

The Linn County Fair Association Partnership Program





The Linn County Fair Association is on its way to planning the 2012 Linn County Fair that will excite and entertain the 35,000+ people who attend the fair. The dates are set for June 27 – July 2nd, 2012 and plans are already well under way to bring our county another week filled with live entertainment, grandstand events, livestock shows, a midway carnival, as well as all your favorites! The Linn County Fair is a strong asset to the Linn County communities. New this year, Linn County will be an affiliate of the 2012 Freedom Festival. We continue to look for ways to educate and entertain on a bigger and better scale every year.

Here is your opportunity to give back to the people of Linn County while showcasing both your business name and giving strong support to the growing Linn County Fair. The Linn County Fair is a 501-C-3 non-profit organization. Your company can help us by providing tax-deductible funds in the form of partnership or donating goods or services.

Please take a moment to view this packet of information regarding our mission, goals and history of the Linn County Fair. Feel free to visit our website at www.thelinncountyfair.com for more information on the fair. Please feel free to contact me directly at 319-213-7129 or email me at angiecole@thelinncountyfair.com with any questions you may have regarding this partnership. I look forward to hearing from you!

Sincerely,

*Angie Cole
Linn County Fair Partnership Manager
P.O. Box 329
Central City, IA 52214
angiecole@thelinncountyfair.com or 319-213-7129*

Our Mission Statement

The mission of The Linn County Fair Association is to provide opportunities for 4-Hers, FFA members and the youth of Linn County to showcase their accomplishments and talents in a safe family atmosphere while providing activities, entertainment and learning opportunities to the diverse citizens of Linn County and guests from surrounding areas.

Linn County Fair Goal

Our goal as the Linn County Fair is to provide cost effective entertainment & educational activities to the Linn County Residents. This includes free gate and parking for all attendees.

Linn County Fair Attendance

We have grown by 400% since 2006.

July 6th -11th, 2011: Estimated 35,000
July 7th -12th, 2010: Estimated 25,000
July 8th -13th, 2009: Estimated 21,000
July 11th -17th, 2008: Estimated 16,000
July 6th -12th, 2007: Estimated 12,500
July 7th - 13th, 2006: Estimated 7,000



The Linn County Fair

Central City, IA



New Records set in 2011

Youth Day attendance reached over 3,200 youth participants.

Largest Grandstand attendance with over 1,800 for the Saliva Concert.

Friday Night Concert hit a record total of 1,300.

Truck and Tractor Pull exceeded over 1,780 this year.

Daily attendance topped previous years at 8,700 in attendance.

Reaching All Communities of Linn County

By offering a free gate and free parking to our visitors we continue to reach all residents in Linn County as well as the surrounding areas. We also provide a diverse range of educational events and entertainment options to rural and urban residents of the county.

Based on the 2010 4-H enrollment summary: 66% of our 4-H members come from rural Linn County or small towns, where 34% come from the Marion and Cedar Rapids metropolitan area.

Freedom Festival Affiliate

We are proud to announce for the 2012 Linn County Fair we will be an affiliate of the Cedar Rapids Freedom Festival.

In cooperation with the Freedom Festival Committee we will be able to provide educational and entertainment venues for this festival.

Fair Volunteers

The Linn County Fair would not happen without the countless hours put in from our dedicated and hard-working volunteers. Our Association membership this year reached 39 members. Association members help year round with the planning and organizing the fair.

We also have hundreds of volunteers that help during fair week with exhibits, shows, and educational projects. The 2011 fair reached approximately 12,000 volunteer hours recorded for the year.

The Linn County Fair
Central City, IA



How the Linn County Fair has Grown Through the Years...

Long Standing Traditions

Livestock Shows
Harness Races
Youth Day
Heritage Day
Antique Tractors
Petting Zoo
Tractor Pull

Past Events

Moto Cross (2006-2007)
Demolition Derby (2006-2007)
Garden Tractor Pull (2009)
Colgate Country Show Down (2006)
Bill Riley Talent Show (2007-2008)
Parade (2007-2010)
Chuck Wagon Races (2009-2011)
Stunt Show (2008, 2011)

Annual Events

Tractor Pull (2005-2012)
Carnival (2006-2012)
Country Concerts (2007-2012)
Loghoppers-Chain Saw Sculptures
(2008-2012)
Draft Horse Pull (2007-2012)
Outdoor Vendors (2006-2012)
Indoor Vendors (2008-2012)
FREE Entertainment tent (2006-2012)
Beer Tent (2007-2012)
Recycled Garden Art (2007-2012)
Wine Garden (2010-2012)

Concert Events

John Anderson, 2011
Salvia, 2011
Glen Templeton, 2011
Bellamy Brothers, 2010
Firehouse, 2010
Johnny Cash Tribute Band, 2009
Candlebox, 2009
Bucky Covington, 2008
Jake Owens, 2007

**This is only just a portion of how the fair is providing entertainment fun for all! Our list of entertainment continues to grow each year.

