



Henderson County Fair Association

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hendcofair@gmail.com

July 27-August 1, 2026

Brian Randall
President

John Hennenfent
Vice President

Jon Arnold
Secretary

Brittany Smith
Treasurer

Fair Board Members

Tyler Anderson

Dalton Brokaw

Ed Brokaw

Nicholas Brokaw

Richard Brokaw

Russ Campbell

Barry Dowell

Tyler Edwards

Cale Evans

Scott Ford

Darrell Gittings

Ross Gullberg

Jessica Horton

Brice Jack

Steve Jack

Kyle Klees

Mark Lefler

Hillary Rabe

Mike Ruebush

Logan Wood

Alec Vancil

Dear Potential Henderson County Fair Supporter,

The Henderson County Fair Association is excited to launch our annual sponsorship campaign for the 2026 Henderson County Fair, which will take place July 27-Aug 1, 2026. This year, just like the last several years we are focusing on creating a family friendly environment for all generations to enjoy.

We are very grateful for the support we have received from businesses and individuals in the past, which has helped to shape the success of our fair. As a result of this support, we have been able to continually add events, activities, and make improvements to our fairgrounds. These additions and improvements would not be possible without this tremendous support.

With preparation well underway for this year's fair we are once again extending the opportunity to partner with us. We hope by partnering with us you can take pride in supporting our week of community celebration and youth development focusing on a memorable fair experience. While also seeing the value we bring by promoting your business.

Included in this packet are sponsorship options for 2026. Which include a diverse range of sponsorship opportunities all designed to push your business exposure, with options to fit any budget. Depending on the level you choose, your business will receive exposure to thousands of people through printed materials, website, social media and radio, as well as direct exposure to fairgoers during our events.

We hope you will continue to or begin to support the Henderson County Fair. If you have any questions regarding the fair or advertising, please feel free to contact our Advertising Manager, Amanda Randall at hendcofair@gmail.com or (319) 759-7398. Even if you are unable to sponsor or advertise, we invite you to come out and enjoy the 2026 Fair and all it has to offer!

If interested in supporting our fair, please return your sponsorship form by April 1, 2026.

