



Dear Fair Sponsors,

It's that time of year again, when we start planning for this year's fair. It may seem like we are rushing, but it takes months of preparation to get everything ready. The Cass County Fair is scheduled for August 10th-13th, 2022. We hope you will join us as a sponsor this year!

Not only will your sponsorship provide advertisement for your company, but it will also help us host the event. Cass County Fair is a 501c3 non-profit organization, dedicated to providing an extremely high profile community event with a wholesome and positive image. Your donation will help with securing family events, promoting agricultural events and contests and much, much more.

We greatly appreciate your charitable act, and in order to represent you to the fullest extent, we have various sponsorship packages to choose from. Please see attached paper to pick out a package that fits you and your business needs.

It is our sponsors that make this event a success, and we want the community to know how much we appreciate those businesses that support agricultural events like the Cass County Fair.

I will be following up in the next few weeks with an email to schedule a visit or call. Please feel free to contact me with any questions at (402) 499-1060 or Email: cassfair19@gmail.com.

Sincerely,

Meggan Roeber
Cass County Fair Manager

Thank you for your interest in the Cass County Fair! As a fair that attracts over 41,000 guests, there are multitudes of demographics to reach through a variety of opportunities. For nearly 55 years the Cass County Fair has held a very special place in the hearts of community members. As a sponsor, you have the opportunity to not only be part of this tradition, but reach a receptive audience. We want to help you maximize your exposure and community leadership in an affordable and Fun way.

Fun Facts About The Fair:

- Visitors come from Cass County: 60%, other counties 35%, out state 5%
- We had 93% new visitors to our website the month before fair
- We had an average of 3891 people on the fair website everyday during the fair.
- Best days at the Carnival Saturday, Thursday, Friday, and Wednesday
- Best days at the Track Events Friday, Thursday, Wednesday, and Saturday

Sponsorship Levels

Friends of the Fair Sponsor: up to \$299

*Name in the fair book *Name on fair website *Name on sponsoring boards
*Business name advertised once a day over grounds P.A.

Blue Ribbon Sponsor:\$300-\$499

*Name in bold in the fair book *Name in bold on the fair website *Name in Tri fold
*Name on sponsoring boards *Business name advertised once a day over grounds P.A.

Purple Ribbon Sponsor:\$500-\$999

*Business card in fair book *Name and logo on the fair website *Name in Tri fold
*Name on sponsoring boards *Business advertised twice a day over grounds P.A.

Reserve Champion Sponsor:\$1000-\$1499

*1/4 page ad in fair book *Name and logo on the fair website and web link *Name in Tri fold
*Name on sponsoring boards *Business advertised three times a day over grounds P.A.
*Free exhibitor space * 2'x3' banner up for four days of fair (provided by sponsor)

Grand Champion Sponsor: \$1500-\$2499

*1/2 page ad in fair book *Name and logo on the front page website and web link *Name in Tri fold
*Name on sponsoring boards *Business advertised four times a day over grounds P.A.
*Free exhibitor space * 2'x4' banner up for four days of fair (provided by sponsor)

Supreme Champion Sponsors: \$2500-Above

*Full page ad in fair book *Name and logo on the front page website and web link *Name in Tri fold
*Name on sponsoring boards *Business advertised six times a day over grounds P.A.
*Free exhibitor space * 2'x4' and 1-3' x 6' banner up for four days of fair (provided by sponsor)
* Free rental of Exposition Building

Cass County Sponsoring Form

Thank you for supporting the 2022 cass County Fair
Your generosity will help us continue the tradition of a free fair

Company: _____

Contact Person: _____

City, State, Zip Code: _____

Contact Number: _____

Email: _____

Preferred Method of Contact: _____ Phone _____ Email _____ Mail

Please Circle 2022 Sponsoring Levels:

Supreme Champion Sponsor: \$2500 and above

Grand Champion Sponsor: \$1500 to \$2499

Reserve Champion Sponsor: \$1000 to \$1499

Purple Ribbon Sponsor: \$500 to \$999

Blue Ribbon Sponsor: \$300 to \$499

Friend of the Fair Sponsor: \$0 to \$299



Please return this form and payment.

Please, make checks payable to Cass County Ag. Society

All sponsorships are due April 25, 2022 to be in the Tri-fold, Fair Book, on Fair website.