

Management by...

Howard County Agricultural Society

P.O. Box 83, Cresco, IA 52136

Fair Office: 563-547-3400

Secretary: 563-547-4996



E-mail: info@mhcfair.com

Web site: www.mhcfair.com

Facebook: www.facebook.com/MHCFair

To Our Fair Supporters,

February 10, 2024

The members of the Howard County Fair Board would like to extend their sincere appreciation to you and offer a "Thank-You" for your support of your Mighty Howard County Fair.

The goal of the Fair Board is to better recognize businesses, organizations, and individuals who in some way provide much needed support to the Fair. The Fair's sponsorship program features signage, social media promotions, electronics displays located in high-traffic areas during the Fair and other recognitions as they are developed. The Fair's sponsor recognition program is detailed in the enclosed document. Also included is a list of the Fair's 2023 sponsors.

We invite you to join in on the Fair's sponsorship program for the 2024 Fair.

Sometime in March to early April a member of the Fair Board will be contacting you to ask your support for the 2024 Fair. You can also renew your sponsorship by sending a check to the Fair at PO Box 83, Cresco IA 52136. Without continued support from the community it would be difficult for the Fair Board to provide the quality entertainment, youth competitions/programs and other activities that are enjoyed by thousands of fairgoers each year.

If you have questions about the sponsorship levels you can contact any member of the Sponsor/Marketing Committee. They are listed at the end of this letter.

As a part of your commitment to your Fair you will be invited to be our guests at the Fair's Sponsor Appreciation Social and Dinner, scheduled for Wednesday evening June 19, 2024, at the Expo Center on the fairgrounds in Cresco. The program for this event will include a review of the 2024 Mighty Howard County Fair and final judging of the 2024 Fair Queen Candidates. An invitation will be mailed to all sponsors and volunteers in May confirming the details of the Appreciation Social & Dinner.

Again, this year the Fair will offer the popular pay-one-price grandstand admission. The Board is 'retiring' the fair button and switching to a 'Fair Fun Card', similar to a gift card. The Fun Card will admit the bearer admission to all the grandstand shows, just as the now retired fair button has done in the past. The price this year for a Fair Fun Card is \$40 if purchased prior to the Fair and \$50 if purchased during the Fair. New this year is the opportunity for the public to purchase single grandstand tickets and Fair Fun Cards on-line, from the Fair's website.

Along with many free grounds' entertainment attractions, the 2024 Fair's grandstand entertainment has been finalized.

- Wednesday, June 26: Stock Car Races featuring USRA Sanctioned B-Modifieds, Stock Cars, Hobby Stocks and Tuners. NEIRS Winged Sprint Cars will also racing. National USRA points awarded to the USRA sanctioned classes.
- Thursday, June 27: 'Blue Ribbon Classic' Stock Car Races featuring the Hoker Trucking Super Late Model Series, Modifieds and another class to be announced.
- Friday, June 28: Chart topping, country music legend 'Sawyer Brown' with special guests 'Eastern Heights.'
- Saturday, June 29: The Bombastic Celebration of Arena Rock featuring 'Hairball' with special guests 'High Mileage'
- Sunday, June 30: T & C Rodeo featuring bull riding, barrel racing and mutton busting. Fireworks after the rodeo.

For more information, please contact any member of the Sponsor/Marketing Committee. They include Janice Ollendick (563-419-0623), Dean Lickteig (563-547-0444), Michael Ollendick (563-380-9224) and Tom Barnes (641-220-4408).

For more information on your Fair, Expo Center and Cresco Speedway visit www.mhcfair.com and www.facebook.com/MHCFair.

We look forward to your continued support of your 2024 Mighty Howard County Fair.

Respectfully,

Thomas Barnes, Executive Secretary

Enclosed: MHCF Sponsor Details; 2023 Sponsor List



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Fair Sponsor Categories & Details

Level	Amount per Year	Commitment	Permanent Signage	Fair Week Signage	Notes
Grand Champion	\$2,000	3 years	4'h x 16'w	4' x 8' banner	Sponsorship includes Fair Day Sponsor, and 12 current year Fair Fun Cards included.
Reserve Champion	\$1,500	3 years	4'h x 8'w	4' x 6' banner	6 current year Fair Fun Cards included.
Blue Ribbon	\$1,000	1 year	Not Available	3' x 6' banner	4 current year Fair Fun Cards included.
Red Ribbon	\$500	1 year	Not Available	3' x 4' banner	
White Ribbon	\$300	1 year	Not Available	3' x 3' banner	
Participation Ribbon	Under \$300	1 year	Not Available	Sponsors in this level will be combined onto one banner, with banner size determined upon layout.	

All Sponsors, regardless of Level, are invited to the Fair's Sponsor Appreciation Banquet, held the week prior to the Fair.

Permanent Signage	<p>All-weather permanent signs are located on the outside of race track fence along 7th Street West and the main driveway onto the fairgrounds. (See photo to the right).</p> <p>Signs are made using a commercial grade vinyl graphic over a Corplex polycarbonate panel that is a high density & weather resistant material that will withstand the elements.</p> <p>Permanent signs are left up year-round.</p>	
Fair Week Signage	Fair week signage are individual (unless noted) vinyl banners displayed during Fair week. Banners will be placed around the fairgrounds in high traffic areas. Banners to include sponsor logo, website (if available) and one-line contact information (phone number).	
Social Media Promotions	Social Media Promotions: The Fair uses several avenues of social media to promote its sponsors. These include Face Book, Text alerts/messaging, special sponsor photos where available and other media as developed. Social media promotions of all sponsors are held throughout the year.	
Electronic Displays:	There are large screen TVs and A/V screens located in several high traffic buildings on the fairgrounds. These are controlled via a single source controller located in the Fair office. These continually display sponsor information, daily schedules, message alerts (weather related for example) grandstand and grounds entertainment updates, youth livestock and static exhibit updates. Live stream of livestock shows is also be done as available.	
Website:	A special 'Sponsor Page' is on the Fair website listing all of the sponsors, using sponsor logos and other information as available.	
Daily Fair Sponsor:	Grand Champion sponsors will be a sponsor of a day during the Fair. Extra media promotions will be provided for the day sponsors.	

For more information, please contact any member of the Sponsor/Marketing Committee. They include Janice Ollendick (563-419-0623), Dean Lickteig (563-547-0444), Michael Ollendick (563-380-9224) and Tom Barnes (641-220-4408).

2023 Mighty Howard County Fair 'Grand Champion' Sponsors

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