

2011 Sponsor Prospectus

Western Idaho Fair



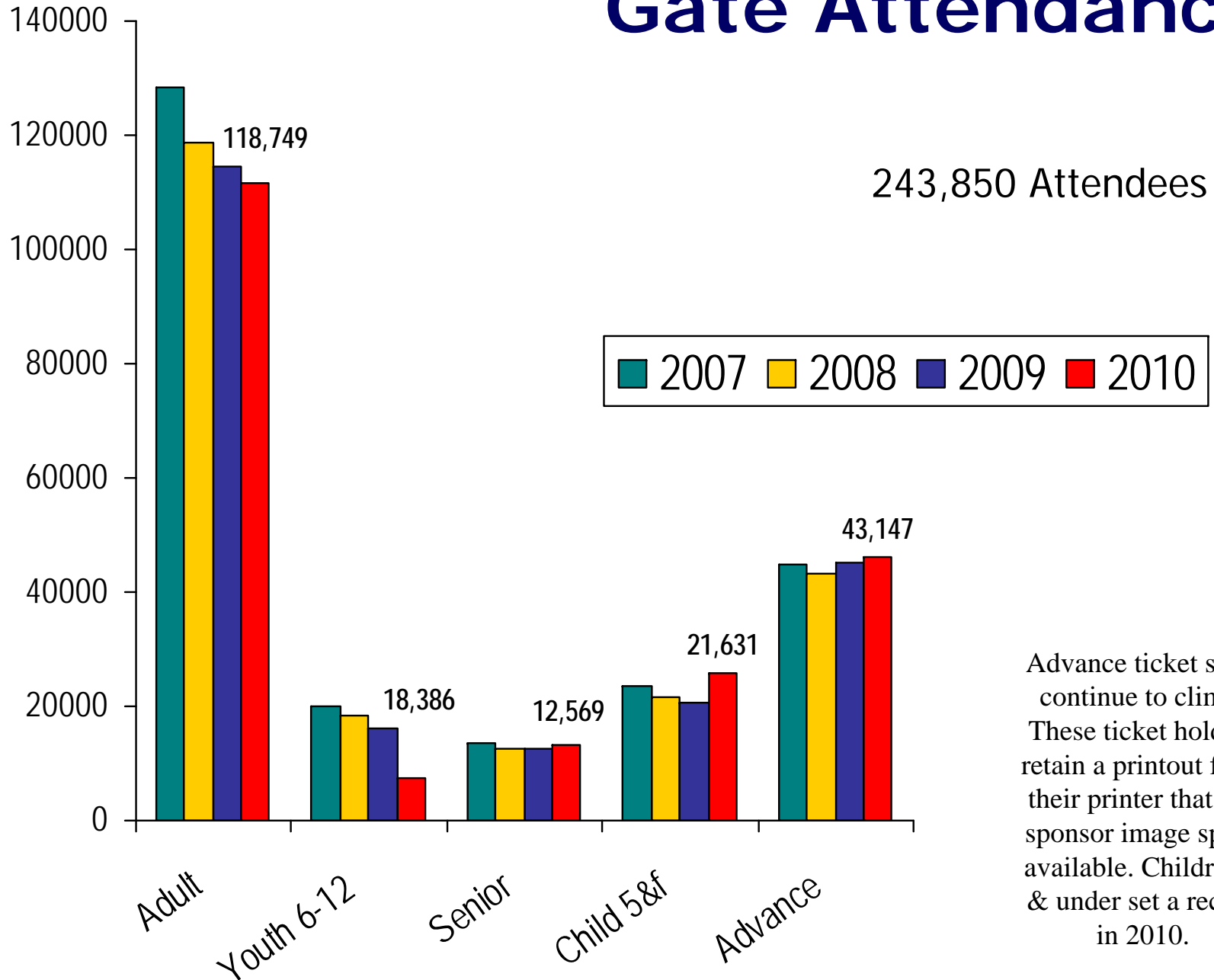
Executive Summary

2010 Attendance
Details

Revenues
Sponsorship
