

Columbia County Fair Association

www.columbiacofair.com

Portage, Wisconsin

July 20-24, 2011

March 2011

Dear Business Leaders:

For 160 years, the Columbia County Fair has provided county residents the opportunity to display the products of their efforts. Fine craftsmanship, quality livestock and great food and entertainment have been a part of the fair for years. Area Businesses have displayed their products and services in the commercial exhibit area and help provide the backbone of the fair with their involvement. This is Columbia County's premier event lasting over five days with thousands of entries and attracting large crowds of people from all over our state.

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. Improving attractions in a varied entertainment environment is difficult and challenging. 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. The Fair Association feels that your company's support can be shown by participating in our partnership program. In return for your support, the Columbia County Fair Board will give your company 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

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