

DODGE COUNTY FAIRGROUNDS 2026



Here's your chance to advertise your business in front of thousands of Dodge County Fairground attendees for the entire 2026 season. With so many advertising options to choose from, we've got something for every advertising budget.

MONTHLY EVENTS:

Flea Market and Craft Fair: May 30; June 20; July 25; Aug. 29; Sept. 19; & Oct. 10
Kart Racing on Infield: May thru Oct. – 13 Events

2026 MAJOR EVENTS:

Badger Best Pig Show:	May 16	Horse Show:	August 1
WI Dairy Goat Badger Stateline Show:	May 23 & 24	Dodge County Fair:	August 19-23
Dodge County Dairy Breakfast:	June 7	IRA Sprint Car Race:	Sept. 4
WI Shorthorn Cattle Show:	June 14	Swap Meet & Car Show on Sunday:	Sept. 12 & 13
Dodge County Rodeo:	June 27	AMA Motorcycle Races:	Sept. 26
Huntstock:	July 17, 18, & 19		

& MORE TO BE ANNOUNCED !

SPONSORSHIPS:

PARKING LOT ROW SPONSORSHIPS: Sponsorship includes (4) 24" x 30" signs, on (2) posts, 10 General Admission Fair Passes, public address announcements, press releases. \$1000 each, per year. (Includes production of signage)



Track Base Banner: 8' x 2' banner facing the Grandstands.
 \$500 (Includes production of banner)

Grandstand Banner: 8' x 4' banner, facing the Fairgrounds
 \$700 (Includes production of banner)



Entrance Banners: 8' x 4' banner, seen by everybody entering the Fairgrounds. \$700 (Includes production of banner)

Building Naming Rights: (2) 8'x4' banners, one facing the Fairgrounds and one facing Hwy. 33. Sponsorship includes 2 banners, 10 General Admission Fair Passes, public address announcements, press releases. \$1500 each. (Includes production of signage)

Fair Staff Shirts: 150 t-shirts worn by Fair volunteers and officials.
 \$1200 (Includes your 1-color logo/slogan on the front & back of the t-shirts!)

* Banners can be modified once every two years. Old banners will not be retained or returned to the sponsor.

Family Stage Sponsorships: Featuring Nick's Kids Show, Wild World of Animals, Pleasure Valley Pig, Goat, and Duck Races, and Chainsaw Carving Demonstration! Includes 8'x4' banner at the Family Stage, online mentions, public address announcements, press releases! \$600 each (Includes production of Sign)

Fair Event Sponsorships: Tractor Pull, Horse Pull, Demo Derby, Kids Pedal Pull, and more. Includes 8'x4' banner, 10 General Admission Fair Passes, public address announcements, press releases. \$1,000 each (Includes production of banner)

Friends of the Fairgrounds Sponsorship Signs: 3'x2' Signs will be placed in prominent locations throughout the event (location suggestions welcome). \$350/sign (Includes production of sign)

Daily Events Board Sponsorship: During the Dodge County Fair, daily events listed on 4 Sandwich Boards, located in prime traffic locations throughout the fairgrounds. Includes signage, public address announcements, press releases. (4 Available) \$500 each (Includes production of sign)

Shuttle Sponsorships: During the Dodge County Fair, shuttles bring fairgoers from the parking lots into the fairgrounds, and then back to the drop-off points. Sponsorship includes signage on the carts and at all drop-off and pick-up points, 10 General Admission Fair Passes, public address announcements, press releases. (2 Available) \$1000 each (Includes production of signage)

Entrance Flag Sponsorships: (4) 10-foot entrance flags to the Fairgrounds, marking exactly where the entrances are! Sponsorship includes signage, 10 General Admission Fair Passes, public address announcements, and press releases. 4 flags - \$2000, 2 flags - \$1250 (Includes production of signage)

MAIN STAGE:

Badger State Truck & Tractor Pull – Wed-Aug. 19th

Phil Vassar – Thurs-Aug. 20th

Vincent Mason – Fri-Aug. 21st

**George Thorogood – Sat-Aug. 22nd
and the Destroyers**

CONTACT:

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**OVER 50 EVENTS
SCHEDULED
for 2026 !**

**ESTIMATED 2026
ATTENDANCE:
Over 90,000!**

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