Availability

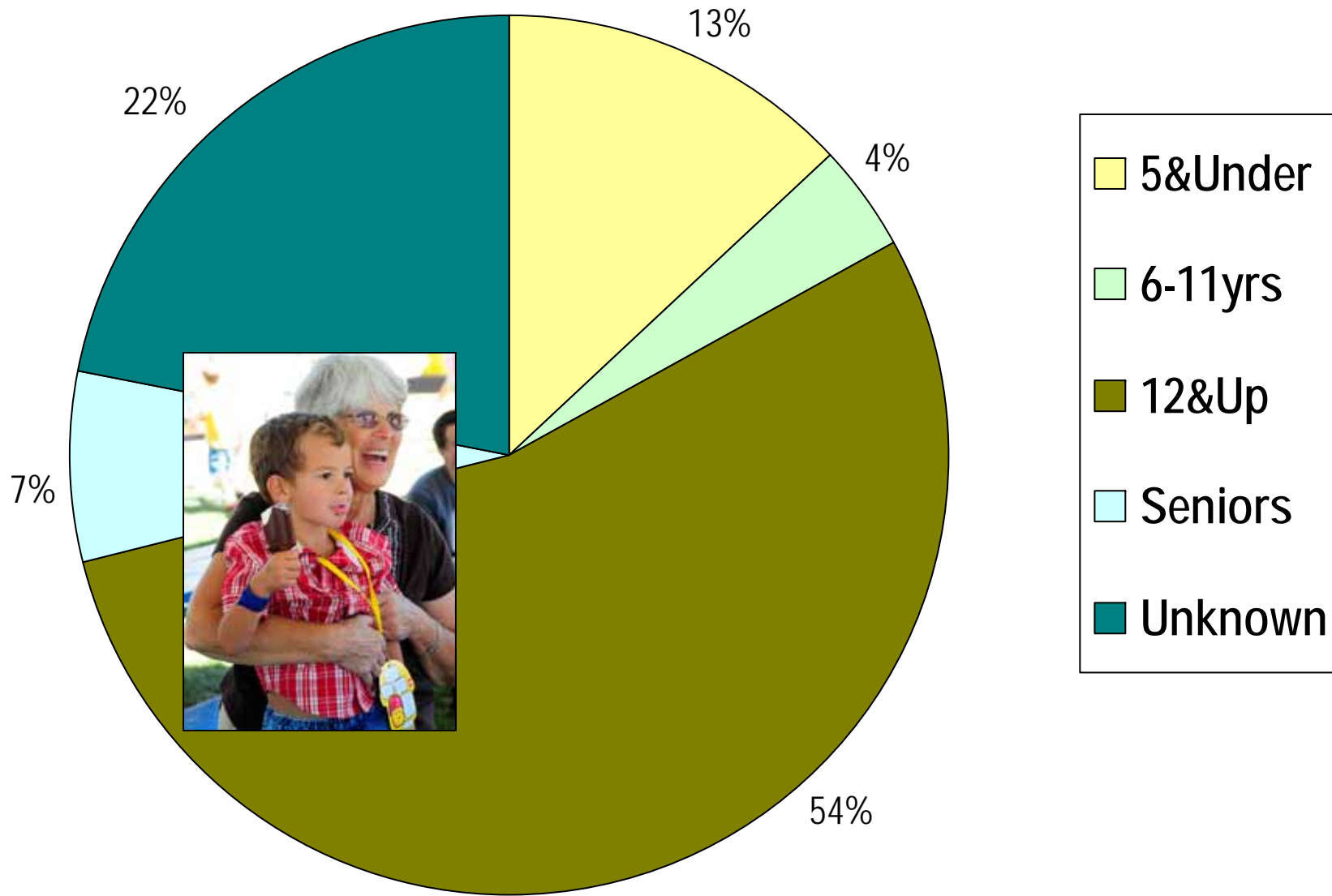


Gate Attendance



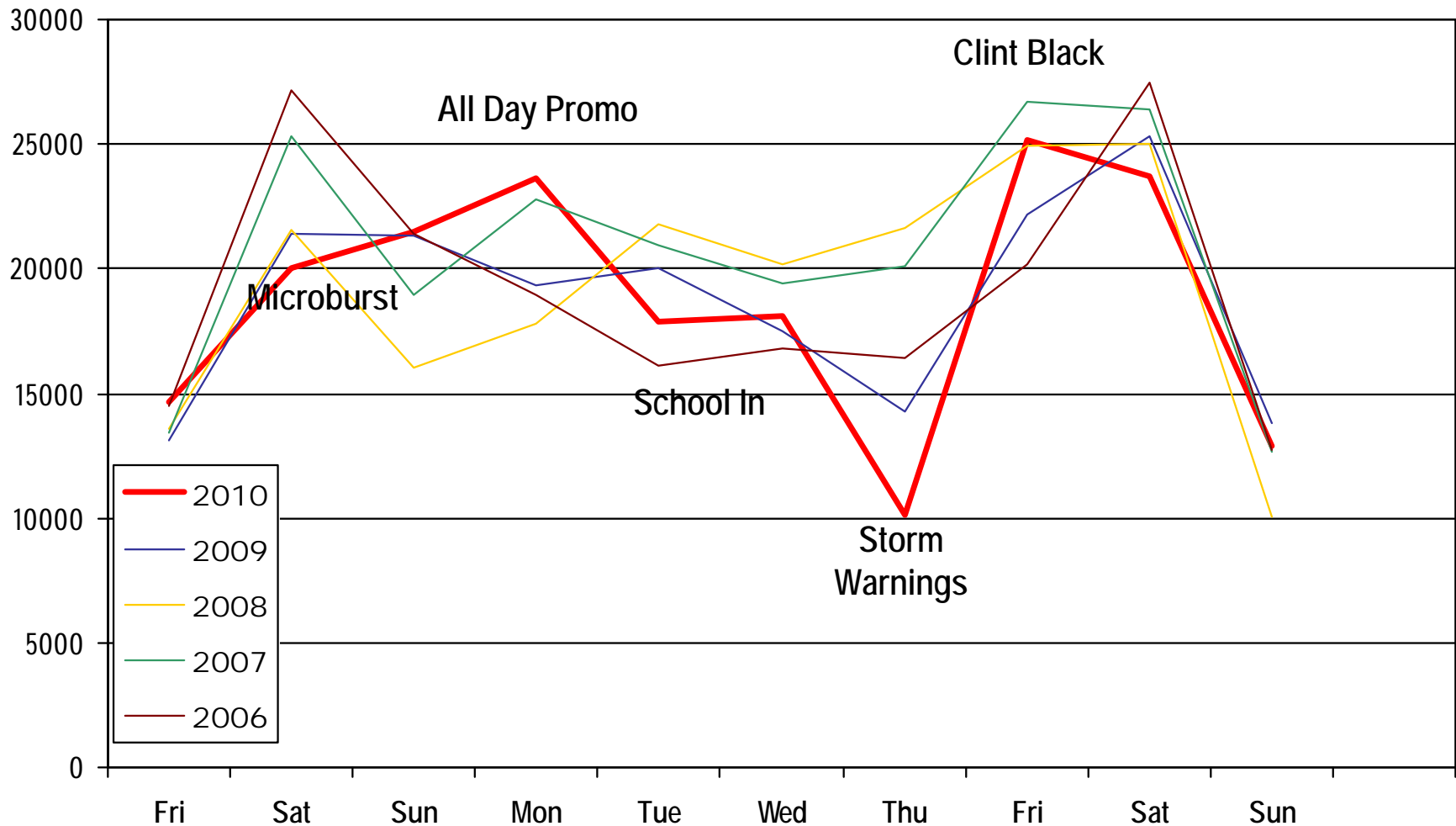
Advance ticket sales continue to climb. These ticket holders retain a printout from their printer that has sponsor image space available. Children 5 & under set a record in 2010.

