



HENRY COUNTY FAIR

PO BOX 862, MT. PLEASANT, IA 52641

319-930-1788

May 1, 2025

Dear Community Members and Supporters,

The dates are set, and planning is in full swing for the 2025 Henry County Fair, taking place Tuesday, July 15th through Monday, July 21st!

This year's fair brings exciting updates, including new events and schedule enhancements. We are thrilled to announce a major highlight: country music legend Aaron Tippin and rising stars Tigirlily Gold will be performing live on Friday night! This marks the first time the Henry County Fair has welcomed performers of this caliber, and we look forward to an unforgettable evening of music!

In addition to our exciting headliners, we're proud to bring back many fan favorites such as the Queen Contest, the Bill Riley Talent Show, and the Demolition Derby. Kid's Day returns on Saturday, and Sunday promises to be a fantastic Family Day featuring Bingo, the Farm Bureau Cookout Contest, an Adult Bags Tournament, Airport Road Vineyard's Homebrew Contest, the ATV Rodeo and more!

These incredible events would not be possible without the dedication of our volunteers, committees, and — most importantly — the generous support of local businesses and the community. Your contributions play a vital role in the continued growth and success of the Henry County Fair.

We invite you to consider sponsoring one of this year's featured events or supporting the fair as a whole. Enclosed you will find a list of sponsorship opportunities available for the 2025 Henry County Fair. Your involvement helps ensure this tradition continues to thrive for generations to come.

If you have any questions or would like more information, please don't hesitate to contact Traci Venghaus at (319) 930-1788.

Thank you for your time and consideration. We look forward to seeing you at the 2025 Henry County Fair!

Best Regards,
The Henry County Fair Board

Please complete the information below and make checks payable to *Henry County Fair*.

Amount of Donation: _____

Event you would like to sponsor (if you wish to specify): _____

Business Name: _____

If logo placement is included with your sponsorship, please email a copy of your logo to henrycofairia@gmail.com

EXCLUSIVE SPONSORSHIP OPPORTUNITIES FOR AARON TIPPIN & TIGIRLILY GOLD CONCERT

MAIN STAGE SPONSOR – \$10,000

Position your brand front and center at one of the summer's most anticipated events. As the Main Stage Sponsor, your organization will receive premium visibility and recognition throughout the evening.

SPONSORSHIP BENEFITS:

- Prominent banner placement on the main stage and at all event entrances
- Opportunity for additional promotional signage, as mutually agreed upon
- Live stage introduction the night of the concert
- Logo and hyperlink featured on the Fair's official website
- Dedicated, pinned post on the Fair's Facebook page
- Branded social media mentions tied to sponsorship promotions
- Inclusion in all relevant fair advertising
- 20 General Admission tickets and 10 VIP passes

BEER GARDEN SPONSOR – \$5,000 (FRIDAY ONLY) OR \$6,000 (FRIDAY AND SATURDAY)

Gain targeted exposure in one of the most popular areas of the event. As the Beer Garden Sponsor, your brand will enjoy high traffic and strong visibility.

SPONSORSHIP BENEFITS:

- Prominent banner placement within the Beer Garden area
- Opportunity for additional promotional signage, as mutually agreed upon
- Logo and hyperlink featured on the Fair's official website
- Featured social media post on Fair platforms
- Branded social media mentions tied to sponsorship promotions
- Inclusion in all relevant fair advertising
- 10 General Admission tickets and 5 VIP passes

HOSPITALITY SPONSOR – \$5,000

Be a part of welcoming the talented artists and their bands as they take the stage in Henry County!

SPONSORSHIP BENEFITS:

- Prominent banner placement in the grandstand area
- Opportunity for additional promotional signage, as mutually agreed upon
- Logo and hyperlink featured on the Fair's official website
- Featured social media post on Fair platforms
- Branded social media mentions tied to sponsorship promotions
- Inclusion in all relevant fair advertising
- 10 General Admission tickets and 5 VIP passes

FAIR SPONSORSHIP OPPORTUNITIES

DAY SPONSOR - \$3,000

Showcase your brand as a proud supporter of the Henry County Fair! As a Day Sponsor, your business will gain valuable exposure and recognition throughout the event and across a variety of promotional platforms.

SPONSORSHIP BENEFITS:

- Promotional booth located in a central, high-traffic area on your sponsored day
- Banner placement at all main entrances to the fair
- Opportunity for additional promotional signage
- Prominent logo placement and hyperlink on the Fair's official website
- Dedicated feature post on the Fair's social media platforms
- Inclusion in all applicable Fair marketing and advertising materials
- Sponsor recognition and introduction during the evening event
- Reserved allotment of event tickets (where applicable)

PREMEIER EVENT SPONSORS: \$1,500

Showcase your brand as a key supporter of one of the Henry County Fair's featured events. As a Premier Event Sponsor, your business will receive meaningful exposure and recognition during the event and across multiple promotional platforms.

SPONSORSHIP BENEFITS:

- Prominent banner placement in the grandstand or designated area during the day/night of the sponsored event
- Opportunity for additional promotional signage
- Opportunity to set up promotional booth at event
- Logo prominently placed on the Fair's official website
- Dedicated featured post on the Fair's social media platforms
- Inclusion in all applicable fair advertising
- On-stage or event introduction the night of the sponsored event
- Reserved allotment of event tickets (where applicable)

FAIR TITLE SPONSOR: \$1,000

Gain broad and consistent exposure throughout the Henry County Fair as a valued Title Sponsor.

SPONSORSHIP BENEFITS:

- Logo featured on a prominently placed banner in a central, high-traffic location at the fair
- Opportunity for additional promotional signage
- Opportunity to set up a promotional booth for one day during the fair
- Logo prominently placed on the Fair's official website
- Dedicated featured post on the Fair's social media platforms
- Inclusion in all relevant fair advertising

BEER GARDEN SPONSOR (SATURDAY NIGHT ONLY) - \$1,000

- Prominent banner placement within the Beer Garden area
- Opportunity for additional promotional signage
- Logo prominently placed on the Fair's official website
- Dedicated featured post on the Fair's social media platforms
- Inclusion in all relevant fair advertising

GOLD SPONSOR: \$750+

Support the Henry County Fair and receive valuable exposure throughout the event. As a Gold Sponsor, your business will be recognized both on-site and online.

SPONSORSHIP BENEFITS:

- Logo featured on the Fair's official website
- Logo placement on a banner displayed in a central, high-traffic location at the fair
- Recognition through mentions on the Fair's social media platforms

SILVER SPONSOR: \$500+

Become a proud supporter of the Henry County Fair and enjoy recognition both online and on the fairgrounds.

SPONSORSHIP BENEFITS:

- Name listed on the Henry County Fair's official website
- Name included on a banner displayed in a central, high-traffic location at the fair
- Mention on the Fair's social media platforms

BRONZE SPONSOR: \$250+

Support the Henry County Fair at the Bronze level and receive recognition both online and through our digital outreach.

SPONSORSHIP BENEFITS:

- Name listed on the Henry County Fair's official website
- Mention on the Fair's social media platforms