

2024



SPONSORSHIP OPPORTUNITIES

www.kendallcountyfairgrounds.org

THE *Fair* SCHEDULE

SEE WEBSITE FOR FULL SCHEDULE



AUGUST 1-4 2024

DAILY:
4-H SHOWS
FAMILY FUN
COMMUNITY EVENTS
FOOD VENDORS
BEER GARDEN

WESTERN HORSE SPEED SHOW
THURSDAY

TRUCK AND TRACTOR PULLS
FRIDAY & SATURDAY

LIVE MUSIC
THURSDAY - SATURDAY

WHEELS AT THE FAIR
AUTO SHOW+VENDOR MARKET
SUNDAY

THE *Fair* IN NUMBERS

STATS COLLECTED FROM 2023 DATA

10K+
VISITORS DURING THE FAIR

8.5K+
AVG. DAILY TRAFFIC PASSING BY
2022 IDOT DATA

5.5K+
PRIVATE EVENT ATTENDEES

20K+
INTERIM EVENT ATTENDEES

7.3K+
FACEBOOK FOLLOWERS

282K+
SOCIAL MEDIA CONTENT REACH

3K+
EMAIL OPENS
600+
EMAIL NEWSLETTER SUBSCRIBERS

69K+
WEBSITE PAGEVIEWS

INTERIM EVENTS INCLUDE:

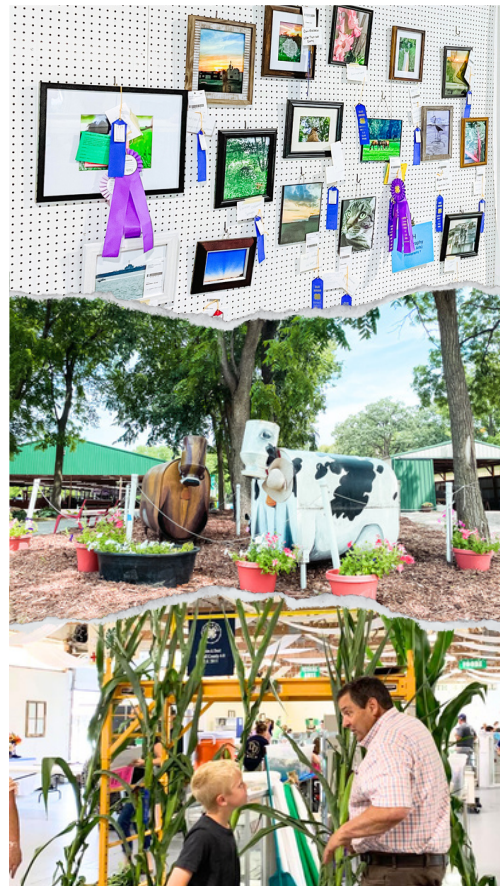
- GEARS AND EARS
- JALOPLY FEST
- CASA JEEP RUN
- POLAR PLUNGE
- 4-H EVENTS
- DRAWDOWN
- FALL FEST
- BRIAN DEBOLT AUCTIONS
- GREAT CHICAGOLAND PRO RODEO & BULL RIDING
- BUGABOO CHILDREN'S CONSIGNMENT
- YHS ALUMNI REUNION
- NATURAL COLLECTIVE
- ADULT FLASHLIGHT EGG HUNT
- OLDE FARM CREEK'S FARMHER'S MARKETS

ABOUT THE KENDALL COUNTY *Fair*

The Kendall County Fair Association is a 501(c)(3) non-profit organization that produces the annual Kendall County Fair and manages the year-round operations of the Kendall County Fairgrounds, a multi-purpose festival and special event venue that hosts thousands of visitors every year.

The Fair is held annually at the Kendall County Fairgrounds in Yorkville, IL. There are 32 acres packed with truck & tractor pulls, western horse speed classes, 4-H events, livestock, agricultural education exhibits, entertainment, commercial and craft vendors, antique tractors, car shows and much, much more. There are also great food vendors, a family-friendly midway and live music on Friday and Saturday night! There is truly something for everyone at the Kendall County Fair!

