

**March 2024**

Dear McHenry County Community Member,

The 2024 McHenry County Fair will be held Tuesday, July 30<sup>th</sup> – Sunday, August 4<sup>th</sup>. This year's theme is "Stars, Stripes and Summer Nights". As years past and years to come, we will bring agriculture, family fun and entertainment to the thousands of fairgoers who attend each year from McHenry County and surrounding counties.



We are excited to add some new events, along with welcoming back events and performers who have made previous fairs successful. This year we have great fun planned with our grandstand entertainment as follows:

Tuesday – Miss McHenry County Queen Contest

Wednesday – Draft Horse Pulls

Thursday – Monster Truck Show

Friday – Rodeo (Next Level Pro Rodeo)

Saturday – Concert – 38 Special with Special Guest Tommy DeCarlo

Sunday – AM Truck and Tractor Pulls (Illinois State Pullers)                      PM Demolition Derby (4WD Demolition Derby)

The fair remains our largest event of the year, we host many other community events that consider the McHenry County Fairgrounds home. We value the other local organizations and businesses who provide their support in continuing the tradition of educating our community about the importance of agriculture, as well as being involved in our county fair. We work closely sharing our facilities with organizations such as the University of Illinois with the local 4-H Clubs, the McHenry County Farm Bureau Events and Master Gardeners who all share our mission. McHenry County Fair also works with other Community and School organizations such as Future Farmers of America -FFA, the Woodstock Rotary Club, and many of the communities Boy Scout troops to help support their goals. McHenry County Fair also supports many local and state organizations, including high school sport teams and clubs assisting them with fundraising opportunities during the fair.

In keeping with the traditions of past fairs and looking to the exciting opportunities for future fairs, we are asking for your support to help us continue to provide agricultural awareness to the community along with fun family events.

There are multiple ways you can become a sponsor. The enclosed pages describe our various sponsorship levels. If you have any questions, please contact Susan Simons at 815-338-5315 or email her at [financial@mchenrycountyfair.com](mailto:financial@mchenrycountyfair.com). For those who wish, we would be more than happy to meet with you personally to develop a sponsorship package that meets your needs. If you or your company is unable to make a monetary donation, we are happy to accept in-kind donations. The Fairgrounds is always in need of help with landscaping, building materials, concrete or blacktop work, mulch, wood shavings, flooring, maintenance, equipment usage, printing, signage, PR and advertising, gift cards, prizes, equipment usage during special events, etc. Your in-kind donation value will be recognized on the appropriate sponsorship level.

The McHenry County Fair Foundation is a 501(c)3 corporation, and all donations are tax deductible.

We also want to let you know that there are vendor opportunities for your business at the fair. This offers your company a way to showcase your business and let people know what products or services your company has to offer. Please contact the fair office for further information at 815-338-5315.

Your support is greatly appreciated. We hope to see you all at the 2024 McHenry County Fair.

Thank you,

Kim Martin, Secretary

McHenry County Fair Foundation

McHenry County Fair Foundation

P.O. Box 375

Woodstock, IL 60098

815-338-5315

[www.mchenrycountyfair.com](http://www.mchenrycountyfair.com)

<b>SPONSORSHIP BENEFITS 2024 MCHENRY COUNTY FAIR JULY 30 – AUGUST 4, 2024</b>	<b>BLUE RIBBON</b>	<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>	<b>DIAMOND</b>
Investment	\$100 to \$499	\$500	\$1,000	\$2,500	\$5,000	\$10,000

**ON-SITE RECOGNITION**

Vendor Booth During Fair					10 x 10 Booth	10 x 20 Booth
4 x 8 Banner						1
2 x 4 Banner		1	1	2	3	4
Your Name on Electronic Sign		★	★	★	★	★
Step-in Signs			1	2	3	4

**ADDITIONAL PERKS**

General Admission Tickets	4	10	25*	50*	75*	100*
Website Recognition	★	★	★	★	★	★
Social Media Acknowledgement	★	★	★	★	★	★
Business Card Size Ad in Fair Flyer (Logo Required)			★	★	★	★
Your Company Sponsorship Announced Daily	1	1	1	2	3	4
Direct Link to your Website From Fair Website				★	★	★

\*Custom Ticket Packet (could include admission and grandstand event tickets)

If you or your company are unable to make a monetary donation, please consider an in-kind donation. The Fairgrounds is always in need of help with landscaping, building materials, concrete or blacktop work, mulch, wood shavings, flooring, maintenance, equipment usage printing, signage, PR and advertising, gift cards, prizes, equipment usage during special events, etc. Your in-kind donation value will be recognized on the appropriate sponsorship level.