Sincerely,
Henderson County Fair Board

2026 Tentative Fair Schedule

**SUNDAY
JUL 26**

4:00 PM

QUEEN PAGEANT @ WEST CENTRAL MIDDLE SCHOOL

**MONDAY
JUL 27**

7:30-8:45 AM

4H & JUNIOR PROJECT CHECK IN

9:00 AM

4H & JUNIOR PROJECT JUDGING

1:00 PM

RABBIT & POULTRY SHOW

3:00-5:00 PM

LIVESTOCK WEIGH-IN

**TUESDAY
JUL 28**

6:30 AM

BANK OF STRONGHURST FARMER'S BREAKFAST

7:30-8:45 AM

OPEN PROJECT CHECK IN

9:00 AM

OPEN PROJECT JUDGING

9:00 AM

SWINE SHOW

4:30 PM

HORSE CHECK-IN

5:00-9:00 PM

BOUNCE HOUSES

5:30PM

HORSE SHOW

TBD

NIGHTLY ENTERTAINMENT

**WEDNESDAY
JUL 29**

9:00 AM

SHEEP/GOAT SHOW -INCLUDING BOTTLE LAMB & GOATS

1:00 PM

BUCKET CALF SHOW

5:00-9:00 PM

FAMILY NIGHT

-COLOR WAR, KIDDIE TRACTOR PULL, BOUNCE HOUSES, ROE SUMMERFEST

**THURSDAY
JUL 30**

9:00 AM

CATTLE SHOW

5:00-9:00 PM

BOUNCE HOUSES

6:00 PM

JR EXHIBITOR AUCTION

7:00 PM

TRACTOR PULL

**FRIDAY
JUL 31**

8:00 AM

LIVESTOCK BUILDING CLEANUP

6:30 PM

FIGURE 8 RACE

**SATURDAY
AUG 1**

7:00 AM

PANCAKE BREAKFAST

10:00 AM

STUFFED ANIMAL SHOW

5:00 PM

CONCERT GATES OPEN

FOOD TRUCK ALLEY & BEER TENTS OPEN

7:30 PM

OPENING ACT - JAKE & MIKAYLA

9:30 PM

HEADLINER - DREW BALDRIDGE

AFTER PARTY WITH HEADFIRST

FOR MORE INFORMATION VISIT



**HENDERSON COUNTY
FAIR ASSOCIATION**

WWW.HENDERSONCOFAIR.COM

2026 HENDERSON COUNTY FAIR ADVERTISING & SPONSORSHIP OPPORTUNITIES

GRAND CHAMPION SPONSORSHIP.....\$2500.00

***LIMITED AVAILABILITY--If interested in this level please call Advertising Manager, Amanda Randall @ 319-759-7398

- Co-name of event (ex. HendCo Friday Figure 8 sponsored by Bob's Derby Parts)
- Business recognized as event sponsor when mentioned on radio, social media and in newspaper by the Henderson Co. Fair Board
- Company logo on the back of 2026 Fair Queen shirts
- Company logo on home page of fair website with link to your website/socials
- Company logo prominently displayed in our tri-fold brochure
- Full company write up on our social media site
- Company name listed as Grand Champion Sponsor on signage by food tent
- Full page **COLOR** ad in 2026 Fair Book
- Recognized as a Grand Champion Sponsor during all grandstand events over the PA system
- 4 General Admission Concert Tickets to Drew Baldrige concert on Aug 1, 2026.
- Advertiser supplied banner up for entire fair week along fence facing Route 94
- Space allotment for (1) 4x8 metal sign displayed on the fence along Route 94 for one calendar year July 1- June 30. Sign is either provided by advertiser, or cost of sign is split between fair board and advertiser of \$250 each.

RESERVE GRAND CHAMPION SPONSORSHIP.....\$1000

- Recognized as Reserve Grand Champion Sponsor multiple times during all grandstand events over PA system
- Name listed as Reserve Grand Champion Sponsor on signage by food tent
- Company name on the back of 2026 Fair Queen shirts
- Company name on home page of fair website
- Company name listed in our tri-fold brochure
- Company write up on social media site
- Full page **COLOR** ad in 2026 Fair Book
- 2 General Admission Concert Tickets to Drew Baldrige concert on Aug 1, 2026
- Advertiser supplied banner up for entire fair week along fence facing Route 94
- Space allotment for (1) 4x8 metal sign displayed on the fence along Route 94 for one calendar year July 1- June 30. Sign is either provided by the advertiser or cost of having the sign made is \$500 each.

PURPLE RIBBON SPONSORSHIP.....\$750.00

- Recognized as Purple Ribbon Sponsor multiple times during grandstand events over PA system
- Company logo on home page of fair website
- Name listed as Purple Ribbon Sponsor on signage by food tent
- Full page **COLOR** ad in 2026 Fair Book
- 4 free gate admission passes for Figure 8 Race to be used on Friday, July 31st only. *Does not include pit pass.*
- Advertiser supplied banner up for entire fair week along fence facing Route 94
- Space allotment for (1) 4x8 metal sign displayed on North bleachers for one calendar year July 1- June 30. Sign is either provided by the advertiser or cost of having the sign made is \$500 each.

BLUE RIBBON SPONSORSHIP.....\$350.00

- Recognized as Blue Ribbon Sponsor multiple times during grandstand events over PA system
- Name listed as Blue Ribbon Sponsor on signage by food tent
- Full page **COLOR** ad in 2026 Fair Book
- Advertiser supplied banner up for entire fair week along fence facing Route 94

RED RIBBON SPONSORSHIP.....\$300.00

- Recognized as Red Ribbon Sponsor multiple times during grandstand events over PA system
- Name listed as Red Ribbon Sponsor on signage by food tent
- 1/2 page **COLOR** ad in 2026 Fair Book
- Advertiser supplied banner up for entire fair week along fence facing Route 94

WHITE RIBBON SPONSORSHIP.....\$250.00

- Recognized as White Ribbon Sponsor multiple times during grandstand events over PA system
- Name listed as White Ribbon Sponsor on signage by food tent
- 1/4 Page **COLOR** ad in 2026 Fair Book
- Advertiser supplied banner up for entire fair week along fence facing Route 94

FAIR QUEEN DONATION



Our Fair Queens represent Henderson County all over the state of Illinois. Your donation helps them to cover costs of crowns, sashes, plaques, pageant registrations and much more. Part of your donation also goes toward a cash scholarship to our Queen. By donating your business will be highlighted on the Fair Queen social media page, logo included in Pageant Program and name on back of Queen shirts!

FAIRBOOK ADS ONLY

- Full Page.....\$200
- 1/2 page.....\$150
- 1/4 page.....\$125
- 1/8 page.....\$100

ALL ADS NOW IN COLOR!

