



## Door County Fair Partnership Opportunities

August 13<sup>th</sup> – 17<sup>th</sup>, 2025

[support.secretary@doorcountyfair.com](mailto:support.secretary@doorcountyfair.com)

[www.doorcountyfair.com](http://www.doorcountyfair.com)

### 2025 Fair Partnership

Are you excited for the 2025 Door County Fair? We certainly are! The 2024 fair was a great success, despite a couple of weather-related cancellations. Thanks to the incredible support from our partners, it was an exciting and fun event with huge attendance. We're looking forward to making the 2025 fair even more entertaining and enjoyable.

We'd like to take this opportunity to invite you to partner with us for the 2025 Door County Fair. Inside this envelope, you'll find information about a variety of partnership opportunities. We also welcome in-kind contributions, such as materials, services, or labor. No amount is too small to make a difference! Please review the partnership packages and see if any would be a good fit for you. If you have any questions or would like to discuss opportunities further, please feel free to contact either Thad Ash ([tash@co.door.wi.us](mailto:tash@co.door.wi.us)) or Alexis Tassoul ([support.secretary@doorcountyfair.com](mailto:support.secretary@doorcountyfair.com)) to set up a meeting.

We'd like to emphasize that the sooner you respond, the sooner we can include your name in our social media posts and printed materials. The Door County Fair website had a few thousand followers, and our "Let's Go Door County"; Facebook page received several hundred thousand views leading up to the fair, with over 1,041,411 views during the event, and couple local radio stations aired several announcements in the weeks leading up to the fair. To ensure we have all the information for our printed materials, we kindly ask for your response by May 1, 2025.

Thank you in advance for your support of the 2025 Door County Fair, August 13 – 17, 2025. We look forward to working together to make it a memorable and successful event.

Warm regards,  
Door County Fair Sponsorship/Partnership Team  
Thad Ash – [tash@co.door.wi.us](mailto:tash@co.door.wi.us)  
Alexis Tassoul – [support.secretary@doorcountyfair.com](mailto:support.secretary@doorcountyfair.com)

Receipts will be provided for all donations and partnership levels. Please do not hesitate to call with questions or ideas on how you might want to partner up to make this year's fair even better.

**Mark Your Calendars!!!**  
**August 13<sup>th</sup>-17<sup>th</sup>**

We are excited to work with you!

TOM ASH, President    AARON ASH, Vice President  
KRISTIN TASSOUL, Treasurer    STEVE JENNERJOHN, Assistant Treasurer  
HILARY HEARD, Secretary    LORA JORGENSON, Assistant Secretary  
JOHN WHITE & ALEXIS TASSOUL, Member-at-Large  
THAD ASH & JJ SCHOPF, Member-at-Large  
Candis Dart, Educational Liaison





The Door County Fair is a nonprofit organization. It is our mission to provide education and quality entertainment and to promote agriculture, youth development, and family fun for Door County and fair-goers.

We have numerous partnership levels to choose from.

If you have an idea that does not fall under one of the partnership levels below, reach out to us and we will be happy to work with you to make your vision come to life! We value our sponsors and hope we can work on being a partner with you in 2025!

2025 Benefits of Partnership	Member	White Ribbon	Yellow Ribbon	Red Ribbon	Blue Ribbon	Reserve Champion	Grand Champion
	\$250+	\$500+	\$1000+	\$1,500+	\$2000+	\$2500+	\$3000+
Number of one day passes	4	6	18	30	52	114	136
Listed on the Partner Page of Fair Website	X	X	X	X	X	X	X
Facebook and Social Media Mentions Throughout season		2	4	6	8	10	12
Intercom Announcements During Fair (Av. 18K attendance)			X	X	X	X	X
Live Link on Partner Page on Fair Website				X	X	X	X
Business Name Announcements at selected Event *				X	X	X	X
Business Supplied Banner (Max 4x8) Displayed **				X	X	X	X
Business Name on Marketing Materials (7200 Distributed in NE WI)					X	X	X
Announced on Radio Add as Major Sponsor					X	X	X
Provided Logo on Posters (200 distributed throughout NE WI)						X	X
"Let's Go D.C." (32k Facebook Followers) or NEW Radio Interview (\$850 value)						X	X
Provided Logo on Marketing Material (7000 distributed)							X

\* See Form for the naming opportunities available (Step 2).

