



# 2025 SPONSORSHIP OPPORTUNITY GUIDE





# ... ABOUT US

The LaPorte County Fair, held in LaPorte County, Indiana, is recognized as the oldest county fair in the state. Established in 1845, it has a long-standing tradition of celebrating agricultural heritage, community, and entertainment.

Attracting over 100,000 people each year, the fair brings a major attraction to the community. The fair typically features a wide range of activities, including livestock shows, 4-H exhibits, carnival rides, live entertainment, and various competitions.

The LaPorte County Fair serves as a vital event for the local community, bringing together people of all ages to enjoy the festivities and celebrate the region's agricultural roots.





# . . . ABOUT US

## VISION

Our vision is to create the best atmosphere for visitors and keep the fair family friendly. We want to impact the community by bringing a week packed with fun and everlasting memories



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## MISSION

The LaPorte County Fair and Board of Directors is dedicated to celebrating our community's rich agricultural heritage, fostering education, and promoting family-friendly entertainment. We strive to provide a welcoming environment where people of all ages can come together to experience the best in local agriculture, arts, crafts, and entertainment, while supporting youth development, cultural enrichment, and economic growth in LaPorte County.



## ... BY THE NUMBERS



**100,000+ FAIR GOERS**



**1,100 4-H PARTICIPANTS**



**15+ PARTNERING WITH  
SKERBECK CARNIVAL**



**100+ VENDORS**



# ... BY THE NUMBERS



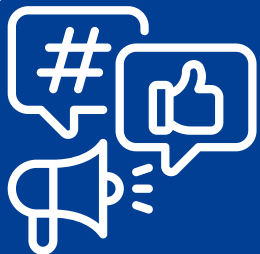
27,000  
FACEBOOK  
FOLLOWERS



8,000 TIKTOK  
FOLLOWERS



272,000  
WEBSITE VIEWS  
IN 2024



378,400  
SOCIAL MEDIA  
REACH IN 2024



# ACTION SPORTS



## DEMO DERBY

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3 DAY EVENT  
5,000  
ATTENDEES

## RODEO

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1,500  
ATTENDEES  
IN 2024





# CONCERTS

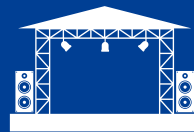


Artists such as Kane Brown, Lainey Wilson, Toby Keith, Big & Rich, Dierks Bentley, Little Big Town, Chris Young, and many more have taken the Stage during the LaPorte County Fair.

## ABOUT THE VENUE



6,500 +  
CAPACITY



OPEN AIR  
SEATING



# THINGS TO DO AND SEE...FOR FREE



P E T T I N G   Z O O



A N T I Q U E   T R A C T O R S



P I O N E E R L A N D



E N T E R T A I N M E N T   T E N T



S I L L Y   S A F A R I



C U R I O U S   K I D S   T R A I L



A N D   S O   M U C H   M O R E !



# COMPETITIONS

ALL AGES CAN COMPETE AT THE LAPORTE COUNTY FAIR! THERE IS SOMETHING FOR EVERYONE!

STATIC AND  
LIVESTOCK  
COMPETITIONS



FARM BUREAU  
PIE EATING  
CONTEST



LA PORTE  
COUNTY FAIR  
QUEEN CONTEST



OPEN CLASS  
(OPEN TO THE COMMUNITY)



# LOTS TO SEE AND EVEN MORE TO LEARN ABOUT!



## THE TRACTOR TRAIL

SHOWCASES THE DIFFERENT TYPES OF AGRICULTURE THAT IS IN OUR COUNTY. THIS ACTIVITY IS GEARED TOWARDS CHILDREN UP TO 8/10 YEARS OLD, BUT ANYONE CAN PARTICIPATE.

**Can you find all of these things around the fairgrounds?**

- projects created by 4-H'er's (such as photography, Lego models, etc) can be found here
- these animals can be ridden and be used by cowboys
- these animals lay eggs that we use in many recipes
- animals who do not sweat and use mud to cool down
- wool is used from this animal to make socks and sweaters
- these animals are the miniature version of ones people like to ride
- the animals in this barn are used to provide milk and meat. They like to say, "moo".
- you go to this area to see what life used to be like way back when.
- this place provides a fun fair snack that you eat off the cob
- 
- animals that pull wagons around the fairgrounds
- animals that were raised on the farm before tractors were made you can see the entire fairgrounds from the top
- farmers use these to make farming easier now, instead of horses
- a sweet treat that is named after a body part of a wild animal

\*Go back to the place you started to receive a prize. An organization from area schools who provides opportunities to learn more about agriculture will be there to help you finish your scavenger hunt.

