Crafts

7 Bands

ON THE GROUNDS

Pony Rides

Face Painting

Strolling Princess

Balloons

Magician

Goat Yoga

Butterfly Tent

Stilt Walkers

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WHY YOUR SPONSORSHIP MATTERS



YOUR SPONSORSHIP:

- SUPPORTS 600+ EXHIBITORS
- CONTRIBUTES TO OVER \$100,000 AWARD MONEY
- KEEPS YOUTH AGRICULTURE THRIVING
- ENSURES AFFORDABLE ADMISSION FOR FAMILIES
- PROVIDES FREE EDUCATIONAL PROGRAMS
- STRENGTHENS OUR COUNTY'S AGRICULTURAL HERITAGE

"BEHIND EVERY RIBBON, BARN, AND SMILING KID... THERE IS A SPONSOR WHO MADE IT POSSIBLE."