In addition to the dedication of the Kendall County Fair Board towards its mission, and the help of year-round volunteers, the Fair is made possible because of the financial support from sponsors. This is a huge community effort and your consideration as a sponsor, whether it be as a naming sponsor, specialty area sponsor, or as an individual supporter, is a great opportunity to be involved with the Fair and the community.



THE *Fair* BOARD '23-'24

LeaAnn Koch - President

Joe Steffen - 1st Vice President

Jason Kempniak - 2nd Vice President

Kelly Dannenberg - Secretary

Lisa Olah - Treasurer

Tina Anderson

Kent Bateman

Trent Cooper

Elissa Gates

Angie Hibben

Kevin Kuhn

Tracy Kuhn

Bernie Myers

Jeff Nakaerts

Joel Redman

Bryan Steininger

Herb Walton

MANY THANKS TO ALL THOSE WHO HAVE PREVIOUSLY SERVED ON THE BOARD!

KENDALL COUNTY *Fair* SPONSORS 2023

THANK YOU TO OUR 2023 FAIR SPONSORS: LEE LEGLER CONSTRUCTION & ELECTRIC MVP PLUMBING | GROOT | J & R PLUMBING | ERIC WEIS, STATES ATTORNEY | GRAINCO F.S. UNDERHILL TRANSPORT | KELLER'S FARMSTAND | FIRST NATIONAL INSURANCE CO. | HAFF FAMILY JIM SIPLEY | WESTPHALL FARMS | CLASS 1 PROFESSIONALS | 4 SEASONS LANDSCAPING MUNDY LANDSCAPING | CHRIS LEAN | BUSTED KNUCKLES LANDSCAPING | STEWART SPREADING J&S CONSTRUCTION | MIDWEST ACCESS | KELLOGG FARMS | KLA2 PRODUCTIONS KENDALL COUNTY SHERIFF'S DEPARTMENT | R & D BRUMMEL | WINNINGER EXCAVATING HEARTLAND BANK | FINER FINISH | KKC IMAGING | VALLEY ELECTRIC | SHERIFF DWIGHT BAIRD FEECE OIL CO. | REMODELING PROS | FOX VALLEY CREDIT UNION | BLAINS FARM AND FLEET EXTREME EXTERIORS | GRAND TRUE VALUE RENTAL | RJ KUHN PLUMBING - HEATING - COOLING KENDALL COUNTY REPUBLICANS - JIM MARTER | LAST CHANCE SALOON | ATLAS BOBCAT BOBBIE SORIS, REALTY EXECUTIVES | DICKSON-MURST FARM PARTNERS | CARGOTECH LOGISTICS EARTH MOVER CREDIT UNION | HAMMOND FARMS | ROGER BLOMGREN - BAIRD & WARNER

SUPPORT THE KENDALL COUNTY *Fair*

As a 501(c)(3) organization, the Kendall County Fair Association is self-supporting and do not fall under the direct funding of any municipal, county, or state government. Proceeds generated by the annual Kendall County Fair and interim events are reinvested into our educational programs and the maintenance and development of the Fairgrounds. We rely heavily on sponsorships and donations to help finance the cost of producing the Fair and to fund our educational mission.

The unique promotional opportunities at the Kendall County Fairgrounds are endless. They can give a tremendous amount of exposure to your products and services. We can help you increase your brand awareness and project a positive message on your behalf. This is an excellent opportunity to gain exposure and recognition for your own business and show your support for local agriculture and the Kendall County Fair. A variety of sponsorship packages are available to enable businesses of all sizes, as well as individuals, to be part of this landmark event in Kendall County.

If you or your company are unable to make a monetary donation at this time, there are many other ways you can support us! Please consider an in-kind contribution of labor, materials, products, etc...

To learn more about the Fair and available sponsorship opportunities, please contact the Fair Office by email at info@kendallcountyfairgrounds.org.

