



## **Blue Earth County Fair Association**

PO Box 111  
Mankato, MN 56002-0111



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Website—  
[www.blueearthcountyfair.org](http://www.blueearthcountyfair.org)

January 2021

As the 2020 comes to an end and we begin to plan this year's Fair, we as a Fair Board are reaching out to you for your support.

Let me take a few minutes to introduce myself. My name is Robin Tietz and I am the current Fair Board President and have held that position now for three years and it has been my honor and privilege to serve this county in that capacity. I have been involved with non-profits for most of my life either as a volunteer or as an employee. Let me tell you that through this work, the rewards have been amazing to say the least. So that is why I am reaching out to you and your business seeking your help as we begin to plan the 161st Blue Earth County Fair and, might I say, we are one of the oldest in the state. Through support from past donors, we have been able to host this event that brings enjoyment to so many people in our county and not only enjoyment, but also a sense of rural Minnesota at it's best.

The mission of the Blue Earth County Fair is "...to provide facilities to accommodate a variety of activities. These facilities will be designed and maintained to serve the activities and needs of 4H youth, individuals, community, and government groups as well as businesses. The primary objective of the Association is to promote, plan, and put on an annual Fair for the benefit of 4-Her's, youth, and adult residents of the Blue Earth County: allowing them to showcase their accomplishments and talents in a safe family atmosphere while providing activities, entertainment and learning opportunities to the diverse residents of the Blue Earth County and surrounding areas."

Your help can be in many forms and the most obvious is through momentary donations including advertising in our Premium Book. We ask you to look at your upcoming budgets and see if there is room to become a sponsor of this amazing event and to become a part of something bigger than you could ever imagine. Maybe you would like to sponsor a particular event or entertainment venue—the possibilities could be and are endless. Secondly, through volunteering to help on one of the 4 days of the Fair in areas like Front Gate welcoming people to the Fair, parking attendants, and grandstand volunteers are just a few of the many opportunities that are available and need assistance in. Finally, maybe you or your business would like to be a vendor at our Fair—showcasing your business and telling our Fairgoers what your business is and what it is about promoting and bringing customers in your doors. Maybe there are areas that I have not mentioned, but you're thinking about doing—something like this we are open to any and all ideas.

Again, thank you for the opportunity in sharing our vision and our mission with you and it is my hope that as you begin to plan for 2021, you consider becoming a sponsor of the Blue Earth County Fair and all that it has in store for the 161st year. If you have any questions or would like to set down and talk please do not hesitate to give me a call (507) 420-5689.

Hope to see you at the Fair!

Sincerely,

Robin Tietz  
President

The Blue Earth County Fair Association vision is

***"To promote the diverse agricultural and cultural heritage of Blue Earth County through active participation of its citizens."***



# Blue Earth County Fair

July 22nd – 25th, 2021

PO Box 111 Mankato, MN 56002-0111

## Fair Sponsor Form

Due: April 1st\*

OFFICE USE	
Rec'd Date	_____
Forward	_____
Called	_____
Emailed	_____
T U Recpt Sent	_____

- Yes**, I/we would like to become a **Sponsor/Vendor/Advertiser** of the 2021 Blue Earth County Fair.
- No, I/we would not like to become a Sponsor/Vendor/Advertise at this time, but thank you for asking.

### Fair Sponsorship Levels

- Diamond Level (\$5000)**  
 –Naming Rights to the Current Fair (first sponsor in)  
 –receive 8 event passes, logo website, front gate sponsor sign, exhibit space free
- Platinum Level (\$2500)**  
 –receive 6 event passes, logo on website, front gate sponsor sign  
 –recognition in print/ exhibit/commercial space free
- Gold Level (\$1000)**  
 –receive 4 event passes, logo on website, front gate sponsor sign  
 –recognition print/ commercial space reduce rates
- Bronze Level (\$500)**  
 –recognition in print & front gate sponsor sign  
 –logo on website
- Copper Level (\$100)**  
 –logo on website  
 –recognition as sponsor in print

In-kind product/service donation description:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Advertise in our Premium Book

Advertising with The Blue Earth County Fair is a great opportunity to promote your business, product, or organization to a large audience in South Central Minnesota. We have a variety of advertising sponsorship opportunities available to meet your needs and budget. Whether you have a physical presence at the Fair or not, we can help you make the impact of your choice.

Our new packages for 2020 feature prominent advertisements on the www.BlueEarthCountyFair.org website. Supporters also have a number of additional placement opportunities, such as physical signage at the Fairgrounds, logo placement on the fair's website, social media mentions, or featured advertisement in the Fair Premium Book (5,000 copies distributed in 2019).

### Advertising Categories—

- Full Page Ad (\$400)
- Half Page Ad (\$300)
- Third Page Ad (\$200)
- Quarter Page Ad (\$160)
- Eighth Page Ad (\$85)

### Fair Indoor Vendors

Perfect for Business and Crafters  
Will NOT be piped and draped  
10x8 Booth are \$65\*  
Additional booths are \$60  
NO Personal Power Cords • Power  
Cord Rental \$5 each  
Table Rental \$10 each  
Chair Rental \$2 each

### Fair Outdoor Vendors

Perfect for Large Displays  
You provide tents, if needed  
Choice of size 20x20 \$140,  
10x20 \$105, or 10x10 \$70  
Personal power cords only with current  
Electrical Inspection Certificate  
Rental—table \$10 or chair \$2 each

**Please print all information clearly.**

Name \_\_\_\_\_

Business/Organization Name \_\_\_\_\_

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

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

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email (needed for Tax Receipt) \_\_\_\_\_

### BUSINESS SPONSORS—

- Your company logo must be received as soon as possible for us to include your information on any promotional materials. Please email a **high-quality logo** to: **info@blueearthcountyfair.org**.
- Submitted logos are preferred in either EPS and AI format, otherwise JPG saved as a high resolution file format with at least 200 dpi or greater.
- Any questions regarding logo submissions can be directed to: **info@blueearthcountyfair.org**
- All donations are tax deductible.

**Please submit your form to  
Blue Earth County Fair by April 1st.\***

Blue Earth County Fair Association  
c/o Liz Madsen, Secretary  
PO Box 111, Mankato, MN 56002-0111

Any questions please call:  
**507-420-5689**  
 Leave your first and last name with your  
 phone number and someone will get back to you.

Make checks payable to the **Blue Earth County Fair Association**.

**We sincerely thank you for your generous support.**

*\*Sponsor forms received after due date may not appear in this year's Premium Book.*