**Scavenger Hunt**

## THE CURIOUS KIDS TRAIL

THIS ACTIVITY IS A FUN WAY TO MAKE YOUR WAY AROUND THE FAIRGROUNDS AND ALSO LEARN ABOUT DIFFERENT ANIMALS, TRACTOR, AND OTHER COOL FACTS!



## SILLY SAFARIS

A FAN FAVORITE! GET TO SEE UP CLOSE THE DIFFERENT ANIMALS AND LEARN ALL ABOUT THEIR DIET, HABITAT, AND MAYBE EVEN GET TO PET A FEW OF THE ANIMALS!

# ADMISSION

## ADMISSION PRICES

- AGES 0-9: FREE
- AGES 10-15: \$6.00
- AGES 16-61: \$10.00
- AGES 62+: \$6.00



## PASSES

- EXHIBITOR PASS: \$40.00
- SEASON PASS: \$50.00
- SR SEASON PASS: \$35.00
- EXHIBITOR LOT PARKING: \$15.00
- PARKING FREE IN MAIN AND NORTH LOT





# BEST OF SHOW SPONSOR



INVESTMENT LEVEL \$10,000 AND UP

**Payment Type:**  Check  Invoice  Card  In-Kind

**Cash Amount:** \$ \_\_\_\_\_

**In-Kind Amount:** \$ \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Organization Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_



## SPONSORSHIP INCLUDES:

- A CUSTOMIZED ADVERTISEMENT PACKAGE PLUS A BANNER ON THE FERRIS WHEEL. (LIMIT 6)
- 5 BANNERS PLACED INSIDE THE FAIRGROUNDS AND ENTRANCE TO FAIR (2- 4X8 & 3- 3X3)
- ANNOUNCEMENTS AND RADIO SPOTS MENTION "COMPANY" WHEN SPEAKING OF SPECIFIC SPONSORSHIP
- PA ANNOUNCEMENTS DAILY
- MENTION ON SOCIAL MEDIA (OVER 20,000 FOLLOWERS)
- WEBSITE LINK ON WEBSITE AND LOGO ON HOME PAGE
- FAIR BROCHURE LISTING (NO AD)
- LISTING ON PRINT ADS - APRIL 15
- VARIOUS TICKET PACKAGES AVAILABLE
- SPONSORS OF THE DAY ARE FIRST COME, FIRST SERVE!

## ADDITIONAL AGREEMENTS:



# SUPREME GRAND CHAMPION SPONSOR



INVESTMENT LEVEL \$5,000 TO \$9,750

Payment Type:  Check  Invoice  Card  In-Kind

Cash Amount: \$ \_\_\_\_\_

In-Kind Amount: \$ \_\_\_\_\_

Contact Person: \_\_\_\_\_ Organization Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_



## SPONSORSHIP INCLUDES:

- 5 BANNERS PLACED INSIDE THE FAIRGROUNDS AND ENTRANCE TO FAIR (2- 4X8 & 3- 3X3)
- ANNOUNCEMENTS AND RADIO SPOTS MENTION "COMPANY" WHEN SPEAKING OF SPECIFIC SPONSORSHIP
- PA ANNOUNCEMENTS DAILY
- MENTION ON SOCIAL MEDIA (OVER 20,000 FOLLOWERS)
- WEBSITE LINK ON WEBSITE AND LOGO ON HOME PAGE
- FAIR BROCHURE LISTING (NO AD)
- LISTING ON PRINT ADS
- VARIOUS TICKET PACKAGES AVAILABLE
- SPONSORS OF THE DAY ARE FIRST COME, FIRST SERVE!