Attendance by Age

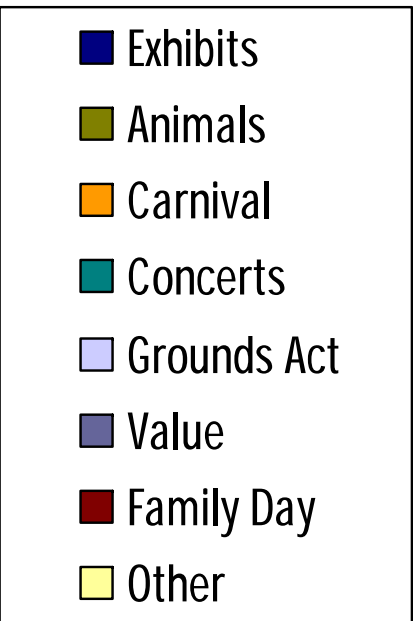
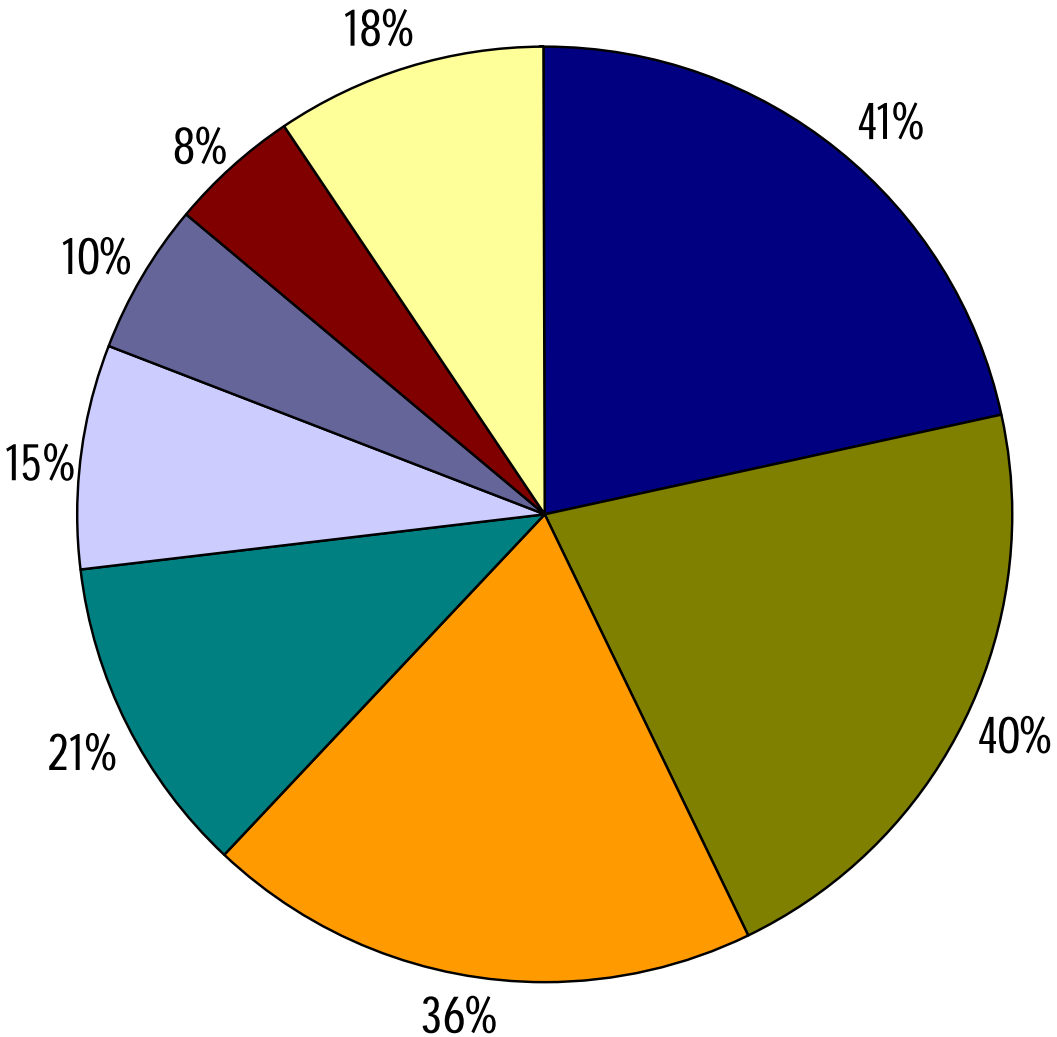


