

2010 Sponsorship Opportunities



Wine Tasting. Shopping. Day Spa. Health Screenings. Demonstrations. Makeovers. Relaxation Area. Keynote Speaker. Cooking.

About the Event...

Presented by the South Dakota State Fair Park and Huron Regional Medical Center, the South Dakota Women's Expo: A Day for Women promises to be an event that will keep women talking long after the day is over.

In 2009, more than 1,000 women came to the event looking forward to having a relaxing and self-fulfilling day with their girlfriends and family members.

The event features...

inspirational keynote speaker, day spa, shopping, make overs, health screenings and seminars, informative talks and demonstrations on anything from decorating to cooking to healthy living, wine tasting, cooking demonstrations and a relaxation area.



2010 Keynote Speaker: Julie Hadden

Biggest Loser finalist, Julie Hadden, will provide the keynote presentation at the South Dakota Women's Expo.

Hadden, one of the most successful and memorable contestants ever on NBC's *The Biggest Loser*, struggled with her self-worth and size for years. At age thirty-four, she found herself at a crossroads: would she settle for staying 'big' the rest of her life, or would she insist on making big changes instead? When she stepped on the scale at the show's season-four finale, being named the "Biggest Female Loser" of the season, she had lost an astounding 45 percent of her body weight, but the transformation went far deeper than that. Hadden recently released a book detailing her journey entitled *Fat Chance: Losing the Weight, Gaining My Worth*.

Hadden will share the story of her total transformation: body, mind and spirit and provide inspiration to attendees at this year's SD Women's Expo. More information about Hadden is available at www.juliehadden.com.



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Photos of the Day



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Sponsorship Opportunities – Presenting Sponsor

Package Benefits:

- SD Women's Expo presented by (presenting sponsors)
- Logo inclusion in all print and television advertising
 - newspaper ads, direct mail, TV spots – valued at more than \$1,000
- Reception featuring Julie Hadden for 8 women from your company on Friday evening
- Group photo with Julie Hadden on Friday evening at the reception
- 25 tickets to Saturday's Expo
- Company logo listing on event poster
- Company logo on event banners
- Company logo Web link from event site
- 3' x 8' banner at event (sponsor provides)
- Free 8' x 10' single booth at event (premium placement ensured)
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.). Items due by 9/14/10.
- Logo recognition in event program

*(LIMITED number
available
– act now!)*

Cost - \$2500



Sponsorship Opportunities – Other Options

\$1500 Package

- 15 tickets to Saturday's Expo
- Line listing inclusion in all print advertising
 - newspaper ads & direct mail-\$500 value
- Line listing on event poster
- Line listing on event banners
- Company logo Web link from event site
- Free 8' x 10' single booth at event
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.).
 - Items due by 9/14/10
- Line listing recognition in event program

\$500 Package

- 5 tickets to Saturday's Expo
- Line listing on event banners
- Line listing on event site
- Free 8' x 10' single booth at event
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.).
 - Items due by 9/14/10
- Line listing recognition in event program

\$1000 Package

- 10 tickets to Saturday's Expo
- Line listing on event poster
- Line listing on event banners
- Line listing Web link from event site
- Free 8' x 10' single booth at event
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.).
 - Items due by 9/14/10
- Line listing recognition in event program

\$250 Package

- 2 tickets for Saturday's Expo
- Line listing on event site
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.).
 - Items due by 9/14/10.
- Line listing recognition in event program



Sponsorship Opportunities – Specialty Sponsorships

Our primary stage sponsorship is one of the best packages we can offer! The event's most well attended sessions are held on this stage in the Women's Building Auditorium. Keynote speaker, Julie Hadden, will speak twice on this stage, drawing nearly 600 different women to each session. Plus, all of the women will gather in the morning to watch the Woman for a Day make over recipients be revealed and the Healthy Living Make over recipients be unveiled. Then, at the end of the day, all of the attendees will gather again at this stage to witness the unveiling of the transformed "Women for a Day."

Primary Stage Sponsorship Package

- Naming rights of primary stage – (Insert Name) Stage
- Logo incorporated into stage signage/design
- Promotional mentions in marketing
- 10 tickets to Saturday's expo
- Line listing on event poster
- Line listing on event banners
- Line listing Web link from event site
- Free 8'x10' booth at event
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.)
- Line listing in event program

\$1250 Package



Crowd of Women in Front of Stage



View of Stage



Sponsorship Opportunities – Specialty Sponsorships

Sponsorship of the secondary stage is a great way to reach a mass of women, while having their attention for long periods of time. The secondary stage hosts demonstrations and informative seminars. This year, all medical seminars and demonstrations, except cooking, will be held on the secondary stage, which is located in the Horticulture Building.

Secondary Stage Sponsorship Package

- Naming rights of secondary stage – (Insert Name) Stage
- Logo incorporated into stage signage/design
- Promotional mentions in marketing
- 5 tickets to Saturday's Expo
- Line listing on event banners
- Line listing on event site
- Free 8'x10' booth at event
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.)
- Line listing in event program

\$750 Package



Become a Sponsor Today!

Please check the amount you wish to sponsor...

\$2500 – Presenting Sponsor

\$1500

\$1250 – Stage Sponsorship

\$1000

\$750 Stage Sponsorship

SOLD - \$500 – Cooking Stage Sponsorship

\$500

\$250

Please fill out form below...

Sponsor Registration Form (Sponsor Deadline: September 10, 2010)

Please complete the information below and mail with payment to the address provided. If sponsorship level includes free single booth, please check here: **Yes, I would like a vendor booth.**

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ E-mail _____

Sponsorship Level _____ Payment enclosed Bill me, please In-Kind Sponsor

Please return to: South Dakota State Fair, 890 3rd St. SW, Huron, SD, 57350. Fax #: 605-353-7348 For information, please contact the office at 605-353-7340 or 1-800-529-0900.

