



About the History of Redwood County Fair

Dear Partner.

The Redwood County Fair is more than a four-day event, it is a 150+ year tradition and one of the largest annual gatherings in our region. Established in 1873, the Fair continues to serve as a powerful platform for businesses to connect with more than 20,000 attendees each year, many of whom travel from outside Redwood County.

Located on 37.53 acres in Redwood Falls, the fairgrounds operate without government ownership and are maintained by a dedicated, volunteer-led board and community supporters. This means local partnerships are essential to sustaining and growing this historic community asset.

The fairgrounds are active year-round. They are home to Redwood Speedway, hosting approximately 17 summer racing events, and Ruby's Pantry, serving families monthly across the region. The grounds also host graduations, community events, seasonal storage, and civic gatherings, providing extended visibility opportunities beyond fair week.

In 2026, we will celebrate our 19th consecutive year of nationally recognized entertainment offered at an affordable price for families. We are proud participants in DockDogs competitions, drawing competitors from six states, and we continue to expand attractions that increase attendance and regional draw. Support from Friends of the Fair, a 501(c)(3) nonprofit, helps fund improvements and entertainment, **but strong business partnerships remain the key to delivering a high-quality experience.**

Becoming a sponsor of the Redwood County Fair means:

- Direct exposure to 20,000+ attendees
- Brand visibility across multiple high-traffic events
- Association with a trusted, long-standing community tradition
- Demonstrating leadership and investment in local families

Your partnership not only promotes your business, it helps preserve and strengthen a volunteer-driven organization that serves the community year-round.

We would welcome the opportunity to discuss sponsorship options that align with your marketing goals and community impact initiatives. Thank you for considering a partnership with the Redwood County Fair.

Sincerely,

The Redwood County Fair Board



Why Sponsor the Redwood County Fair?

The Redwood County Fair is one of the most well-attended community events in the region, drawing **thousands of families, youth, exhibitors, and visitors** from across Redwood County and neighboring areas. Sponsoring the fair offers businesses a powerful way to:

- **Increase brand visibility**

Your business will be showcased in front of large, diverse crowds throughout the 4-day event, including families, ag communities, music fans, vendors, and out-of-town visitors.

- **Support a long-standing local tradition**

The fair has been a cornerstone of Redwood County for generations. Your sponsorship helps keep local entertainment, agriculture exhibitions, youth programs, and family activities strong and growing.

- **Invest in local youth and 4-H programs**

A portion of fair programming directly supports 4-H and agricultural education. Sponsors help fund livestock shows, youth exhibits, and hands-on learning opportunities.

- **Strengthen your community presence**

Sponsoring shows your commitment to the local community. It builds goodwill and positions your business as a supporter of local families, farmers, and organizations.

- **Engage with customers face-to-face**

From the grandstand to the midway, the fair is full of opportunities for meaningful, in-person connections, not just digital impressions.

- **Align your brand with family fun and positive experiences**

Businesses benefit by being associated with memorable entertainment, music, food, rides, grandstand events, and the overall fair atmosphere.

Whether your goal is **brand exposure, community support, or direct customer engagement**, sponsoring the Redwood County Fair delivers lasting value and helps keep our fair strong for future generations.

Why Partner with the Redwood County Fair

Partnering with the Redwood County Fair is more than brand placement, it is a collaboration that supports a volunteer-driven community asset. Our partners help sustain affordable entertainment, preserve historic fairgrounds, and create meaningful experiences for more than 20,000 attendees each year.

2026 Redwood County Fair Sponsorship Opportunities



COUNTY FAIR PREMIER SPONSOR \$2500+

- Naming rights opportunity (event or fair-level)
- Large logo placement on Main Stage signage & print materials
- Grandstand, Main Stage, or Feature Event alignment
- PA mentions throughout the fair
- Social media spotlight
- Logo included in mailer that goes out to over 10,000 households
- On-stage recognition
- VIP Passes/Gate Passes

Value This Tier Brings:

Maximum exposure to thousands of attendees, premium brand positioning, strong community recognition, and direct audience engagement throughout the entire fair. This level aligns your business with the fair's largest attractions and highest traffic areas.



COMMUNITY PARTNER – PREMIUM \$1500

- Premium signage placement, side show signage
- Multiple social media posts
- Radio Spotlights, logo included in mailer that goes out to over 10,000 households
- Event announcements during fair
- 8 Single-Day Gate Passes

Value This Tier Brings:

High-impact exposure with repeated mentions, prime placement, and strong association with major fair activities. Also, includes the all the values of the Enhanced and Basic partnerships. We welcome the opportunity to work with sponsors of all sizes. Contact us to customize a sponsorship package that fits your goals and budget. Please let us know if you would like to schedule a follow-up meeting to discuss sponsorship opportunities in more detail.



COMMUNITY PARTNER – ENHANCED \$800

- 4'x8" sign on grandstand (Partner responsible for purchase of sign)
- Logo included in mailer that goes out to over 10,000 households
- Facebook spotlights
- 4 Single-Day Gate Passes

Value This Tier Brings:

Stronger brand visibility across both physical signage and digital promotion, reaching fairgoers before and during the event. Mailer reaches over 10,000 households.



COMMUNITY PARTNER – BASIC \$300

- Small sign on sponsorship wall
- Website listing

Value This Tier Brings:

Affordable visibility and public recognition as a supporter of the Redwood County Fair.

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