

SPONSORSHIP PACKAGES 2026



Expand Your Reach Through Community,
Connection, and County-Wide Engagement

**ONE LOCATION.
TWO LEGENDARY TRADITIONS.
ENDLESS EXPOSURE.**





Welcome to a new way to partner with two of Kenosha County's most iconic destinations — the Kenosha County Fair and Wilmot Raceway. Together, we draw hundreds of thousands of visitors each year for one purpose: community, excitement, education, and connection.

As a joint sponsor, your brand gains year-round visibility, both online and on-site, through events that celebrate family, tradition, and hometown pride.

OUR SHARED MISSION

Both the Kenosha County Fair Association and Wilmot Raceway share one goal: to create experiences that unite and inspire our community.

- The **Kenosha County Fair** is a non-profit organization with a 100+ year tradition of promoting youth-centered agricultural education and family entertainment.
- **Wilmot Raceway**, located on the same grounds, delivers high-energy, crowd-favorite racing events all season long from May through September.

By joining forces, we're offering sponsors unparalleled reach, impact, and return across both organizations.





WHY PARTNER WITH US?

55,000+

annual Fair guests

25,000+

annual Event attendees

40,000+

annual Raceway attendees across multiple race nights and events

Combined nearly

120,000+

annual impressions on-site

- Shared digital platforms with thousands of monthly visitors
- Active social media communities that engage across Wisconsin and Illinois
- Discounted Outings, plan your next team event here!



Your sponsorship delivers visibility, community goodwill, and measurable value — not just for one week, but all year long.

YEAR ROUND EXPOSURE

📅 **MARCH – APRIL**

Digital Preseason Campaign

Social Media & Website Launch

📅 **MAY – SEPTEMBER**

Wilmot Raceway Season

On-Site, Digital, Announcements

📅 **AUGUST**

Kenosha County Fair

Full Activation & Media Coverage

📅 **SEPTEMBER – OCTOBER**

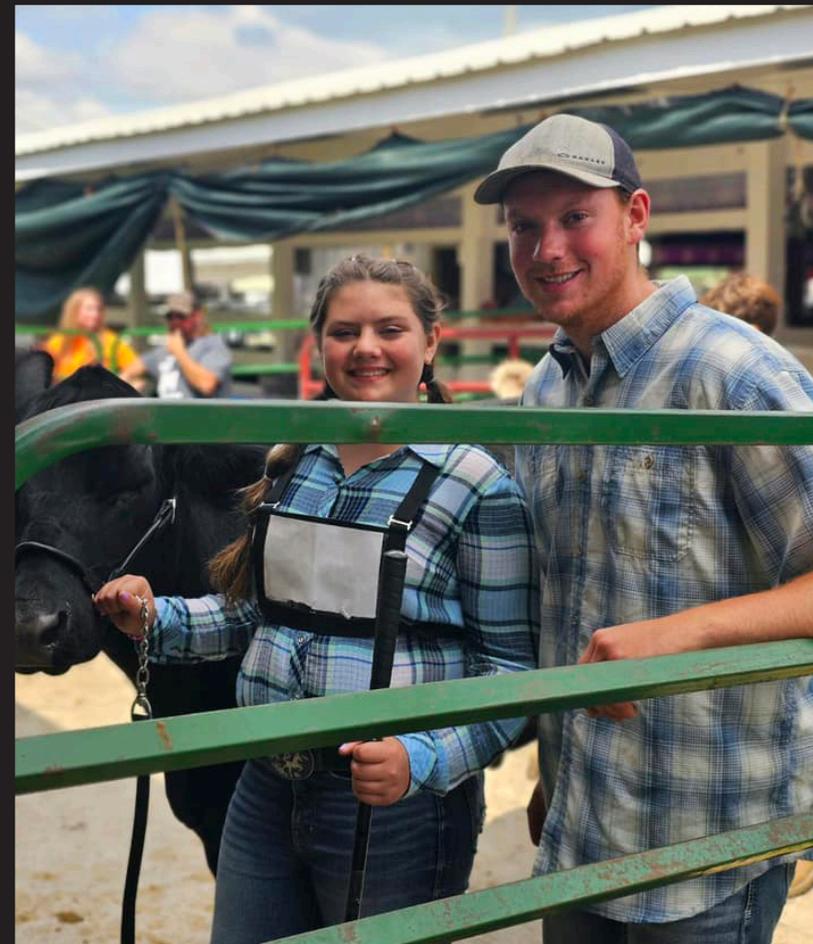
Appreciation Dinner, Sponsor Recap & Renewal Season

