

2026



JOHNSON COUNTY 4-H & FFA FAIR PARTNERSHIPS

4261 Oak Crest Hill Rd SE, Iowa City, IA 52246-5824
www.thejohnsoncountyfair.com
319.325.4049 | johnsoncofair@gmail.com

Dear Community Member,

2026 is here and the excitement is starting to grow for the 2026 Johnson County Fair! As the youth are preparing their county fair projects, the Johnson County Agricultural Association and the Fair Board are also making their plans to make this year's fair better than ever! We are now asking you to be a part of this excitement by becoming a fair partner. Whether you are a long-time fair partner or this is your first time, you play a critical role in supporting our community and most importantly the youth of our community.

As a partner we will showcase your support by putting your company's name in front of exhibitors and fairgoers alike. Your level of partnership will determine the advertising opportunities for you. In 2025, the Johnson County Fair had over 10,700 visitors, saw 2,189 projects exhibited by 262 exhibitors. We couldn't be prouder of all they achieved and we are even more excited to see what they bring to the fair this year! Your partnership directly fuels these experiences-helping young people gain confidence, leadership skills, and lifelong memories.

Please consider partnering up with the Johnson County Agricultural Association and be a key player in helping us meet our organization's goals and objectives:

- Preserving the positive character, heritage, and traditions of the Fair.
- Develop non-fair events that create opportunity for community engagement.
- Investing in youth and youth-focused agricultural organizations (ex. 4-H and FFA) in order to cultivate future leaders in agriculture.
- Building family memories and traditions for future generations.
- Fostering pride in our county and its citizens and embracing a sense of community and shared culture.
- Promoting and maximizing the use of the fairgrounds as a center for a variety of agricultural events, cultural, and entertainment productions, and tradeshow throughout the year.
- To educate youth and adults in better methods.
- To provide recognition to 4-H, FFA, open show exhibitors, and leaders.
- To offer character training through participation, competition, cooperation, and accomplishment.
- To improve relations between urban and rural people.

Thank you for your time and we look forward to working with you to help make 2026 the best year yet! Please don't hesitate to reach out if you have other ideas as to how you would like to be a partner of the Johnson County Agricultural Association and The Johnson County Fair.

On behalf of the Johnson County Agricultural Association and the Fair Board of Directors,

Mandy Rourke

For more information about partnerships, please contact:

Mandy Rourke, Executive Director

- 319.325.4049 or johnsoncofair@gmail.com





PARTNERSHIP OPPORTUNITIES

YEAR-LONG MISSION PARTNER | \$10,000

- (1) 4 x 10 Banner to be displayed at fair.
- Recognition at all Johnson County Agricultural Association hosted events throughout the year.
- Scrolling logo or name displayed on a monitor in buildings A, B, C and Expo Center during the fair and at all JCAA hosted events throughout the year.
- Recognition as a Mission Partner at all Grandstand events.
- One free rental a year up to a \$3,500 value in addition to 10% discount on any additional rentals for a year (excluding during fair).
- Social media recognition throughout the year.
- Recognition as a Mission Partner on our website with the option to have a link to your website if applicable.
- Business logo placed on the fairground's sponsorship gazebo for a year.
- (4) - Tickets to the 2027 Winter Fundraiser Event.
- (4) - Fair admission wristbands.



CORPORATE PARTNER | \$7,500

- (1) - 4' x 10' Banners to be displayed at fair.
- Exhibition booth during county fair.
- Scrolling logo or name displayed on the monitor in buildings A, B, C, and Expo Center during the fair and at JCAA hosted events throughout the year.
- Recognition as a Corporate Partner at all Grandstand events.
- One free rental a year up to \$2,500 value (excluding during fair).
- Social media recognition throughout the year.
- Recognition as a Corporate Partner on our website with the option to have a link to your website.
- Business logo placed on the fairground's sponsorship gazebo for a year.
- (4) - Fair admission wristbands.



PARTNERSHIP OPPORTUNITIES

DIAMOND LEVEL PARTNER | \$3,000

- Option to display (3) your banners at the fair if you provide them.
- 15 % off a one building rental (excluding during fair).
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and Expo Center during the fair.
- (2) Fair Admission wristbands.