Indiana's Oldest County Fair

## ADDITIONAL AGREEMENTS:



# GRAND CHAMPION SPONSOR



INVESTMENT LEVEL \$3,500 TO \$4,750

Payment Type:  Check  Invoice  Card  In-Kind

Cash Amount: \$ \_\_\_\_\_

In-Kind Amount: \$ \_\_\_\_\_

Contact Person: \_\_\_\_\_ Organization Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_



## SPONSORSHIP INCLUDES:

- 4 BANNERS PLACED INSIDE THE FAIRGROUNDS AND ENTRANCE TO FAIR (2-3X5 & 2-3X3)
- PA ANNOUNCEMENTS DAILY
- MENTION ON SOCIAL MEDIA (OVER 20,000 FOLLOWERS)
- WEBSITE LINK ON WEBSITE AND LOGO ON HOME PAGE
- FAIR BROCHURE LISTING (NO AD)
- LISTING ON PRINT ADS - BY APRIL 15
- VARIOUS TICKET PACKAGES AVAILABLE



## ADDITIONAL AGREEMENTS:



# RESERVE GRAND CHAMPION SPONSOR



INVESTMENT LEVEL \$2,000 TO \$3,250

Payment Type:  Check  Invoice  Card  In-Kind

Cash Amount: \$ \_\_\_\_\_

In-Kind Amount: \$ \_\_\_\_\_

Contact Person: \_\_\_\_\_ Organization Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_



## SPONSORSHIP INCLUDES:

- 3 BANNERS PLACED INSIDE THE FAIRGROUNDS AND ENTRANCE TO FAIR (3X3)
- PA ANNOUNCEMENTS DAILY
- MENTION ON SOCIAL MEDIA (OVER 20,000 FOLLOWERS)
- WEBSITE LINK ON WEBSITE AND LOGO ON HOME PAGE
- FAIR BROCHURE LISTING (NO AD)
- LISTING ON PRINT ADS - BY APRIL 15
- VARIOUS TICKET PACKAGES AVAILABLE



## ADDITIONAL AGREEMENTS:



# BLUE RIBBON SPONSOR



**INVESTMENT LEVEL \$1,200 TO \$1,750**

**Payment Type:**  Check  Invoice  Card  In-Kind

**Cash Amount: \$** \_\_\_\_\_

**In-Kind Amount: \$** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Organization Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_



## SPONSORSHIP INCLUDES:

- 2 BANNERS PLACED INSIDE THE FAIRGROUNDS AND ENTRANCE TO FAIR (3X3)
- MENTION ON SOCIAL MEDIA (OVER 20,000 FOLLOWERS)
- WEBSITE LINK ON WEBSITE AND LOGO ON HOME PAGE
- FAIR BROCHURE LISTING (NO AD)
- VARIOUS TICKET PACKAGES AVAILABLE



## ADDITIONAL AGREEMENTS:



# FRIEND OF THE FAIR



INVESTMENT LEVEL \$500 TO \$1,000

**Payment Type:**  Check  Invoice  Card  In-Kind

**Cash Amount:** \$ \_\_\_\_\_

**In-Kind Amount:** \$ \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Organization Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_



## SPONSORSHIP INCLUDES:

- MENTION ON SOCIAL MEDIA (OVER 20,000 FOLLOWERS)
- WEBSITE LINK ON WEBSITE AND LOGO ON HOME PAGE
- FAIR BROCHURE LISTING (NO AD)
- VARIOUS TICKET PACKAGES AVAILABLE



## ADDITIONAL AGREEMENTS:



# TRACTOR TRAIL SPONSOR



**INVESTMENT LEVEL \$250 +**

**Payment Type:**  Check  Invoice  Card  In-Kind

**Cash Amount: \$** \_\_\_\_\_

**In-Kind Amount: \$** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Organization Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_



## SPONSORSHIP INCLUDES:

- MENTION ON SOCIAL MEDIA (OVER 20,000 FOLLOWERS)
- WEBSITE LINK ON WEBSITE AND LOGO ON HOME PAGE
- CURIOUS KIDS TRAIL BOOKLET LISTING (NO AD)
- BANNER PLACED IN OR NEAR THE TRACTOR TRAIL



## ADDITIONAL AGREEMENTS:



# SPONSOR WALL OF FAME



## LA PORTE COUNTY FAIR SPONSORS

### SUPREME GRAND CHAMPION SPONSOR

SURF Internet.

