



McLean County
FAIR

SPONSORSHIP PACKAGES

2025

McLean County Fair
2242 Westgate Drive
Bloomington, IL 61705
www.mcleancountyfair.org



Dear Friend of the Fair,

The McLean County Fair has been bringing memorable experiences to our community since 1932 and is the host of the State's largest County 4-H show. We welcome over 30,000 fairgoers to our fairgrounds over 5 days. Take advantage of a great marketing opportunity while supporting agriculture and education.

This July 23rd through 27th, in addition to 4-H exhibits, you can expect to see a variety of activities, vendors, food, and our carnival which recently was awarded the Circle of Excellence award from the Outdoor Amusement Business Association. There will be 4 action packed evenings at the Grandstands: Tractor pulls, Monster Trucks (new this year), Bull Riding and Barrel Racing, and a Demolition Derby. Our Grandstand holds close to 2,000 and we easily sell out. New this year we will be hosting a Fair Food Fan Favorite contest which allows our fairgoers and food connoisseurs to vote on their favorite food vendor at our Fair.

Over the next couple of pages we outline different ways you can get involved. Let us know if you have questions or even an idea we haven't listed! Jump in on the FUN at McLean County Fair and help support us and our mission of providing agricultural education to our community.

We hope to see you at the Fair!

Event Sponsorship Opportunities

All packages on this page include 15 combo tickets - entry into the Fair and entry into Grandstand Event of choice. Booth space is also available for these levels. Please inquire with our office for details.

\$5,000

GRANDSTAND ACT SPONSOR

- Two 2' x 5' banners hung on the fence in the Grandstand all week
- One 2' x 5' banner hung on the fence outside the Grandstand all week
- Recognized in advertising including TV, radio, print, social media, and our website
- 3 commercials during event

\$3,000

BEER TENT SPONSOR

Located off of Main Street and connected to the Grandstand

- Two 2' x 5' banners hung on tent, one inside, one outside
- Recognized in advertising including TV, radio, print, social media, and our website
- 2 commercials during Grandstand event
- Two available, or make the tent *YOURS* for \$5,000

\$2,000

FREE ENTERTAINMENT SPONSOR

- 2' x 5' Banner hung on tent
- Entertainer will promote your business during their act
- Recognized in advertising including TV, radio, print, social media, and our website

Fairgrounds Sponsorship Opportunities

All packages on the next 2 pages include 8 combo tickets - entry into the Fair and entry into Grandstand Event of choice. Also recognition on our website and social media

GATE SPONSOR

\$500

Make an entrance by sponsoring one of Fair gates (4 available) price is per location.

Up to two 2' x 5' banners welcoming fairgoers - or get creative! How about a large planter with flowers and a yard sign! Or flags with your business name and logo. Add color and fun to our entrances!

\$500

LIVESTOCK BARN SPONSOR

Two 2' x 8' banners displayed in a barn of choice. One barn per sponsor. Choose from Horse, Horse Arena, Beef/Dairy, Sheep/Goat, Swine, or Rabbit & Poultry

FOOD COURT SPONSOR

\$250

2' x 5' banner hung in the tent at the Food Court (10 available)

\$350

How about an upgrade! **For an additional \$100, Sponsor our Fair Food Fan Favorite Vendor contest** and get recognized on the survey site plus on the poster presented to the winner. Want to present the poster yourself? OK! Great media opportunity. (only ONE available)

\$350

GOLF CART SHUTTLE SPONSOR

Sponsor a cart that shuttles people back and forth from the Fairgrounds to the parking areas. Roaming advertisement! We can add your logo to the side of the cart, pass out your handouts for your services, or how about donating a branded shirt or hat for the driver to wear! (2 available)

HANDWASH STATION SPONSOR

\$200

Help remind our fairgoers to wash their hands and keep so fresh and clean! Signage added to stations promoting your business. (6 available)

\$50

FAIR WEAR SPONSOR

Help us get gear on our staff! Sponsor our staff shirts and we will print your logo/name on the back. Staff will get to keep these shirts which means potential for year round advertising!

This is an add on for sponsors or a stand alone sponsorship. There is NO Ticket Package available with this level of sponsorship.

Volunteer Opportunities

If you can't give money, how about giving your time? Here's a few ways you can help us make the Fair happen. If you are interested in volunteering, contact our office for more details. Volunteers may receive free admission and/or grandstand tickets based on the amount of hours worked.

FOOD FARM FUN ZONE

From set up to tear down, there are so many ways you can be involved. Head to www.mcleancountyfair.org/entertainment or scan the QR code to find out more info



PARKING

Help direct vehicles and keep traffic moving. Great for groups/businesses looking for volunteer hours. Hours are Wednesday through Saturday 1:00 pm - 9:00 pm, shifts can be broken up into 2 hour increments

GATE ASSISTANCE

Want to get in to our Grandstand events for free? So do a lot of other people. Come watch the show and kindly direct others to the main entrance.



Sponsorship Form

Please complete this form and send in to the address below .

Contact Info

Contact Name

Business/Organization

Email

Phone

Address

Select your sponsorship package

- | | |
|---|---|
| <input type="checkbox"/> Grandstand Act Sponsor \$5,000 | <input type="checkbox"/> Gate Sponsor \$500 |
| <input type="checkbox"/> Beer Tent Sponsor \$3,000 | <input type="checkbox"/> Golf Cart Sponsor \$350 |
| <input type="checkbox"/> Free Entertainment Sponsor \$2,000 | <input type="checkbox"/> Food Court Sponsor \$250 |
| <input type="checkbox"/> Livestock Barn Sponsor \$500 | <input type="checkbox"/> Handwash Station Sponsor \$200 |
| | <input type="checkbox"/> Fair Wear Sponsor \$50 |

Please mail this form and a check to:
McLean County Fair Sponsorship
2242 Westgate Drive
Bloomington, IL 61705

submit and pay online here!