Fair SPONSORSHIP BENEFITS TABLE

	PRESENTING SPONSOR \$5,000+ EXCLUSIVE (1)	BLUE RIBBON \$2,500+ LIMITED	RED RIBBON \$1,000+ LIMITED	GREEN RIBBON \$500+ LIMITED	BANNER SPONSOR \$225-\$475 UNLIMITED	FAIR SUPPORTER \$200+ UNLIMITED	FRIEND OF THE FAIR \$100+ UNLIMITED	IN-KIND / TRADE \$0 UNLIMITED
Naming Rights for the Fair	<input checked="" type="checkbox"/>							
Fair Marquee Advertising	<input checked="" type="checkbox"/>							
Reserved VIP section	<input checked="" type="checkbox"/> Arena + Main Stage up to 8 ppl Th-Sat	<input checked="" type="checkbox"/> Sponsored Event up to 8 ppl						
Free Commercial Space	<input checked="" type="checkbox"/> 10' x 20'	<input checked="" type="checkbox"/> 10' x 10'	<input checked="" type="checkbox"/> 10' x 10'	<input checked="" type="checkbox"/> 10' x 10' **				
Fair Signage (provided by Fair) <i>Print Deadline: July 1</i>	<input checked="" type="checkbox"/> (3) Main Gate Feature, Arena, + Main Stage	<input checked="" type="checkbox"/> (1) PREMIUM Event Choice	<input checked="" type="checkbox"/> (1) STANDARD Event / Site Choice	<input checked="" type="checkbox"/> (1) CONTEST / ATTRACTION Choice				
Complimentary Gate Passes	<input checked="" type="checkbox"/> (25)	<input checked="" type="checkbox"/> (15)	<input checked="" type="checkbox"/> (10)	<input checked="" type="checkbox"/> (5)				
Season Fence Banners* (2) (along 71 and parking lot fence)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/> **
Mentions Over Loudspeaker During Main Events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Recognition in Fair Editions of Email Newsletters	<input checked="" type="checkbox"/> (+ Link)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition on KCF Social Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition on KCF Website	<input checked="" type="checkbox"/> (Logo + Link)	<input checked="" type="checkbox"/> (Logo + Link)	<input checked="" type="checkbox"/> (Logo)	<input checked="" type="checkbox"/> (Logo)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in Printed Fair materials <i>Print Deadline: July 1</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

***Banners to be provided by Sponsor | **Conditional - Contact us for more information!**
The Kendall County Fair Association reserves the right to re-allocate sponsorship funding as necessary.

FEATURED *Fair* SPONSORSHIP



Presenting Sponsor.....\$5,000+

EXCLUSIVE OPPORTUNITY!

FAIR-TIME BENEFITS:

- Business name on Fair Marquee
- Featured Signage at the Main Gate
- Logo Signage at Arena Grandstand
- Logo Signage at Main Stage
- 10' x 20' Commercial Booth Space
- (2) Reserved VIP sections (Arena and Main Stage)
- 25 Complimentary Gate Passes
- Mentions over loudspeaker
- Your logo/name on printed materials

SEASON BENEFITS:

(May - Oct)

- (2) Season Banners* along fence line
- Logo/Link on KCF website
- Mentions on social media platforms
- Recognition in Fair editions of email newsletters with link to your website

2024 KENDALL COUNTY FAIR

PRESENTED BY: **YOUR LOGO / NAME**



Blue Ribbon Sponsors.....\$2,500+

SPONSOR A PREMIUM EVENT!

FAIR-TIME BENEFITS:

- Logo Signage at one Premium event site
- 10' x 10' Commercial Booth Space
- Reserved VIP section (sponsored event choice)
- 15 Complimentary Gate Passes
- Mentions over loudspeaker
- Your logo/name on printed materials

SEASON BENEFITS:

(May - Oct)

- (2) Season Banners* along fence line
- Logo/Link on KCF website
- Mentions on social media platforms
- Recognition in Fair editions of email newsletters

PREMIUM OPTIONS: **TRUCK AND TRACTOR PULLS** **MAIN STAGE CONCERTS**



Red Ribbon Sponsors.....\$1,000+

SPONSOR A STANDARD EVENT OR FAIR SITE!

