

Columbia County Fair Association

www.columbiacofair.com

Portage, Wisconsin

July 22-26, 2020

January 2020

Dear Business Leaders:



For 169 years, the Columbia County Fair is the county's premier event lasting over five days with thousands of entries and attracting large crowds of people from all over our state. Fine craftsmanship, quality livestock and great food and entertainment have been a part of the fair for years. Both area businesses and residents display the craftsmanship and their products and services respectively.

The Columbia County Fair Board is the association responsible for the organization of the fair and is comprised of volunteers whose primary goal is to provide our area with a high-quality fair. These members have diverse backgrounds and bring a wide variety of talents to the association.

The fair board strives to bring top quality entertainment to the area and works diligently towards that goal while maintaining a history of free admission to the fair. The fair desires a way of continuing to improve grandstand shows by offering partnership opportunities through our **Business Involvement Program (BIP)**.

Through this program the fair hopes to reduce the high overhead involved with securing quality entertainment and educational programs. By supporting the Columbia County Fair your company will receive recognition in promotions and at the sponsored event(s). Such recognition might include your name on the radio, in print, posters, programs, the website, etc. You will also receive complimentary tickets to the event(s) you select to sponsor. The following page will outline the program in more detail.

On behalf of the fair board, I would like to thank you in advance for your consideration and support of the county's most memorable traditions... The Columbia County Fair.

Sincerely,

Paul A. Becker

Columbia County Fair Association
Paul Becker
W5172 Oakland Dr.
Rio, WI 53960
paul_maryb@yahoo.com
608-697-9293(c) 920-992-5691(h)

PS. We have included our vendor letter with this letter in case your organization/business would like to promote itself at this year's fair.



THE COLUMBIA COUNTY FAIR ASSOCIATION B.I.P. PROGRAM

Please see below the levels of Fair Sponsorship in the B.I.P. Program. All Sponsorships are tax deductible.

\$250 Bronze Partner

- Mentioned in print advertising such as newspaper, brochures, posters, etc.
 - Company name on BIP posters strategically placed on fair grounds
 - Two (2) tickets for selected event.
- Your name will be listed on our website www.columbiacofair.com

\$500 Silver Partner

- All of the above with five (5) tickets for selected event.

\$750 Gold Partner

- All of the above with mention in radio advertising and ten (10) tickets for selected event

\$1000 Platinum Partner

- All of the above with mention in radio advertising and fifteen (15) tickets for selected event

\$5000 Platinum+ Partner

- All of the above with mention in radio advertising and thirty (30) tickets for selected event

*Any and all donations are greatly appreciated and used for the good of the fair.

*We are always looking for extra volunteers to help with various events at the fair. Please contact us for more info.

*Does your business have display materials they don't need anymore? We are always looking for new ways to display the many exhibits we have at the fair. Please contact us for more info.

If you would like to put something into the coloring contest bags (amount made 100) please contact Paul Becker at paul_maryb@yahoo.com 920-992-5691(h) 608-697-9293(c)

YES I want to be a part of the B.I.P. Program. Clip & Send Back

\$5000 **\$1000** **\$750** **\$500** **\$250** **Any**

_____Platinum+ _____Platinum _____Gold Partner _____Silver Partner _____Bronze Partner _____Donation

I would like to sponsor for the following event(s): Your name will be announced at the event for any amount given.

- _____ July 22 Tractor/Truck Pull (www.columbiacofair.com) Cost to put event on \$6,500
- _____ July 23 Stock Car Race (Vintage Racing of Illinois-facebook) Cost to put event on \$4,000
- _____ July 24 T & C Rodeo Company(www.tandcprorodeo.com) Cost to put event on \$14,000
- _____ July 25 Demo Derby (www.columbiacofair.com) Cost to put event on \$8,000
- _____ July 26 TBD Family Day (pedal pull and more)
- _____ Any Where Needed

Anyone who donates at least \$100 towards sponsorship may have your banner placed on the perimeter fence to advertise your message.

Enclosed is my check for \$_____.

Contact Person _____

Business Name (be specific for print purposes) _____

Address _____

To be included in all the benefits available, deadline for sponsorship is May 1, 2020

Checks should be made payable to: Columbia County Fair Association

Sponsorship donations/questions should be sent to: Paul Becker W5172 Oakland Dr., Rio, WI 53960