

# Alpena County Fair

## Unique Sponsorship Opportunities

August 15<sup>th</sup> through August 22<sup>nd</sup>, 2026



Please return by Monday, July 27<sup>th</sup>, 2026 to ensure proper recognition

### **Exclusive Stage Seating \$3,000.00**

Looking for the perfect way to reward your employees? How about providing them with the best seats in the house at the Alpena County Fair and advertise your business all at the same time! The stage is in the eyes of all general admission spectators, giving you premium advertising exposure. This exclusive seating can host up to 125 guests, and all seating is provided. This opportunity is available for the Donkey Races and both rodeo nights featuring Southpoint Rodeo Company.

### **Online Ticket Event Sponsor \$2,500.00**

We all know purchasing tickets online is becoming increasingly popular. This trend is also following suit at the Alpena County Fair. We are working with a phenomenal new ticketing company that allows us to offer discounts and packages for all our event tickets. This is the perfect opportunity for business advertisement as well. By becoming an online ticket sponsor, your business logo will be at the bottom of every online ticket sold for the event of your choice.

### **Sponsor our FREE Community Appreciation Concert \$750.00**

Help us kick off the first night at The Alpena County Fair with our FREE community appreciation concert featuring The Ride Band. This concert will be held on Saturday, August 15<sup>th</sup>. Your business would receive recognition on all of our event promotions, as well as prominent signage on the night of the concert.

### **SouthPoint Rodeo Chute \$500.00**

Looking for an opportunity to have your business name announced multiple times to thousands of people? Sponsoring a rodeo chute may just be the perfect fit for you! New this year the SouthPoint Rodeo Company will also provide two digital billboards to display our sponsors throughout the duration of the show. Of course, by sponsoring a rodeo chute your business would also be included in all our promotions leading up to the events. There are two nights of rodeo and 8 chutes available.

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### **Bump n Run Trophy Sponsor \$500.00**

The Bump n Run is the fan favorite of the Fair! With a record of 3,000+ attendees in 2025, this event continues to not only grow in spectators, but in participants as well. Without the hard work of the drivers, we would not have a show! We are looking for one bump n run loving business to help reward our drivers for their fantastic show! Your business name would be displayed with the trophies all week under the grandstands, as well as heavily promoted on our social media leading up to the event.

### **Livestock Barn Sponsor \$500.00**

Every year we are looking for ways to improve the livestock barns for our exhibitors. Your business can help us make this possible by sponsoring a barn. Each barn sponsor will have their name displayed in the livestock barn of your choice. We will also promote your business and the improvements you were able to provide from your donation on our social media.

### **Sponsor a Donkey Race \$500.00**

NEW at the 2026 Alpena County Fair Dairyland Donkey Races come to town! 50 local hometown celebrities will saddle up on a donkey and race for the title of top jockey. When sponsoring a donkey race, your business will be featured in our program, as well as announced at the beginning of the race. We will also be posting our race sponsors on our social media while promoting this event. There are 8 races available.

### **Sponsor a Harness Race \$175.00**

The Michigan Harness Racing will be back at the 2026 Alpena County Fair. By sponsoring a harness race, you are providing the winner of the race with a custom cooling blanket. New this year we will also be offering raffle drawings at the end of each race to incorporate the audience. As a race sponsor, you will receive recognition in our event program and our social media, as well as special reserved seating and a picture with the winning team.