2026 CONCERT SPONSORSHIP OPPORTUNITIES

***LIMITED AVAILABILITY--If interested in these levels please call Advertising Manager, Amanda Randall @ 319-759-7398

MAIN EVENT SPONSOR\$8000.00

- Everything from Grand Champion plus...
- Name & logo on General Admission print @ home tickets (online purchased tickets)
- Name & logo on all concert event flyers printed & electronic
- Mentioned as event sponsor on all social media ads and posts regarding concert
- Mentioned as event sponsor on all advertising print, media & radio regarding concert
- Company logo on concert stage banner
- Company logo on billboard advertising concert along Hwy 34
- Company logo on all concert road banners
- Option to sell concert tickets at your location
- 20 General Admission Concert tickets total
- 20 Meet & Greet Tickets with artist

PARTY PIT SPONSOR\$4000.00

- Everything from Grand Champion plus...
- Mentioned as Party Pit sponsor on social media ads and posts regarding concert
- Mentioned as Party Pit sponsor on advertising print, media & radio regarding concert
- Company signage on Party Pit fence & on trailers along sides of stage during concert
- Company logo on billboard advertising concert along Hwy 34
- Company name or logo on Party Pit armbands
- Company logo on all concert road banners
- Option to sell concert tickets at your location
- 10 Party Pit Admission Concert tickets total
- 10 Meet & Greet Tickets with artist

BEER TENT SPONSOR\$2000.00

- Everything from Reserve Grand Champion plus...
- Listed as Beer Tent Sponsor whenever Beer Tent is advertised
- Company Signage on Beer Tent or Tents during concert
- Company Signage on trailers along sides of stage during concert
- Company name or logo on Over 21 Wristbands

AFTER PARTY SPONSOR\$1500.00

- Everything from Reserve Grand Champion plus...
- Listed as After Party Sponsor whenever After Party is advertised
- Company Signage on After Party stage
- Company Signage on trailers along sides of stage during concert

2026 Henderson County Fair Sponsorship Form

Name of Business/Organization: _____

Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Levels

___ **\$2500 Grand Champion Sponsor**

- ___ + \$250 to construct or amend 4x8 metal sign displayed for 1 year
- ___ Please use existing 4x8 metal sign I have currently displayed
- ___ I will provide a 4x8 metal sign
- ___ I do not want the opportunity to display a 4x8 metal sign year round

___ **\$1000 Reserve Grand Champion Sponsor**

- ___ + \$500 to construct or amend 4x8 metal sign displayed for 1 year
- ___ Please use existing 4x8 metal sign I have currently displayed
- ___ I will provide a 4x8 metal sign
- ___ I do not want the opportunity to display a 4x8 metal sign year round

___ **\$750 Purple Ribbon Sponsor**

- ___ + \$500 to construct or amend 4x8 metal sign displayed for 1 year
- ___ Please use existing 4x8 metal sign I have currently displayed
- ___ I will provide a 4x8 metal sign
- ___ I do not want the opportunity to display a 4x8 metal sign year round

___ **\$350 Blue Ribbon Sponsor**

___ **\$300 Red Ribbon Sponsor**

___ **\$250 White Ribbon Sponsor**

___ **\$200 Full Page Fairbook Ad Only**

___ **\$150 ½ Page Fairbook Ad Only**

___ **\$125 ¼ Page Fairbook Ad Only**

___ **\$100 ⅛ Page Fairbook Ad Only**

___ **+\$50 If need a new Fairbook Ad Created** (No Charge at the White Ribbon level & above)

\$ _____ **Fair Queen Pageant Donation** (If you would like to donate directly to the Fair Queen Pageant)

___ **\$8000 Concert Main Event Sponsor**

- ___ + \$250 to construct or amend 4x8 metal sign displayed for 1 year
- ___ Please use existing 4x8 metal sign I have currently displayed
- ___ I will provide a 4x8 metal sign
- ___ I do not want the opportunity to display a 4x8 metal sign year round

___ **\$4000 Concert Party Pit Sponsor**

- ___ + \$250 to construct or amend 4x8 metal sign displayed for 1 year
- ___ Please use existing 4x8 metal sign I have currently displayed
- ___ I will provide a 4x8 metal sign
- ___ I do not want the opportunity to display a 4x8 metal sign year round

___ **\$2000 Concert Beer Tent Sponsor**

- ___ + \$250 to construct or amend 4x8 metal sign displayed for 1 year
- ___ Please use existing 4x8 metal sign I have currently displayed
- ___ I will provide a 4x8 metal sign
- ___ I do not want the opportunity to display a 4x8 metal sign year round

___ **\$1500 Concert After Party Sponsor**

- ___ + \$250 to construct or amend 4x8 metal sign displayed for 1 year
- ___ Please use existing 4x8 metal sign I have currently displayed
- ___ I will provide a 4x8 metal sign
- ___ I do not want the opportunity to display a 4x8 metal sign year round

\$ _____ **Total Sponsorship/Donation**

Please return by April 1, 2026, to ensure your ad is included in the 2026 Fairbook

Mail this form and payment to:

**Henderson County Fair
c/o Amanda Randall
1113 Randall Road
Gladstone, IL 61437**

**For more information please contact Amanda at
319-759-7398 or hendcofair@gmail.com**