GOLD LEVEL PARTNER | \$2,000

- Option to display (3) of your banners at the fair if you provide them.
- 10% off a one building rental (excluding during fair).
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and Expo Center during the fair.
- (2) Fair admission wristbands.

GRAND CHAMPION PARTNER | \$1,000

- Option to display your banner at the fair if you provide one.
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and Expo Center during the fair.
- (2) Fair Admission wristbands.

CHAMPION PARTNER | \$750

- Option to display your banner at the fair if you provide one.
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and the Expo Center during fair.

SHOWMANSHIP PARTNER | \$500

- Option to display your banner at the fair if you provide one.
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and Expo Center during fair.



PARTNERSHIP OPPORTUNITIES

BLUE RIBBON PARTNER | \$250

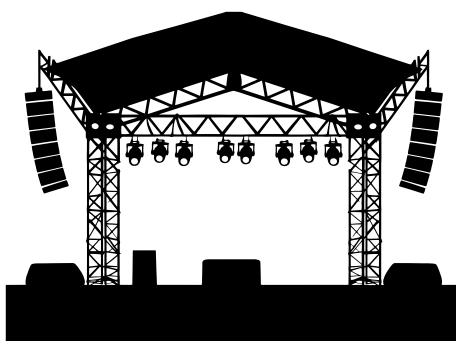
- Option to display your banner at the fair if you provide one.
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and Expo Center during the fair.

PARTICIPATION PARTNER | UP TO \$249

- Option to display your banner at the fair if you provide one.
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and Expo Center during fair.

STAGE PARTNER (2) | \$2,500

- (1) - 4' x 10' banner displayed behind the stage.
- Events that your banner will be showcased at include Bill Riley Talent Show, Queen Contest, and 4-H stage Events.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and Expo Center during fair.
- Recognition as stage partner at Grandstand events.
- 10% discount on single building rental on fairgrounds (excluding during fair).
- Website and Social Media recognition.
- (2) Admission wristbands for the fair.





PARTNERSHIP OPPORTUNITIES

(2) KEEPING IT COOL PARTNERS | \$3,000 EACH

Be our partner in helping keep people cool during the county fair! We need portable AC units for the Expo Center and Building A for the week.

- Option to display (2) of your banners at the fair if you provide them.
- 10% off one building rental (except during fair).
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, and C during the fair.
- (2) Fair admission wristbands.

(2) CHECKERED FLAG PARTNERS | \$1,000 EACH BE ONE OF THE 2026 SHORT TRACK DIRT DRAG EVENT PARTNERS.

- Option to display your banner on the track if you provide your own.
- Recognition throughout the night as being the sponsor for the 2026 Short Track Dirt Drag Event.
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and the Expo Center during the fair.

(4) PULLIN' PARTNERS | \$1,000 EACH BE ONE OF THE 2026 FOUNDATION TRACTOR PULL OR INAUGURAL SIDE BY SIDE PULL EVENT PARTNERS.

- Option to display your banner on the track if you provide your own.
- Recognition throughout the night as being the sponsor for the 2026 Foundation Tractor Pull or Inaugural Side by Side Pulls.
- Website and social media recognition.
- Scrolling logo or name displayed on monitor in Buildings A, B, C, and the Expo Center during the fair.



Partnership Level: _____

Total Amount Due: _____

Company: _____

Name (Print): _____

Signature: _____ Date: _____

Email: _____

Scan to Pay



Mail checks to: JCAA
4261 Oak Crest Hill Rd SE
Iowa City, IA 52246-5824



MISSION STATEMENT

To embrace Johnson County, Iowa's agricultural heritage by showcasing the skills and talent of our diverse community through the promotion, ownership, and operation of a fair. To provide a safe environment and facilities to further enhance the quality of life culturally and economically. To have a positive impact on the youth of our community by fostering beneficial experiences through agricultural, educational, and entertainment activities.



For more information about partnerships, please contact:

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