



SERVING THE PEOPLE OF SHEBOYGAN COUNTY SINCE 1851

Fair: Thursday through Monday • Labor Day Weekend

GRANDSTAND MUSIC SPONSORSHIP OPPORTUNITIES 2026

Partner with Sheboygan County Fair and put your brand in front of tens of thousands of engaged, community-focused fairgoers. Our Grandstand music sponsorship packages offer unmatched visibility across signage, radio, digital, and live event experiences.

AUDIENCE AT A GLANCE

90,000+	30,000	13,000+	15,000+	170
Annual Fair Attendees	Fair Guides Distributed	Social Media Followers	Fair Season Web Visitors	Vendors & Local Businesses

Family-focused audience with strong community engagement. 170 commercial vendors & local businesses participating

SPONSORSHIP TIERS & BENEFITS

Benefits	HEADLINE \$15,000	PLATINUM \$10,000	ELITE \$7,500	GOLD \$5,000	COMMUNITY \$2,500
VIP Concert Tickets	15	12	10	8	6
Grandstand Tickets	15	12	10	10	6
Daily Fair Tickets	25 (+12 parking)	20 (+10 parking)	20 (+10 parking)	10 (+5 parking)	8 (+4 parking)
Banner / Signage	Main Stage Banner	Grandstand/Barn	Grandstand/Barn	Grandstand/Barn	✓
Radio Mentions	✓	✓	✓	✓	✓
Social Media Promotion (13,000+ followers)	Featured Post	1 Dedicated Post	Recognition	Recognition	Recognition
VIP Party Tent Access	✓	✓	—	—	—
Meet & Greet Opportunities*	✓	✓	—	—	—
Branded Swag Bag Items	✓	✓	✓	—	—

*Meet & Greet photo opportunities subject to performer availability.

Select tiers also include VIP Party Tent access and branded items in sponsor swag bags. * Pricing does not include banner or replacement of banner

Sponsorship packages are limited — reserve your tier today! Contact us at mail@shebcofair.com or (920) 893-5751.

The Sheboygan County Fair Association | A Non-Profit 501(c)3 Organization

229 Fairview Dr | Plymouth, WI 53073

Phone (920) 893-5751 | Email mail@shebcofair.com

To aid our mission, we rely on local business leaders for their support of the Sheboygan County Fair and other events held at the fair park.

Join Our Sponsors

Platinum Sponsors

(\$3,000 and up)

Larry's Distributing
Lakeside Bottling / Pepsi
Kohler Credit Union
UMB Bank
Jim's Golf Carts

Gold Sponsors

(\$1,000 - 2,500)

Masters Gallery Foods
Adell Cooperative
United One Credit Union
Cedar Grove Warehouse
Great Lakes Cheese
Gibbsville Implement
Plymouth Furniture
Plyco Corporation
Kettle Moraine Veterinary Clinic
Sheboygan Flooring

K-W Electric Inc.
Festival Foods
Viking Masek
Road America
Country Visions
CP Feeds, LLC
Lift-X
Sargento
Rockline



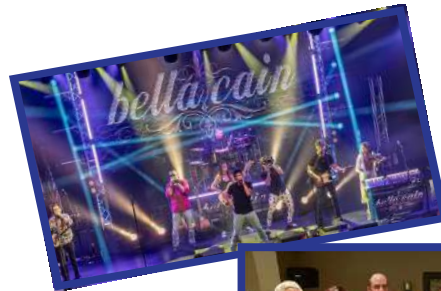
Sheboygan County Fair Association
229 Fairview Dr,
Plymouth, WI 53073

email: manager@shebcofair.com
phone: 920-893-5751

Family Entertainment



Live Music Stages



Banner Barn



Become a proud sponsor of the Sheboygan County Fair

Labor Day Weekend



Grandstand Shows



Sheboygan County Fair Statistics

- Attendance over 90,000 each year
- Distribute over 30,000 fair brochures yearly
- Over 4,700 exhibitors
- Employ more than 250 employees
- Host an average of over 1,800 people per grandstand event
- 25 free musical entertainers
- Numerous childrens activities
- 170 commercial exhibitors

Opportunities/Benefits

Family Entertainment \$1,000 - \$4,000 *

Granpa Cratchet, Dock Dogs, Pig & Duck Races, Butterfly Encounter, Wood Carver

- Radio acknowledgements throughout the fair
- Complementary fair tickets
- Your logo on the fair website
- Banner at event site

Grandstand Event Primary Sponsor \$1,500 *

- Radio acknowledgements throughout the fair
- Complementary fair tickets
- Your logo on the fair website & brochure
- Business name on wristbands
- Banner in front of event
- Acknowledgements during the show

Grandstand Event Co-Sponsor \$500 *

- Radio acknowledgements throughout the fair
- Complementary fair tickets
- Your logo on the fair website
- Banner in front of event
- Acknowledgements during the show

* Pricing does not include banner or replacement of banner

Opportunities/Benefits



Grandstand Banner \$1,200 *

- Radio acknowledgements prior to and during the fair
- Complementary fair tickets
- Your logo on the fair website
- 4' x 16' banner on west side of the grandstand between the awnings

Stage Sponsors \$2,000 - \$2,500 *

- Radio acknowledgements throughout the fair
- Complementary fair tickets
- Your logo on the fair website & brochure
- Banner on stage

Shuttle Bus Service \$4,000 *

- Radio acknowledgements throughout the fair
- Complementary fair tickets
- Your logo on the fair website & brochure
- Banner at pick-up and drop-off sites

Barn Banner \$500 *

- Radio acknowledgements prior to and during the fair
- Complementary fair tickets
- Your logo on the fair website
- Banner on cattle barn during the fair

Midway Sponsorship

Midway Sponsor \$2,000 *

You will be a presenting sponsor of the Midway area of the fair

Kids Day Wristband Sponsor \$500 *

Your donation will be used to help reduce wristband prices for families

Both Midway & Kids Day Wristband Sponsors receive the following:

- Radio acknowledgements prior to and during the fair
- Complementary fair tickets
- Sign at entrance to the midway with your logo



Website \$200

- Your logo on the fair website

www.shebcofair.com

Sheboygan County Fair Association is a non profit 501(c)3 founded in 1851 to promote the quality of life by means of entertainment and education in the interest of youth involvement, family/farming and commercial progress.



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Sheboygan County Fair Sponsorship

Thank You for choosing to be a part of the 2026 Sheboygan County Fair. Your generous support will help the Fair and its visitors enjoy the many exhibits and events that take place on the grounds each Labor Day Weekend.

Contact Information:

Company: _____

Contact: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Sponsorship Opportunities:

_____	Grandstand Banner	\$1,200
_____	Barn Banner	\$500
_____	Family Entertainment Dock Dogs, Pig & Duck Races, Repterience Wood Carver, Circus, Arm Wrestling, Granpa Cratchet, Other _____	\$ _____
_____	Stage Sponsor Cow Corral, Music Station, M&R, Suds N' Sound	\$ _____
_____	Grandstand Music Sponsorship	\$ _____
_____	Grandstand Event Primary Farm Tractor Pull, Truck & Tractor Pull Bull Riding, Demo Derby	\$1,500
_____	Grandstand Event Co-Sponsor Farm Tractor Pull, Truck & Tractor Pull, Bull Riding, Demo Derby	\$500
_____	Midway / Wristband Sponsor	\$ _____

OVER 

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_____	Website Ad	\$200
_____	Other _____	\$ _____
_____	Sign Making Production Cost	\$ _____
	Total Due:	\$ _____
Signature _____	Date _____	