no passes included **Paid Gate Attendance**

2010 was on its way to set records for the first four straight days, if not for the microburst Saturday August 21 and subsequent grounds evacuation. Still, Friday, Sunday and Monday broke records. School averting to an earlier schedule caused a dip in our normally strong midweek attendance. More storm warnings through the media did not help Thursday, but we rebounded to finish strong the last three days.

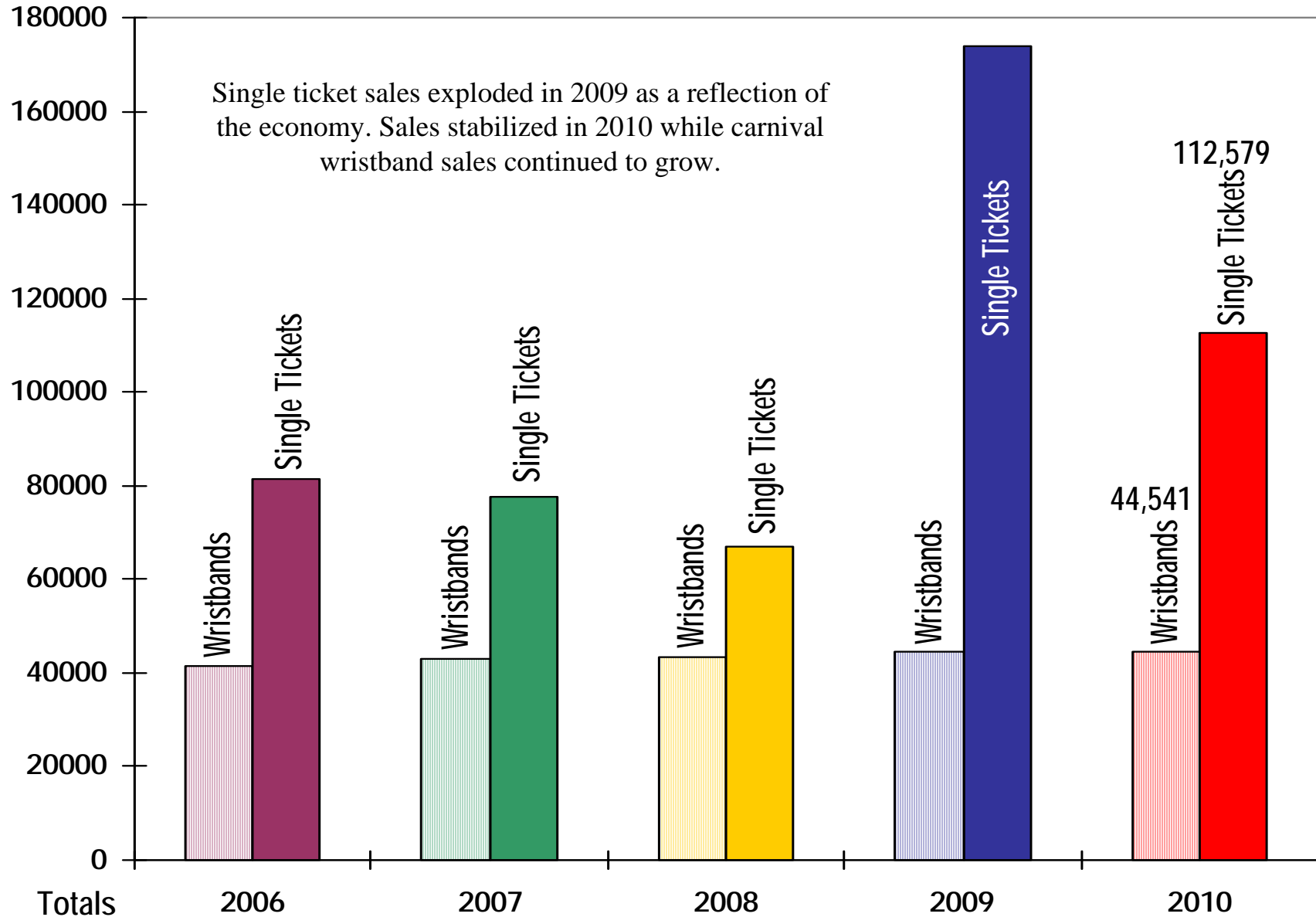


Attractions that Draw

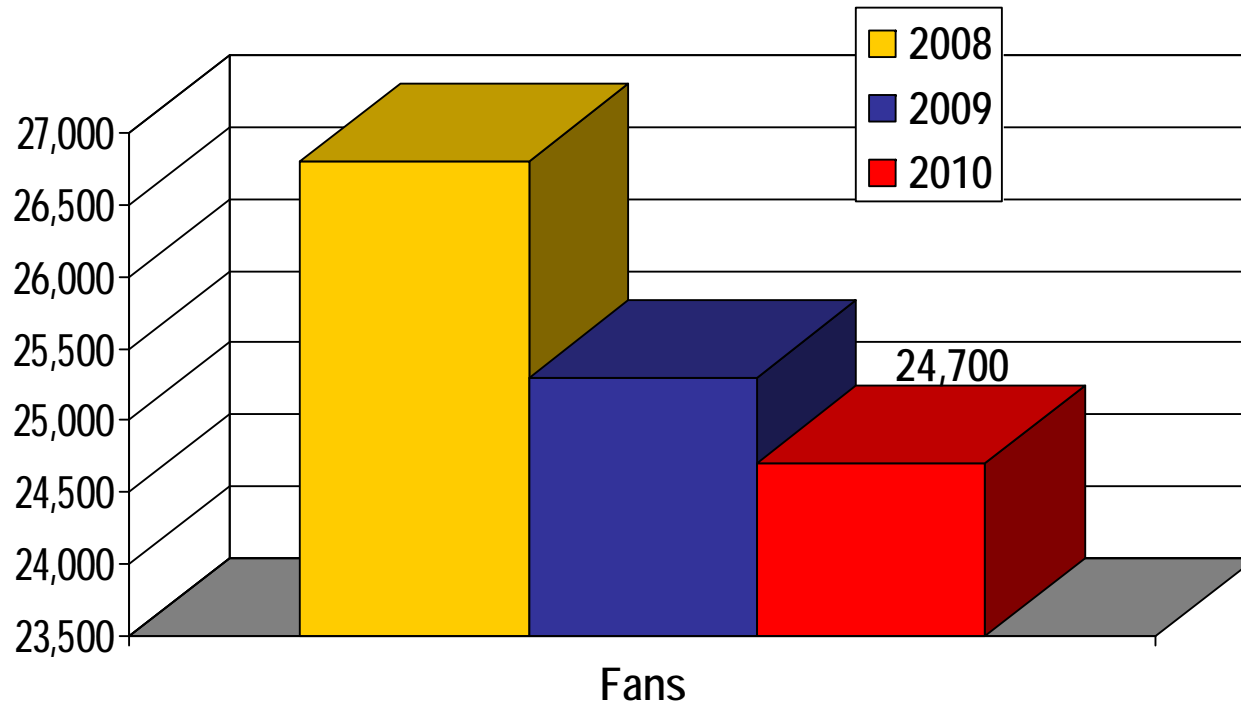


2009 EventCorp Survey

Carnival Ticket Volume



Concerts



Our Grandstand fills to capacity at about 7,500 fans. We were on our way to record concert numbers in 2010 when on the .38 Special concert we were threatened by incoming weather similar to Saturday's microburst.

