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dcfairsponsor@gmail.com
www.doorcountyfair.com



August 10th – 14th, 2022

2022 Fair Partnership

Ready to love the County Fair?! Do you want some marketing for your organization, or maybe get more involved?! As the Partnership Coordinator for the Fair Board, I am very excited to share the new Partnership opportunities to help us, help you. The fair planning is well under way with most of the entertainment and activities of our Fair scheduled.

I want to keep the partnership process simple as in the past but also provide more unique opportunities to get involved. So let's get started!

First ...

On the **other side of this letter**, there are **partnership options** listed by ribbon levels. Under each ribbon level, the benefits related to that level are provided. So take a look and see **what you are interested in**.

Second ...

Once you are ready to become a partner, **fill out the form enclosed**. Simply follow the steps and return it to my attention or **call and I can assist**.

You will notice on the form there are some alternative options that can be added in addition to a ribbon level or selected on their own. These are just some more unique ways you can get involved in the Fair.

Third ...

Do you just love the Fair and want to donate with no strings attached! No need to go any further! **Make checks out to "DC Fair Association"** and mail to the address below!



Receipts will be provided for all donations and partnership levels. Please do not hesitate to call with questions or ideas on how you might want to partner up to make this year's fair even better.

**Mark Your Calendars!!!
August 10-14th**



Excited to work with you!

Laura Vlies Wotachek

Laura Vlies Wotachek
PO BOX 642, Sturgeon Bay, WI 54235
dcfairsponsor@gmail.com or 920-304-2046





The Door County Fair is a nonprofit organization. It is our mission to provide education and quality entertainment and to promote agriculture, youth development, and family fun for Door County and fair-goers.

We have numerous partnership levels to choose from.

If you have an idea that does not fall under one of the partnership levels below, reach out to us and we will be happy to work with you to make your vision come to life! We value our sponsors and hope we can work on being a partner with you in 2022!

2022 BENEFITS of PARTNERSHIP	Ribbon Levels						
	Member	White Ribbon	Yellow Ribbon	Red Ribbon	Blue Ribbon	Reserve Champion Lavender	Grand Champion Purple
	\$100 +	\$250 +	\$750 +	\$1,300+	\$2,000 +	\$2,500	\$3,000 +
Number of One-Day Pass	2	2	4	6	10	12	14
Number of Booster Buttons / Season Pass to Fair	X	X	2	4	8	10	12
Listed on the Partner page of Fair Website	X	X	X	X	X	X	X
Provided Logo placed on Activity Boards at Fair		2	4	4	4	4	4
Intercom Announcements during Fair (Av 18k Attendees)			X	X	X	X	X
Live link on Partner page on Fair Website				X	X	X	X
Name or Logo on Fair letterhead until next Fair (Av 500)				X	X	X	X
Business Name announcements at selected event *				X	X	X	2
Business supplied banners (4'x8' max) displayed **				X	X	X	X
Moola Cash Cow Fair T-Shirts (Opportunity to win \$1,000) ***					X	2	2
Business Name on Marketing Materials (7200 Distributed in NE WI)					X	X	X
10'x20' Space for your business on Midway (\$250 Value)					X	X	X
Announced on Radio Ad as major sponsor					X	X	X
Facebook & Social Media mentions through season						X	X
Provided Logo on Posters (200 distributed throughout NE WI)						X	X
"Lets Go DC" (32K FB Followers) or New Radio Interview (\$850 Value)						X	2
Provided Logo on Marketing Materials (7000 Distributed in NE WI)							X
Radio Ad & Interview (NEW Radio, The Lodge or Rewind)							X

* See Form for the naming opportunities available (Step 2).

** If sponsoring a building, the banner will be placed on that building.

*** Made you look. Isn't this fun!

PLEASE NOTE: Grand, Reserve, Blue and Red Ribbon Levels have limited availability.

We have more Partnership options for your consideration on the included form (Step 3).

A Special Thank You to our 2021 Sponsors!!					
Grand					
Quantum PC Services	Flanigan Distributing	Door County Cooperative / NAPA	Door County Scrap Metal	Coors Light	Kay Distributing
	Budweiser	Appliance Avenue	Royal Flush Sanitation		
Blue					
Renard's Artisan Cheese	Alberts Plastering	Ahnapee Hill Cleaning	DC Veterinary Hospital	American Foods Group	Cellcom
	Nicolet National Bank	Sunrise Hill Restoration	Sonny's Pizzeria		
Red					
Countrywide Construction	Greenstone Farm Credit Services	Quitewoods RV	Kevin's Automotive	Tyadych's Econo Foods	C&S Manufacturing
Rural Mutual Insurance	CP Feeds	State Farm Ins Steve Rabach	Bay Electronics	Triangle Distributing	C&W Auto
Olson Dental	Innovative Printing	Lau's Handy Bins	Northland Steel Company	Capital Credit Union	Keltgen Family Chiropractic