Many exciting events are in the planning stages for the 2012 fair to be held June 27th – July 2nd.

The Linn County Fair
Central City, IA



Partnership packets include one or more of the following items:

- **Grandstand Booklets:** All grandstand booklets include tickets to the Draft Horse Pull, Truck and Tractor Pull, Antique Tractor Pull, Rodeo, and Harness Race.
- **Carnival Coupons:** are for the carnival, includes 20 tickets or wrist band during specified day and times.
- **Web Page Advertising:** includes logo and link on The Linn County Fair Partnership web page and named as one of the partners.
- **Web Banner Advertising:** banner will be a rotating banner on the home page above the fold. (150x125 pixel size)
- **Print Advertising:** includes your business name as a partner in paper advertising where applicable. Possible 2012 paper advertising includes: Penny Saver, Marion Times, Mt Vernon/Lisbon Sun Times, and Linn News Letter.
- **Grandstand Sign:** Included their business name and logo on one of the fair's grandstand signs that are 36" x 24".
- **Grandstand Entrance Sign Advertising:** Your partners sign is hung above the entrance of the grandstand for the duration of your partnered grandstand event.
- **Vinyl Banner:** vinyl banner is 36" x 24" displayed at your partnered event.
- **Radio Advertising:** The partner will be named as one of The Linn County Fair partners in the radio ads. Possible radio stations included: KHAK, KRNA, KDAT, KRQN, WMT AM, KZIA, and more

Other marketing used by The Linn County Fair

- Our **website** www.thelinncountyfair.com has all the events and details.
- **Ms Buzz's blog**, Ms Buzz talks about the different events at the fair, gives ideas for open class and such. She also posts pictures and results after the fair on her blog.
- **Facebook**- the fair has an account and post the different events for the fair, results and any news concerning
- **MySpace**- the fair has an account and promotes the local acts that will be performing at the fair for that year on the site. It also includes updates on the fair and other events.
- **Twitter**- this site is automatically updated when a status update is added to Facebook

2012 General Partnerships Opportunities

The Linn County Fair is a strong asset to the county and community. Here is your opportunity to give back to the community, while showcasing both your business name and strong support of the local community and its activities.

Please select one of the following partnership packages:

Gold Club: \$1,000 (valued at \$3,410)

Benefits:

- ☞ 40 Grandstand Booklets*
- ☞ 10 Carnival Coupons**
- ☞ Grand Stand Sign – Company logo prominently displayed in the Grandstand at all events
- ☞ Listed in paper advertising where applicable
- ☞ Logo & link on The Linn County Fair Partnership web page
- ☞ Web banner ad on fair home page

Bronze Club: \$250 (Valued at \$630)

- ☞ 10 Grandstand Booklets*
- ☞ 2 Carnival coupons**
- ☞ Logo & link on The Linn County Fair Partnership web page

Friends of the Fair: \$100 (Valued at \$216)

- ☞ 4 Grandstand Booklets
- ☞ 2 Carnival Coupons**

Silver Club: \$500 (Valued at \$1,430)

Benefits:

- ☞ 20 Grandstand Booklets*
- ☞ 5 Carnival Coupons **
- ☞ Grand Stand Sign – Company logo prominently displayed in the Grandstand at all events
- ☞ Logo and Link on The Linn County Fair Partnership web page

Trade Partnerships

- ☞ Products and services may be used as trade. Trade partnership packages are based on the value of the product/service. See Partnership Manager for more details.

**Grandstand booklet includes one ticket to each grandstand event excluding music concerts*

***Carnival Coupon is good for one (1) wrist band or one (1) ticket sheet that includes twenty (20) ride tickets. The Coupons can be redeemed Wednesday, June 27 through Sunday, July 1, 2012. Wrist bands can only be used during the posted “wrist band” hours. During the wrist band hours anyone with a wrist band can ride as many rides as many times as they want.*

Prefer to be an event partner?

Check out these Event Partnership Levels and all the benefits that come with:

\$500 – Partnership Level

Events include:

Banner Partnership: Banner will be displayed at the event of your choice.

Draft Horse Pull (Saturday, June 31, noon)

Partnership includes:

- 10 Grandstand Booklets (Valued at \$440) **or**
44 tickets to Draft Horse Pull (Valued at \$440)
- 2 Carnival Coupons (Valued at \$40)
- Included in the following advertising :
 - Logo and link on The Linn County Fair's Partnership web page (Valued at \$150)
 - Your business banner displayed during the event of your choice (\$300)

Total Partnership Packet Value of \$930

\$500 – Beer Tent Night Partner

Partnership includes:

- 10 Grandstand Booklets (Valued at \$440)
- 2 Ride Ticket Sheets (Valued at \$40)
- Included on all advertising promoting your event night in the Beer Tent as follows:
 - Logo and link on The Linn County Fair's Partnership web page (Valued at \$150)
 - Logo on flyers & posters (where applicable) (Valued at \$500)
 - Signage in Beer Tent on your event night (Value \$300)

