



**Saturday, September 24, 2011**  
**9:00 a.m. - 4:00 p.m.**  
**South Dakota State Fair Park**

**Marketing Opportunities**

**\$2,000 Presenting Sponsor**

***(LIMITED number available – act now!)***

- Presenting sponsorship rights
- Naming rights of a stage
- Logo incorporated into design of stage
- Stage mentions
- 25 tickets to Saturday's Expo
- Additional 25 tickets to be given to media on behalf of sponsor
- Logo inclusion in all print and television advertising\* (newspaper ads, direct mail, TV spots – valued at more than \$1,000)
- 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 9/14/11.
- Logo recognition in event program

**\$1,000 Sponsorship Package**

- 15 tickets to Saturday's Expo
- Additional 15 tickets to be given to media on behalf of sponsor
- Line listing included in direct mail\*
- 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 9/14/11.
- Line listing recognition in event program

**\$500 Sponsorship Package**

- 10 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 9/14/11.
- Line listing recognition in event program

**\$250 Sponsorship Package**

- 2 tickets to Saturday's Expo
- Line listing on event site
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.). Items due by 9/14/11.
- Line listing recognition in event program

*\*Some promotional materials may be produced prior to deadline. Become a part of the fun today!*

**Sponsor Registration Form (Sponsor Deadline: September 9, 2011)**

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.