Step 1: Please provide Contact Information: Contact Person: _____

Business Name: _____
THIS IS HOW IT WILL BE LISTED ON MARKETING MATERIALS

Email: _____ Contact Phone#: _____

Website: _____ Address: _____



: _____



: _____

Step 2: Please Circle Your Partnership level:

Member	White	Yellow	Red	Blue	Reserve	Grand
\$100 +	\$250 +	\$750 +	\$1,300+	\$2,000 +	\$2,500	\$3,000 +

For Grand, Reserve, Blue and Red Ribbon - please pick one option from your level:

Grand Champion (6 Available)	Reserve Champion (7 Available)	Blue Ribbon (8 Available)	Red Ribbon (7 Available)
<input type="checkbox"/> FRI @ 8:30 Mustang Sally ♪	<input type="checkbox"/> WED @ 7:30 Boogie & YoYoz ♪	<input type="checkbox"/> THUR @ 7:30 Whiskey Ditch ♪	<input type="checkbox"/> FRI @ 6:00 Mostly Water ♪
<input type="checkbox"/> Thurs @ 7:00 Stock Car Races	<input type="checkbox"/> SAT @ 7:30 Vic Ferrari ♪	<input type="checkbox"/> Livestock Bldg	<input type="checkbox"/> SUN @ 1:00 Time Machine ♪
<input type="checkbox"/> Main Stage	<input type="checkbox"/> SAT @ 6:00 AMA Motorcycle Races	<input type="checkbox"/> Junior Fair Bldg	<input type="checkbox"/> Park & Pioneer Log Bldg
<input type="checkbox"/> Grandstand	<input type="checkbox"/> SUN @ 1:30 Demo Derby	<input type="checkbox"/> Swine / Sheep / Horse Bldg	<input type="checkbox"/> Horticulture Bldg
<input type="checkbox"/> Midway	<input type="checkbox"/> Dock Dogs everyday	<input type="checkbox"/> Poultry & Rabbit Bldg	<input type="checkbox"/> North Show Horse Ring
<input type="checkbox"/> Children's Festival Stage	<input type="checkbox"/> Pig & Duck Races everyday	<input type="checkbox"/> Children's / Merchants Bldg	<input type="checkbox"/> Pie Eating Contest
	<input type="checkbox"/> Craft show every day	<input type="checkbox"/> Entry Gates - North or West	<input type="checkbox"/> Wood Carver every day

This selected option will be marketed and/or named after your business.

Step 3: Add-on or Buy Separate Options:

These options are in addition to a ribbon level OR they can be purchased on their own.

<input type="checkbox"/> Golf Carts \$200 / cart	4 golf carts are driven throughout the week by staff and are highly visible
<input type="checkbox"/> Restrooms \$200 / 10 Stalls	Approved 8x10 sheets provided by business to be placed in Stalls / Urinals (or 30 stalls for \$550)
<input type="checkbox"/> Fair Ambassador Program \$500	Youth mentorship & scholarship program (<i>carryover from Fairest of the Fair program</i>)
<input type="checkbox"/> T-Shirts \$500	Your logo on hundreds of T-shirts worn at the Fair for the Moola Cash Cow Promotion on 2 days at peak times.
<input type="checkbox"/> Appreciation Dinner \$150	For volunteers / Partners / Sponsors. Any donation amount to help is appreciated!
<input type="checkbox"/> Sponsor a Day at the Fair \$2000 / Day	Offer product / Radio & PA announcements / Interview 1-on-1 with Media Partners / Name on 7200 Ad Prints
<input type="checkbox"/> Vendor Space	Space charged by square foot. You will be contacted for more information (<i>Av 18k Attendees</i>)

Step 4: Calculate Total:

Ribbon Level: \$ _____

Add-on Options: \$ _____

Because You Love the Fair: \$ _____

TOTAL ENCLOSED: \$ _____

Step 5: Return Form, Logo* & Check to: Door County Fair Association
c/o Laura Vlies Wotachek
PO BOX 642
Sturgeon Bay, WI 54235
DCFairsponsor@gmail.com
**Send logo as jpeg or png*

*Have questions
or looking for a special opportunity.
Please contact
Laura @ 920-304-2046.*

PAYMENT & FORM DUE
 By April 22, 2022
 You may sponsor AFTER date but
 may not be in printed materials.

