

Management by...

Howard County Agricultural Society

P.O. Box 83, Cresco, IA 52136

Fair Office: 563-547-3400

Secretary: 563-547-4996



Web site: www.mhcfair.com

E-mail: info@mhcfair.com

Facebook: www.facebook.com/MHCFair

To Our Fair Supporters,

January 31, 2026

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. Attached is a list of the Fair's 2025 sponsors.

We invite you to join in on the Fair's sponsorship program for the 2026 Fair.

For your convenience a sponsor voucher is attached. You can initiate your sponsorship by completing the voucher and returning it with a check made out to the Mighty Howard County Fair. Address is P.O. Box 83, Cresco Iowa 52136.

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.

Without the continued support of our 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.

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 17, 2026, at the Expo Center on the fairgrounds in Cresco. The program for this event will include a review of the 2026 Mighty Howard County Fair and final judging of the 2026 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', like 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 \$50 if purchased prior to the Fair and \$60 if purchased during the Fair. The public can purchase single grandstand tickets and Fair Fun Cards on-line, from the Fair's website.

Along with many free grounds' entertainment attractions, the 2026 Fair's grandstand entertainment has been finalized.

- Wednesday, June 24: Stock Car Races. National USRA points awarded to the USRA sanctioned classes.
- Thursday, June 25: *Blue Ribbon Classic* featuring the Pro Late Model Series. Other classes include USRA Stock Cars, USRA B-Modifieds and USRA Hobby Stocks.
- Friday, June 26: Demolition Derby
- Saturday, June 27: Country music artist Joe Nichols with special guest Hailey Whitters
- Sunday, June 28: Rodeo with Fireworks

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 2026 Mighty Howard County Fair.

Respectfully,

Thomas Barnes, Executive Secretary

Attached: MHC Sponsor Details; 2025 Sponsor List, Voucher



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

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.	

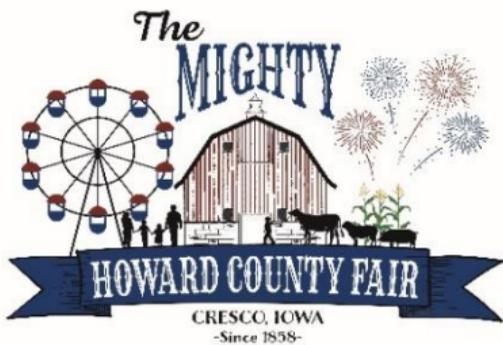
All Sponsors, regardless of Level, are invited to the Fair's Sponsor Appreciation Banquet, held the week prior to the Fair.

Permanent Signage**	<p>All-weather permanent signs are located on the outside of the racetrack fence and along the main driveway onto the fairgrounds. (See photo to the right). 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. 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 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.	
Website:	A special 'Sponsor Page' is on the Fair website listing all 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.	

**** Sponsor shall reimburse the Fair for changes to its sign and/or banner.**

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).



Sponsorship Voucher

Make Check Payable to:

Mighty Howard County Fair

Send to:

P. O. Box 83, Cresco Iowa 52136

Contact: Phone: 563-547-3400 E-mail: info@mhcfair.com

Business:

Name:

Mailing Address:

City, State Zip:

Phone:

E-mail:

2025 Fair Contribution: \$

2026 Fair Contribution: \$

Sponsor Signature:

CIRCLE LEVEL OF SPONSORSHIP

Grand Champion - \$2,000

Multi-Year Commitment – See Attached Cover Letter

Reserve Champion - \$1,500

Multi-Year Commitment – See Attached Cover Letter

Blue Ribbon - \$1,000

Red Ribbon - \$500

White Ribbon - \$300

Participation Ribbon - Under \$300

**2025 Mighty Howard County Fair
'Grand Champion' Sponsors
4' x 16' Permanent Sign & 4' x 8' Banner - Day Sponsor**

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3' x 6' Banner

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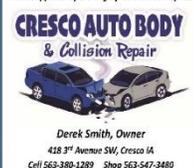
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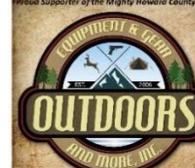
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<i>Johnson Comfort Systems, Lime Springs</i>	<i>The Mint, Protivin</i>
<i>Knights of Columbus, Marion Council</i>	<i>Wemark Chiropractic, Lime Springs & Elma</i>