CITY'S PURE  
**ICE**

ALEXANDRIA  
Moulding

Lonic  
RENTAL GROUP

PNW

Kankakee  
Valley REMC

Keystone  
COOPERATIVE

### GRAND CHAMPION SPONSOR

nuo

Dynamic  
Waste  
Recycling

VITERRA

1st  
Source  
Bank

farmCREDIT  
MID-AMERICA

### RESERVE GRAND CHAMPION SPONSOR

Pier 11

Boardwalk

The Blue Heron Inn  
219-362-6077  
Blueheronlaporte.com

ESTD 1960  
RURAL KING  
AMERICA'S FARM & HOME STORE

RWE

RS

EMERGENCY VETERINARY  
CARE CENTERS

CLH  
& CONSULTANTS

CPAS  
Blooms Greenhouse  
Landscape Design

Auto Park  
Ford

### BLUE RIBBON SPONSOR

MC DOORS

PURDUE FEDERAL  
CREDIT UNION

HAVETOCK

AAK  
LAW

FIRST FARMERS  
BANK & TRUST

MC  
Marketing & Marketing Co.

BakerAg

GARNER CONSTRUCTION

THE DON STONER  
FAMILY

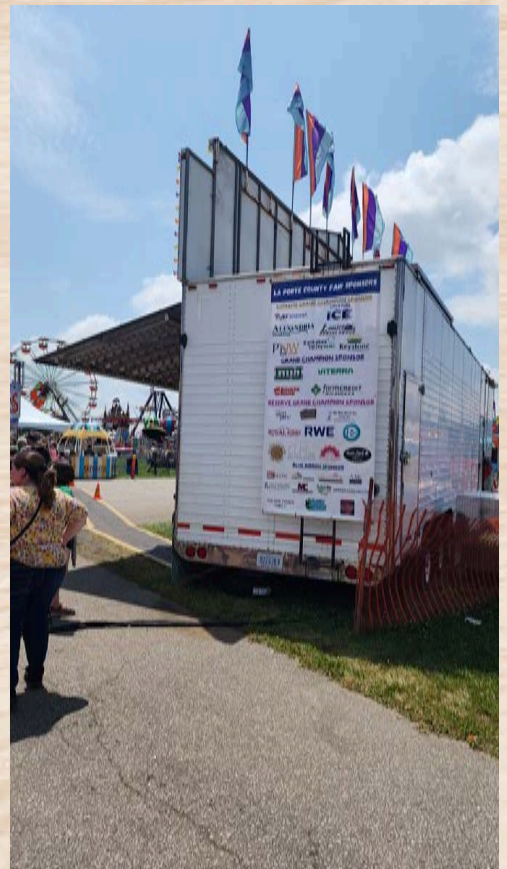
FAMILY  
EXPRESS

LA PORTE COUNTY FAIR



Indiana's Oldest County Fair

ALL SPONSORS WILL BE LISTED ON THE "SPONSOR WALL OF FAME" FOR ALL FAIRGOERS TO SEE!



# 2025 LAPORTE COUNTY FAIR SPONSOR AGREEMENT



## PLEASE REVIEW THE FOLLOWING AGREEMENT:

- Sponsorship Investment or in-kind donation made payable to the LaPorte County Fair, due no later than 30 days after this agreement is signed. If payment is not received by this date, partner is not guaranteed the opportunities mentioned. Please either mail payment to LaPorte County Fair, 2581 W State Road 2, LaPorte, IN 46350 or email [sponsor.laportefair@gmail.com](mailto:sponsor.laportefair@gmail.com) to arrange payment.
- Provide logos and hyperlinks no later than May 30th. If no logos or hyperlinks are received by this date, the previous year's logo may be used if available.
- Submit a current mailing address. This address will be used to send Ticket Packages to your organization. If no address is provided by June 15th, the partner forfeits the ticket package.
- Sponsor agrees to abide by all fair rules.
- All giveaways must be approved by fair.
- If sponsor has an on-site space, please keep area clean and presentable.

I agree with the above expectations and promise to be a good steward for the LaPorte County Fair.

\_\_\_\_\_  
Sponsor Representative - Date

\_\_\_\_\_  
LaPorte County Fair - Date

**MORE  
OPPORTUNITIES:**

**GOLF CARTS/SHUTTLES  
DAY SPONSOR  
ACTIVITY/EVENT  
SPONSOR  
BARN  
ONLINE TICKETS  
AND MORE!**



**THANK YOU**

**INTERESTED IN A  
CUSTOM SPONSORSHIP?  
LET US KNOW!**



**FLOYD THOMAS  
SPONSORSHIP  
DIRECTOR  
219-608-4157**