By Genre:

Country: Gary Allan 7,000 ♦ Rodney Atkins 6,200 ♦ Blake Shelton 8,000 ♦ Kracker/Bryan 7,800
♦ Clint Black 7,400

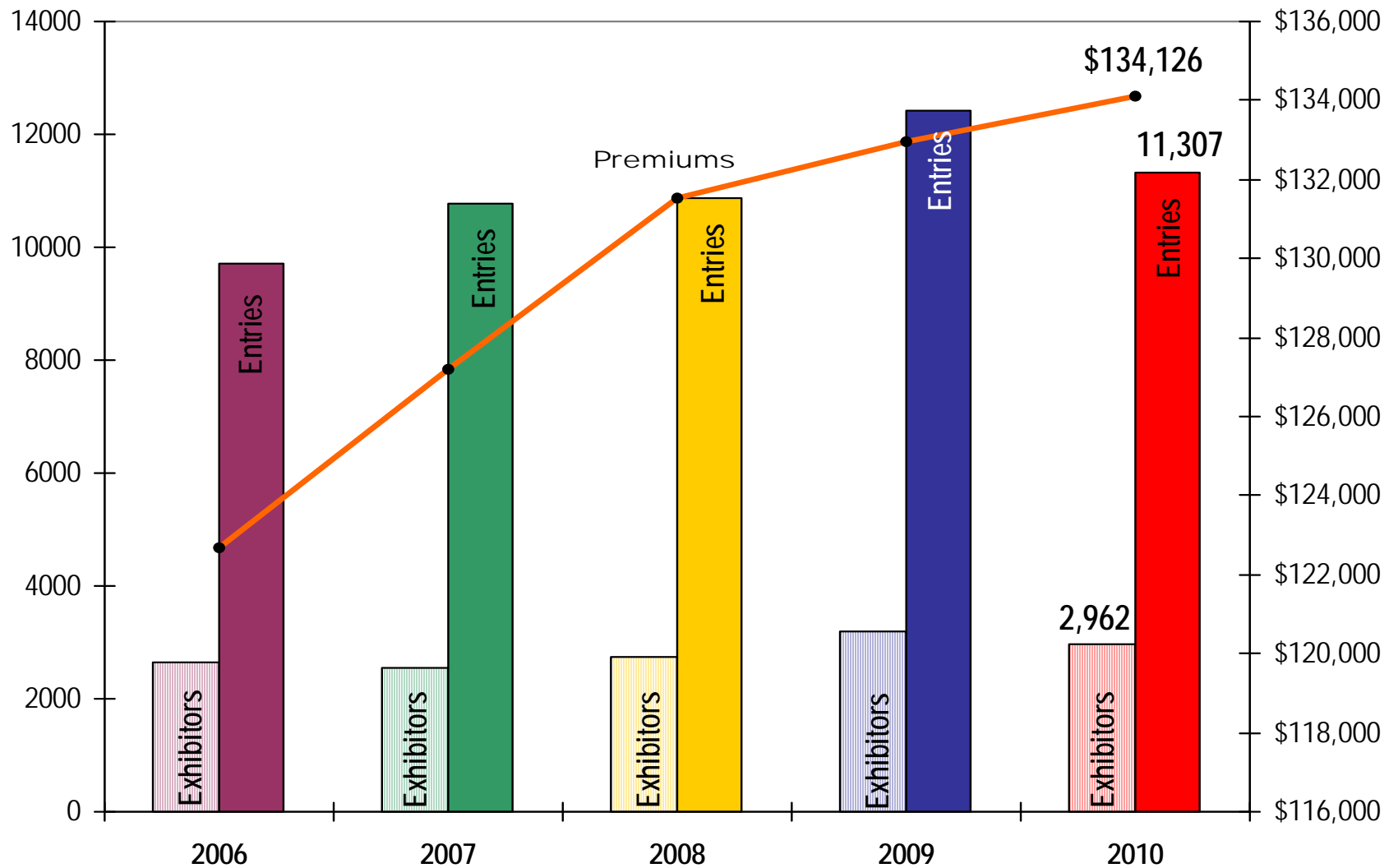
80s Rock: Chicago 8,000 ♦ Foreigner 7,700 ♦ .38 Special 2,800

R&B/Classic Rock: Temptations 6,500 ♦ Four Tops . . . 3,100 (hi heat) ♦ Doobie Brothers 6,700