ROI Reports, Photo Galleries

📅 **NOVEMBER – FEBRUARY**

Offseason Exposure

Website Links & Event Teasers



SPONSORSHIP LEVELS

TITLE SPONSOR

\$9,950+

Exclusive Naming Rights Opportunity

- Naming rights for a Fair building, major grandstand event
- Premium logo placement on Fair and Raceway homepages with embedded web links
- On-site banner in both Fair and Raceway high-traffic zones
- Recognition in all Fair press releases, digital promotions, and race season announcements
- 20 complimentary Fair passes and 10 Raceway VIP tickets
- Opportunity to display booth or branded activation space during both events

Limited to 5 naming partners annually.

COMMUNITY CHAMPION

\$8,000

Year-round exposure at both venues and across all digital platforms

- Dual-site banners at both the Fairgrounds and Raceway
- Featured logo placement on both websites with live links
- Monthly social media recognition from March–September
- Logo Inclusion in Fair and Raceway Schedules
- Sponsor appreciation recognition during grandstand announcements and race nights
- 15 complimentary Fair passes and 8 Raceway tickets

EVENT PARTNER

\$5,000

Perfect for businesses wanting focused exposure during signature events

- Naming recognition for one Fair event or Raceway race night
- Raceway division (e.g., The [Your Brand] Grandstand or The [Your Brand] Sprint Series)
- Shared on-site signage at both venues
- Featured social post and tag during sponsored event
- Logo placement on both websites' sponsor pages (linked)
- 10 Fair passes and 6 Raceway tickets

READY TO PARTNER? Contact fairmanager@kenoshacofair.com or (262) 862-6121 x201

All tiers include inclusion on both organizations' websites with clickable logo links, social media recognition, and combined event exposure.

SUPPORTING SPONSOR

\$2,500

Ideal for small businesses that want digital and local visibility

- Logo linked on both websites
- Social media "thank you" posts
- On-site sponsor signage
- Digital Signage - 1 design (\$100/changed artwork)
- 6 Fair passes and 4 Raceway tickets
- Raceway division (e.g., *The [Your Brand] Grandstand* or *The [Your Brand] Sprint Series*)

LOCAL PARTNER

\$1,000

Grassroots recognition to show your community pride

- Name recognition on websites and printed materials
- One shared sponsor post during the season
- 4 Fair passes and 2 Raceway tickets



NAMING RIGHTS OPPORTUNITIES

Take your sponsorship to the next level with exclusive naming opportunities that keep your brand front and center all season long.

- **Wilmot Raceway Features:**

Divisions like Winged 604, WingLESS, Lightning Sprints, Modifieds, Street Stocks, or Bandits.

Various buildings like Concessions, Bar, Press Box, or Ticketing.

Programs like Kids Klub or Fan Appreciation Nights.

- **Kenosha County Fair Features:**

Livestock Barns, Open Class Building, Junior Fair Buildings, Marketplace, Main Entrance, Creekside, Horse Arena, Discovery Barnyard, Buyers Tent, Midway, or Public Safety.

- **Shared Assets:**

Entrance Gates, Grandstands, Family Section of Grandstands, or Office.

Each naming rights package includes year-round signage, inclusion on digital promotions, and press mentions.

DIGITAL EXPOSURE & ANALYTICS

CROSS-PROMOTION

Sponsors will appear in digital promotions, social media spotlights, and event photo albums tagged with your company name and link.

MEASURABLE ROI

All sponsors will receive Networking Opportunities and an annual Sponsor Impact Report showing:

- Association Sponsored Appreciation Dinner
- Social media impressions and engagement
- Web clicks and traffic from Fair and Raceway sites
- Attendance estimates and signage visibility





CREATIVE WAYS WE'LL SHOWCASE YOU

SPONSOR SPOTLIGHT VIDEOS

Short reels featuring sponsors on Fair and Raceway social channels.

“PROUD PARTNER” DECALS

Co-branded window clings for your storefront.