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<b>ENTERTAINMENT LINE-UP OPTIONS</b>						
<b>Grandstand Events</b> Entertainment Sponsors will be limited as follows: \$10,000 – 1 Sponsor per Entertainment Choice \$5,000 – 2 Sponsors per Entertainment Choice \$2,500 – 4 Sponsors per Entertainment Choice \$1,000 – 10 Sponsors per Entertainment Choice Unless otherwise designated.					<ul style="list-style-type: none"> <li>Rodeo Sponsor</li> <li>Draft Horse Pulls</li> <li>Tractor/Truck Pulls</li> <li>Demo Derby</li> <li>Monster Truck</li> </ul>	<ul style="list-style-type: none"> <li>Rodeo Sponsor</li> <li>Scrims on Stage (2)</li> <li>Tractor/Truck Pulls</li> <li>Demo Derby</li> <li>Monster Truck</li> </ul>
<b>Grounds Events</b> Entertainment Sponsors will be limited as follows: \$10,000 – 1 Sponsor per Entertainment Choice \$5,000 – 2 Sponsors per Entertainment Choice \$2,500 – 4 Sponsors per Entertainment Choice \$1,000 – 10 Sponsors per Entertainment Choice Unless otherwise designated.			<ul style="list-style-type: none"> <li>Prime Time Racing</li> <li>Puppy Pals</li> <li>Axe Legends</li> <li>Wood Carver</li> <li>Piano Juggler</li> <li>Gravity Basketball</li> </ul>	<ul style="list-style-type: none"> <li>Prime Time Racing</li> <li>Puppy Pals</li> <li>Axe Legends</li> <li>Wood Carver</li> <li>Piano Juggler</li> <li>Gravity Basketball</li> </ul>	<ul style="list-style-type: none"> <li>Rodeo Sponsor</li> <li>Draft Horse Pulls</li> <li>Tractor/Truck Pulls</li> <li>Demo Derby</li> <li>Monster Truck</li> </ul>	<ul style="list-style-type: none"> <li>Rodeo Sponsor</li> <li>Scrims on Stage (2)</li> <li>Tractor/Truck Pulls</li> <li>Demo Derby</li> <li>Monster Truck</li> </ul>
<b>Entertainment Tent</b> Entertainment Sponsors will be limited as follows: \$5,000 – 1 Sponsor per Entertainment Choice \$2,500 – 2 Sponsors per Entertainment Choice \$1,000 – 5 Sponsors per Entertainment Choice \$500 – 10 Sponsor per Entertainment Choice \$100 – 15 Sponsors per Entertainment Choice Unless otherwise designated.  Eating Contests include: Sweet Corn, Donuts, Pancakes, Pickles, etc	<ul style="list-style-type: none"> <li>Strolling Quartet</li> <li>PineWood Derby Races</li> <li>Mother/Daughter</li> <li>Father/Son</li> <li>Eating Contests</li> </ul>	<ul style="list-style-type: none"> <li>Pedal Pulls</li> <li>Atomic Bingo</li> <li>Strolling Quartet</li> <li>PineWood Derby Races</li> <li>Mother/Daughter</li> <li>Father/Son</li> <li>Eating Contests</li> </ul>	<ul style="list-style-type: none"> <li>Prime Time Racing</li> <li>Puppy Pals</li> <li>Axe Legends</li> <li>Wood Carver</li> <li>Piano Juggler</li> <li>Gravity Basketball</li> </ul>	<ul style="list-style-type: none"> <li>Prime Time Racing</li> <li>Puppy Pals</li> <li>Axe Legends</li> <li>Wood Carver</li> <li>Piano Juggler</li> <li>Gravity Basketball</li> </ul>		

# McHENRY COUNTY FAIR FOUNDATION

501(C)(3) ORGANIZATION

## SPONSORSHIP COMMITMENT

**THANK YOU** for sponsoring the 2024 McHenry County Fair!

We ask that all Sponsorship Commitments with payment and digital logos/advertisements be submitted to the fair no later than **May 15, 2024**.

(Commitments received after this date might be subject to decreased Media posts and exclusion from advertising materials if already sent to print)

Banners must be delivered to the fair by **July 14, 2024**.

Business Sponsor's name (as it should appear in promotion): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please check one:

- Blue Ribbon \$100-\$499    Bronze \$500    Silver \$1,000    Gold \$2,500  
 Platinum \$5,000    Diamond \$10,000

Entertainment Option Choice: \_\_\_\_\_

(Please List an Option that Falls into Your Donation Amount – If Your Option Is Already Taken the Fair Office Will Contact You)

**Please make checks payable to:**

McHenry County Fair Foundation  
P.O. Box 375  
Woodstock, IL. 60098

Or

If you would like to pay by charge, please email your commitment form to [financial@mchenrycountyfair.com](mailto:financial@mchenrycountyfair.com) and we will send you an invoice for payment.

(If paying by charge card there is a 2.8% convenience fee)

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Office use only:  Ad    Banner    Logo    Customized Ticket Package    Website Link

McHenry County Fair Foundation  
P.O. Box 375  
Woodstock, IL 60098

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