FAIR-TIME BENEFITS:

- Logo Signage at one Standard event / Fair site
- 10' x 10' Commercial Booth Space
- 10 Complimentary Gate Passes
- Mentions over loudspeaker
- Your logo/name on printed materials

SEASON BENEFITS:

(May - Oct)

- (2) Season Banners* along fence line
- Logo/Name on KCF website
- Mentions on social media platforms
- Recognition in Fair editions of email newsletters

STANDARD OPTIONS: **HORSE SPEED SHOW** **WHEELS AT THE FAIR** **EXHIBIT HALLS / AREAS**

SMITH 4-H HALL | EDUCATION BLDG. | PAVILION | POULTRY BLDG. | KIDS PLAY AREA | FAMILY STAGE | FOOD COURT | GRAIN BIN BAR, etc... ↩



Green Ribbon Sponsors.....\$500+

SPONSOR A CONTEST OR MIDWAY ATTRACTION!

COORDINATE** THE CONTEST / ATTRACTION, AND YOU CAN HAVE A COMPLIMENTARY 10' X 10' COMMERCIAL BOOTH SPACE, TOO!

FAIR-TIME BENEFITS:

- Logo Signage at one Contest / Attraction
- 5 Complimentary Gate Passes
- Mentions over loudspeaker
- Your logo/name on printed materials

SEASON BENEFITS:

(May - Oct)

- (2) Season Banners* along fence line
- Logo/Name on KCF website
- Mentions on social media platforms
- Recognition in Fair editions of email newsletters

EXAMPLES: **KARAOKE** **RACES** **ICECREAM** **AG-TOWN** DEMO / HANDS-ON EXPERIENCE** ↩

FEED STORE | LIVESTOCK BARN | VET CLINIC | FARMER'S HOUSE | BLACKSMITH SHOP | SCHOOL HOUSE | COUNTRY STORE, etc... ↩

*Banners to be provided by Sponsor | **Contact us for more information!

The Kendall County Fair Association reserves the right to re-allocate sponsorship funding as necessary.

MORE *Fair* SPONSORSHIP OPTIONS

Your support is very important and appreciated at any level!
Help to offset the costs of all the Fair Fun with a General Fund donation:

Fair Supporter.....\$200+

Friend of the Fair....\$100+

In-Kind Donations / Trades

In-Kind donations and trades are accepted and appreciated, to help improve the overall function of the Kendall County Fair and Fairgrounds. Examples include: Services (printing, painting, cleaning, etc...), giveaways, gift cards, auction items, equipment, labor, etc...

Contact us for more information!

BANNER SPONSORSHIP SPONSOR THE *Fair* ALL SEASON

Advertise your business to daily passers-by on busy Route 71 and to all Fairgrounds visitors from May-October!

- Recognition in print, online, and over loudspeaker during the Fair
- Space for two (2) Season Fence Banners* along fence lines (Route 71 and parking lot)

up to 4' x 6' = \$475

up to 4' x 4' = \$350

up to 3' x 4' = \$225

Light Pole Banners = \$225, inquire

All SEASON FENCE banners are to be provided by the Sponsor.

BANNER DELIVERY:

- **Season Fence Banners** should be delivered to Fair Office by May 1st. They will be displayed from approximately May 1 - October 15.

BANNER COLLECTIONS:

- **Please note:** As of 2024, KCFA will not be storing sponsorship banners for winter. Banner collection times will be scheduled by the Fair Office (approx. October 30).



***Banners to be provided by Sponsor | **Contact us for more information!**

The Kendall County Fair Association reserves the right to re-allocate sponsorship funding as necessary.

KENDALL COUNTY FAIR | AUGUST 1 - 4, 2024



SPONSORSHIP APPLICATION: FAIR | BANNER | IN-KIND | TRADE

Refer to the [2024 Sponsorship Opportunities](#) packet for more information on each Sponsorship Level. Apply online [HERE](#).