COMMUNITY APPRECIATION NIGHT

Invite your staff to a sponsor-exclusive happy hour on a special night.

RACEWAY ANNOUNCEMENTS

Promote events and happenings at your business.



RACEWAY OPPORTUNITIES

Signage Opportunities

4x8 Billboard	\$ 800
4x16 Billboard	\$ 1,500
8x16 Billboard	\$ 2,000
Larger Billboards	\$ Custom
Digi Sign (at entrance – limited)	\$ 1,000 (May 1 – Sept. 30)
Scoreboard (limited)	\$ 1,000
Victory Lane (limited)	\$ 6,000
Main Ticket Booth Exit (limited)	\$ 2,000

Naming Rights

Naming rights are for one season unless a longer contract is desired.

Raceway Naming Rights	\$ Custom
Race Night	\$ 2,000
Multi Night Bundle	\$ 5,000 (3 nights of racing)
Division Sponsorship	\$ 6,500 Wings \$ 5,000 WingLESS \$ 4,500 Modifieds \$ 4,000 Street Stocks \$ 3,500 Bandits \$ 3,000 Lightning Sprints
Main Grandstands	\$ 25,000
Main Entrance	\$ 2,000
Main Concession Stand	\$ 5,000
Main Grandstand Family Section	\$ 2,000
Raceway Bar	\$ 5,000
Pit Grandstands	\$ 10,000
Pit Concession Stand	\$ 3,500
Pit Sign In Shack	\$ 2,500
Food Item	\$ Custom
Fireworks Night	\$ 6,500
Kids Club	\$ 7,500
Special Event	\$ 5,000 per day - IRA 410 \$ 15,000 per day - World of Outlaws
Group/Corporate Events	\$ Custom

Wilmot Raceway hosted **30 events** in 2025, and despite the weather, we were able to hold 27 of them. Eleven of those events were traveling series, some of which draw audiences **worldwide**.

We welcomed over **75,000 attendees** throughout the year and had our second-largest Fair in ten years.

Looking into 2026, we have secured **11 traveling series** and **28 total scheduled events**.

FAIR OPPORTUNITIES

Help bring education, opportunity, and fun to our community!



GRANDSTAND

\$5,000

Secure promotion at one of the Fair's most popular attractions!

- Announcement to 1,000+ nightly Grandstand guests
- Signage with logo placement at Grandstand entrance
- Social media and print promotion throughout Fair season
- 35 complimentary Fair tickets (\$350 value!)

YOUTH ATTRACTIONS

\$2,500

Help bring experiences & entertainment to young Fair-goers!

- Exposure to more than 50,000 Fair guests
- Logo placement on signage at chosen event site
- Social media and print promotion throughout Fair season
- 20 complimentary Fair tickets (\$200 value!)

COMPETITION & EXHIBITS

\$1,000

Endorse our exciting judged events for adults and kids!

- Signage with logo placement at event site
- Social media and print promotion throughout Fair season
- 15 complimentary Fair tickets (\$150 value!)

FRIEND OF THE FAIR

\$500

Support Fair fun with a sponsorship of your choice!

- Logo placement at site
- 5 complimentary Fair tickets (\$50 value!)



GRAND CHAMPION DONOR

\$1,000

Your Grand Champion Sponsorship will provide the funds needed to facilitate large scale improvements to the fairgrounds.

Sponsorship at this level also includes a personalized memorial brick in Centennial Plaza!



BLUE RIBBON DONOR

\$750

Honor your group, event, anniversary, or loved one with a six foot metal picnic table. Nameplate displayed on table top.



RED RIBBON DONOR

\$400

Contribute comfort for Fairgoers with a six foot bench personalized with nameplate on center back rest.



WHITE RIBBON DONOR

\$100 - \$399

We value your support... every dollar makes a difference!

SHOW & SALE ARENA

\$300/FIRST YEAR \$200/CONSECUTIVE YEAR

"Show" your support with a 24" x 36" advertisement in this popular Fair location!

READY TO PARTNER?

Join our tradition. Be part of the excitement.

Make your brand a household name across
Kenosha County and beyond.

Contact:

Kenosha County Fair Association

30820-111th Street | P.O. Box 96 | Wilmot, WI 53192

E-mail: fairmanager@kenoshacofair.com

Phone: (262) 862-6121 x201