Total Partnership Packet Value of \$1,430

\$1000 – Partnership Level

Events include: (\$1000 partnership includes one event of your choice)

Harness Race (Monday, July 2 at 6:30pm),

Antique Tractor Pull (Sunday, July 1 at 11 am - taken)

Partnership includes:

- 8 Grandstand Booklets (Valued at \$352) **or**
50 tickets to the Harness Races **or**
70 tickets to Antique Tractor Pull (Valued at \$350)
- 2 Carnival Coupons (Valued at \$40)
- Included on all advertising promoting your event as follows:
 - Newspaper advertising (Valued at \$500)
 - Radio Advertising (Valued at \$5,000)
 - Logo and link on The Linn County Fair's Partnership web page (Valued at \$150)
 - Logo on flyers & posters (Valued at \$1,000)
 - Ad banner on home page of website (Valued at \$1,000)
 - Grandstand Sign (Valued at \$300)
 - Grandstand entrance sign (Valued at \$100)

Total Partnership Packet Value of \$8442

\$1500 – Partnership Level

Events include:

Loghoppers

Partnership includes:

- 13 Grandstand Booklets (Valued at \$572)
- 3 Carnival Coupons (Valued at \$60)
- Included on all advertising promoting your event as follows:
 - Newspaper advertising (Valued at \$500)
 - Radio Advertising (Valued at \$5,000)
 - Logo and link on The Linn County Fair's Partnership web page (Valued at \$150)
 - Ad banner on home page of website (Valued at \$1,000)
 - Logo on flyers & posters (Valued at \$1000)
 - Grandstand Sign (Valued at \$300)
 - Vinyl Banner sign - 3'X2' (Valued at \$300)

Total Partnership Packet Value of \$8,882

\$2000 – Partnership Level

Events include:

Youth Day (taken) or Community Day Partner

Partnership includes:

- 15 Grandstand Booklets (Valued at \$660)
- 4 Ride Ticket Sheets (Valued at \$80)
- Included on all advertising promoting your event as follows:
 - Newspaper advertising (Valued at \$500)
 - Radio Advertising (Valued at \$5,000)
 - Logo and link on The Linn County Fair's Partnership web page (Valued at \$150)
 - Ad banner on home page of website (Valued at \$1,000)
 - Logo on flyers & posters (Valued at \$1000)
 - Grandstand Sign (Valued at \$300)
 - Vinyl Banner sign - 3'X2' (Valued at \$300)

Total Partnership Packet Value of \$7990

\$3000 – Partnership Level

Events include: (\$3000 partnership includes one event of your choice)

**Free Concert – David Nail (98.1 KHAK Media Sponsor),
Thursday Night Rock Concert, Nitty Gritty Dirt Band,
Friday Night Concert (FOX 100.7 Media Sponsor), Draft Horse
Pull Saturday at noon, Rodeo Event Sunday Night (taken)**

Partnership includes:

- 20 Grandstand Booklets (Valued at \$880) or tickets to your event as follows
 - 48 tickets to Thursday Night Concert
 - 44 tickets to Nitty Gritty Dirt Band
 - 88 tickets to Draft Horse Pull or Rodeo
- 5 Ride Ticket Sheets (Valued at \$100)
- Included on all advertising promoting your event as follows:
 - Newspaper advertising (Valued at \$500)
 - Radio Advertising (Valued at \$10,000)
 - TV Advertising (Valued at \$10,000)
 - Logo and link on The Linn County Fair's Partnership web page (Valued at \$150)
 - Ad banner on home page of website (Valued at \$1,000)
 - Logo on flyers & posters (Valued at \$1000)
 - Grandstand Sign (Valued at \$300)
 - Grandstand entrance sign (Valued at \$100)

Total Partnership Packet Value of \$24,030

Dollar amounts are negotiable with Partnership Manager.

Linn County Fair Partnership

Thank you for your support to the Linn County Fair. Please complete the following form with your information.

_____ *I would like to pledge at this time (payment due April 1st)*

_____ *Please mail a billing reminder on March 1st.*

_____ *My payment is included at this time*

Check# _____ *(Make checks payable to Linn County Fair Association)*

Partner Name: _____ Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ email: _____

Partner Signature: _____ Date: _____

Fair Board Signature: _____

Partnership Package: (please select)

___ Gold Club \$1,000 ___ Silver Club \$500
___ Bronze Club \$250 ___ Friends of the Fair \$100

Event Partnership Package: (please select)

\$500 Event: _____ \$750 Event: _____
\$1,000 Event: _____ \$1,500 Event: _____
\$2,000 Event: _____ \$3,000 Event: _____

*One copy of this sheet belongs to the Partner, please mark their package for their records.
One copy of this sheet is signed and given to the Partnership Manager with payment.*

Angie Cole
Linn County Fair Partnership Manager
P.O. Box 329 Central City, IA 52214
319-213-7129