Company Name			
Contact Name		Phone #:	
Email			
Address			

FEATURED FAIR SPONSORSHIP OPTIONS

<input type="checkbox"/>	PRESENTING SPONSOR...\$5,000+ <i>Exclusive Opportunity with Naming Rights!!</i>	Claim a Complimentary 10' x 20' Booth at the Fair: ___ YES ___ NO
<input type="checkbox"/>	BLUE RIBBON SPONSOR...\$2,500+ <i>Sponsor a Premium Event! Limited Opportunity!</i> Premium Event requests: 1st Choice: _____ 2nd Choice: _____	Claim a Complimentary 10' x 10' Booth at the Fair: ___ YES ___ NO
<input type="checkbox"/>	RED RIBBON SPONSOR...\$1,000+ <i>Sponsor a Standard Event! Limited Opportunity!</i> Standard Event requests: 1st Choice: _____ 2nd Choice: _____	Claim a Complimentary 10' x 10' Booth at the Fair: ___ YES ___ NO
<input type="checkbox"/>	GREEN RIBBON SPONSOR...\$500+ <i>Sponsor a Contest or Midway Attraction!</i> Contest or Midway Attraction requests: 1st Choice: _____ 2nd Choice: _____	Do you agree to coordinate a contest or midway attraction in order to claim a Complimentary 10' x 10' Booth at the Fair: ___ YES ___ NO

OTHER FAIR SPONSORSHIP OPTIONS

<input type="checkbox"/>	Fair Supporter...\$200+	<input type="checkbox"/>	Friend of the Fair...\$100+
<input type="checkbox"/>	In-Kind / Trade...\$0		

BANNER SPONSORSHIP OPTIONS

Displayed May to October. Banners to be supplied by Sponsor.

<input type="checkbox"/>	Light Pole Banner...\$225 2 sided 2½' wide by 5' tall Pole top/bottom	<input type="checkbox"/>	4' by 6' Banner...\$475
<input type="checkbox"/>	3' by 4' Banner...\$225	<input type="checkbox"/>	4' by 4' Banner...\$350

Please note: As of 2024, KCFA will no longer be storing sponsorship banners off-season. Collection days/times will be coordinated by the Fair Office (approx. Aug 15 and Oct 15).

<p>Please submit form and payment, if applicable, to: Kendall County Fair Association ATTN: Fair Sponsorship P.O. Box 149 Yorkville, IL 60560</p> <p>MAKE CHECKS PAYABLE TO: <i>Kendall County Fair Association</i>; MEMO: <i>Fair Sponsorship</i></p> <p>Signature: _____ Date: _____</p>	<p>TOTAL DUE:</p> <div style="border: 1px solid black; width: 100px; height: 30px; margin: 0 auto; text-align: center;">\$</div> <p>___ CASH ___ CHECK ___ CREDIT CARD</p> <p style="background-color: yellow;">DUE BY JULY 1 to be included in Digital Fairbook!</p> <p style="font-size: small;">All payments due with application.</p>
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KENDALL COUNTY FAIRGROUNDS FUNDRAISERS 2024



<p>FEBRUARY 11</p>	 <p>DRAWDOWN KCF AND NEWARK FFA ALUMNI FUNDRAISER</p>  <p>6PM - 10PM</p>
<p>APRIL 20</p>	 <p>Flashlight EGG HUNT</p>  <p>6PM - 10PM</p>
<p>MAY 19</p>	<p><i>Spring Fling</i></p> <p>AUTO SHOW + VENDOR MARKET</p>  <p>9AM - 2PM</p>
<p>AUGUST 1 - 4</p>	<p>KENDALL COUNTY FAIR</p>  <p>SEE DAILY SCHEDULES</p>
<p>AUGUST 4</p>	<p>WHEELS AT THE FAIR AUTO SHOW AND VENDOR MARKET</p>  <p>9AM - 2PM</p>
<p>OCTOBER 20</p>	<p>FAIRGROUNDS <i>Fall Fest</i></p> <p>AUTO SHOW + VENDOR MARKET</p>  <p>9AM - 2PM</p>



KCF WEBSITE



CONTACT US



RENT THE FAIRGROUNDS

CALL US TO LEARN MORE ABOUT HOW YOU CAN RENT SPACE AT THE FAIRGROUNDS FOR YOUR NEXT EVENT!



630.708.8827
thevenue.kcf@gmail.com
www.thevenueatkcf.com