



## 2025 Lafayette County Fair Sponsorship Levels

### \$100 (Bronze)

During the Fair's Grandstand Events (Wednesday-Sunday), we will announce your business as a partner and include it on our Lafayette County Fair Website.

### \$250 (Silver)

The above, plus 2 season passes, and you will be included in all newspaper articles that we pay for, Fair Flyer and Poster Events. Optional banner: You will supply your own banner, or we can supply one for an additional cost of \$125.00. If you would prefer, we will then keep and use your banner each year you are a sponsor. If we have stored a banner for you from a previous year, we will use that this year. Banners will be displayed for eight weeks at the Fairgrounds along State Highway 81.

### \$500 (Gold)

The above, plus 2 additional season passes and a 3 x 8 banner that we supply (see above information for previously supplied banners)

### \$1000 (Platinum)

All of the above, with 6 season passes to the Fair and a 3 x 8 banner that we supply (see above information for previously supplied banners)

### \$1500 (Platinum)

All of the above, with 8 season passes to the Fair and a 3 x 8 banner that we supply (see above information for previously supplied banners)

**\$2500 (Platinum)** All of the above, with 10 season passes to the Fair and a 3 x 8 banner that we supply (see above information for previously supplied banners)

**Also available this year is the opportunity to have your business name displayed on chute banners that will be hung and announced during our Bull Riding event on Wednesday evening. Call Peggy at 608-482-2204 to discuss in more detail.**

***Just a reminder:* You can advertise your business on the back of our grandstand for an entire year with a banner or 5x5 sign that you supply for a cost of \$1,000. Call Peggy to discuss.**

Other Sponsorship \$ \_\_\_\_\_

Please return to our office by **May 16, 2025**, if you are interested in sponsoring this year's Fair.

**Mail to: Lafayette County Fair  
701 East Louisa Street  
Darlington, WI 5353**

Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Total Sponsorship \$ \_\_\_\_\_



March 2025

Hello Friends of The Fair!

It's hard to believe, but in just a few short months, we will once again be hosting our Lafayette County Fair, the largest economic event in the county for the entire year.

Our Fair Committee and volunteers have spent countless hours preparing for this year's event. Our goal is to provide a quality, family-oriented experience for all to enjoy. The County Fair offers an opportunity for all junior and adult exhibitors to showcase their hard work by entering their livestock and other projects in the fair to be professionally judged. The judging allows our exhibitors the opportunity to receive feedback from the judges to improve their knowledge and skills when handling their livestock or honing their project skills.

Our exciting entertainment lineup this year features some NEW events and all the Classics!

**Wednesday:** Lafayette County Challenge of the Champions Featuring -  
*CC Bucking Bulls Including the Ever-Popular Mutton Bustin'*

**Thursday:** Lafayette County Local Area Tractor Pull

**Friday:** Lafayette County Promotions Stock Car Racing with DJ to follow

**Saturday:** Badger State Pullers Tractor Pull with DJ to follow

**Sunday:** Monster Truck Nitro Tour (Sunday afternoon)

***NEW IN 2025:***

- A New Carnival – Tri-State Amusements with 12-14 carnival rides and over 10 food and game concessions
- Monster Truck Nitro Tour, will move from Sunday evening to an afternoon show.
- Dave Ferrell of Custom Chainsaw Carvings will share his exceptional sculpting abilities on Friday and Saturday with three shows each day

Friday will feature Senior Day with the ever-popular Pie Contest at Noon. The State Fair eligible contest held at the same time welcomes Beer Bread creations, with the winner advancing on to the State Fair competition.

Senior Day returns on Friday, July 11<sup>th</sup>, with our annual local Pie Contest and 2025 Wisconsin State Fair Cheesy Beer Bread Bash contest winner advancing on to the State Fair. Our young attendees will enjoy fun with the new rides and games, along with the Learn and Lead Academy. Our Livestock Auction will again be held on Saturday morning, and the Kiddie Tractor Pull Saturday afternoon. We are featuring NEW food trucks and new vendors along with some that have joined us in the past. Last year's Fair drew over 20,000 attendees over the five-day event and we hope to meet or exceed that number this year.

***None of this would be possible without the support of our sponsors throughout the County. Enclosed you will find more detailed information on our Fair Sponsorship form. Please don't hesitate to contact me if you have any questions about sponsorship or any events. I can be reached at 608-482-2204 or by e-mail at [peggy.soehnlein@lafayettecountywi.org](mailto:peggy.soehnlein@lafayettecountywi.org)***

Thank you for your consideration in partnership with this very popular, long-standing, and important event.

See you at the Fair!

Peggy Soehnlein, Fair Manager