\*\* If sponsoring a building, the banner will be placed near entrance to that building. Banner for stage should be a maximum (18'x5')

**PLEASE NOTE: Grand, Reserve, Blue and Red Ribbon Levels have limited availability. We have more Partnership options for your consideration on the included form (Step 3).**

**A SPECIAL THANK YOU TO OUR 2024 SPONSORS!**

GRAND CHAMPION	RESERVE CHAMPION	RED RIBBON	YELLOW RIBBON
Budweiser- Flanigan Distributing Inc	Destination Door County	Green Stone Farm Credit	Alberts Plastering
Door County Cooperative		Renard's Artisan Cheese	Wisconsin Harley-Davidson Dealers Association
Door County Custom Creations LLC		Budget Blinds	
		Ace Hardware In Sturgeon Bay and Sister Bay	
		Quantum Technologies	
WHITE RIBBON			
Rio Creek Feed Mill	Olson Dental LLC	HATCO	Nicolet National Bank
CP Feeds LLC			
ALL OTHERS			
Red Barn Corn Maze	Door County Medical Center	Stoneman Schopf Agency	Schott Schoeneman State Farm
Triangle Distributing Company	Hanneman & Gosser Insurance & Financial Services LLC	PTR Insurance Services/Rural Mutual Insurance	Northland Steel Company
Country Visions Cooperative	Fincantieri Bay Ship Building	Eyes for You	





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**Step 1: Please provide Contact Information:** Contact Person: \_\_\_\_\_

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

*THIS IS HOW IT WILL BE LISTED ON MARKETING MATERIALS*

Email: \_\_\_\_\_ Contact Phone#: \_\_\_\_\_

Website: \_\_\_\_\_ Address: \_\_\_\_\_



: \_\_\_\_\_



: \_\_\_\_\_

**Step 2: Please Circle Your Partnership level:**

Member \$250 +	White \$500 +	Yellow \$1000 +	Red \$1,500+	Blue \$2,000 +	Reserve \$2,500	Grand \$3,000 +
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*For Grand, Reserve, Blue and Red Ribbon - please pick one option from your level:*

Grand Champion	Reserve Champion	Blue Ribbon	Red Ribbon
Sat @7:30 Madison County	Friday @7:30 The Glam Band	Friday @4:30 Glas Hamr	Livestock Building
Thurs Stock Car Races	Saturday Stock Car Races with Legends Cars	Sunday @2:30 Time Machine	Junior Fair Building
Main Stage	Brew City Wrestlers	Saturday @4:30 Wet Possum	Park and Pioneer Log Building
Grandstand	Pig and Duck Races	Festival Pavillion	Horticulture Building
Midway	Paul Bunyon Lumberjack Show	Entry Gates - North or West	North Show Horse Ring
Sunday Demo Derby	Wed @7:30 Spicy Tie Band	Children's Festival Stage	Swine/Sheep/Horse Building
Admission Sponsor (business name on all tickets)	Thurs @7:30 KC Johns Nashville Recording Artist	Sunday @11:30 Rose Canyon	Wood Carver Everyday
			Poultry and Rabbit Building

*This selected option will be marketed and/or named after your business.*

**Step 3: Add-on or Buy Separate Options:**

These Options are in addition to Ribbon Level or Can be Purchased alone	
	*Restrooms \$200/10 stalls - Approved 8x10 sheets provided by business to be placed in stalls/Urinals (or 30 stalls for \$550)
	*Fair Fanatic \$100 Donation – Will receive recognition on our Facebook Page as a Fair Fanatic Donor.

**Step 4: Calculate Total:**

Ribbon Level: \$ \_\_\_\_\_  
 Add-on Options: \$ \_\_\_\_\_  
 Because You Love the Fair: \$ \_\_\_\_\_  
 TOTAL ENCLOSED: \$ \_\_\_\_\_

**Step 5: Return Form, Logo\* & Check to:**

Alexis Tassoul  
 677 Truway Road  
 Brussels, WI 54204  
[support.secretary@doorcountyfair.com](mailto:support.secretary@doorcountyfair.com)  
 \*Send logo as jpeg or png

*Have questions or looking for a special opportunity? Email us at [support.secretary@doorcountyfair.com](mailto:support.secretary@doorcountyfair.com)*

**PAYMENT & FORM DUE BY MAY 1<sup>ST</sup>, 2025  
 YOU MAY SPONSOR AFTER DATE BUT MAY NOT BE IN PRINTED MATERIALS.**