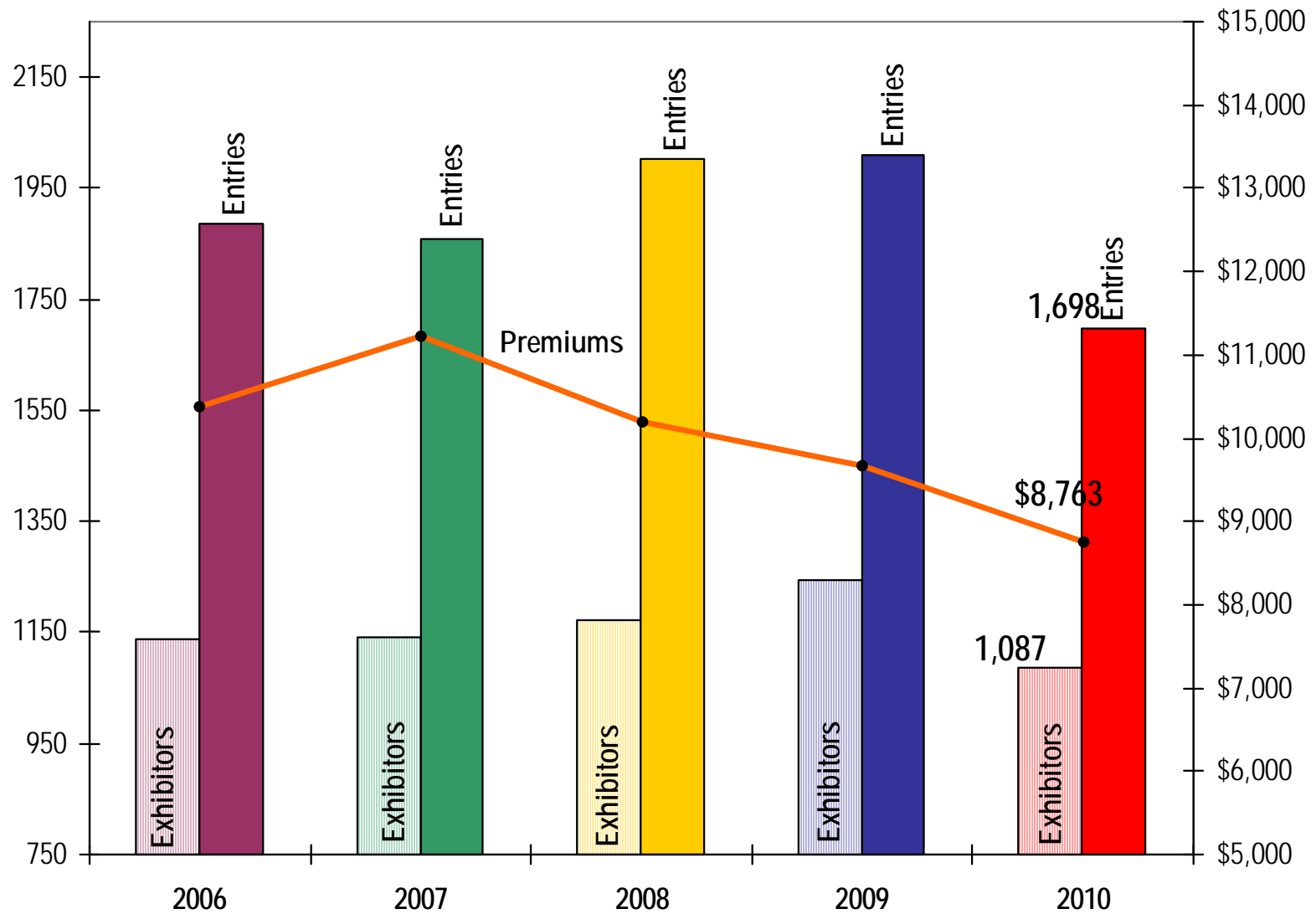
Pop: Corbin Bleu 4,500

Open Competitive Exhibitors

Open competitions such as culinary, draft horse show, fine arts or beef cattle. Premium money goes back into the community and has been a continued pattern of growth.

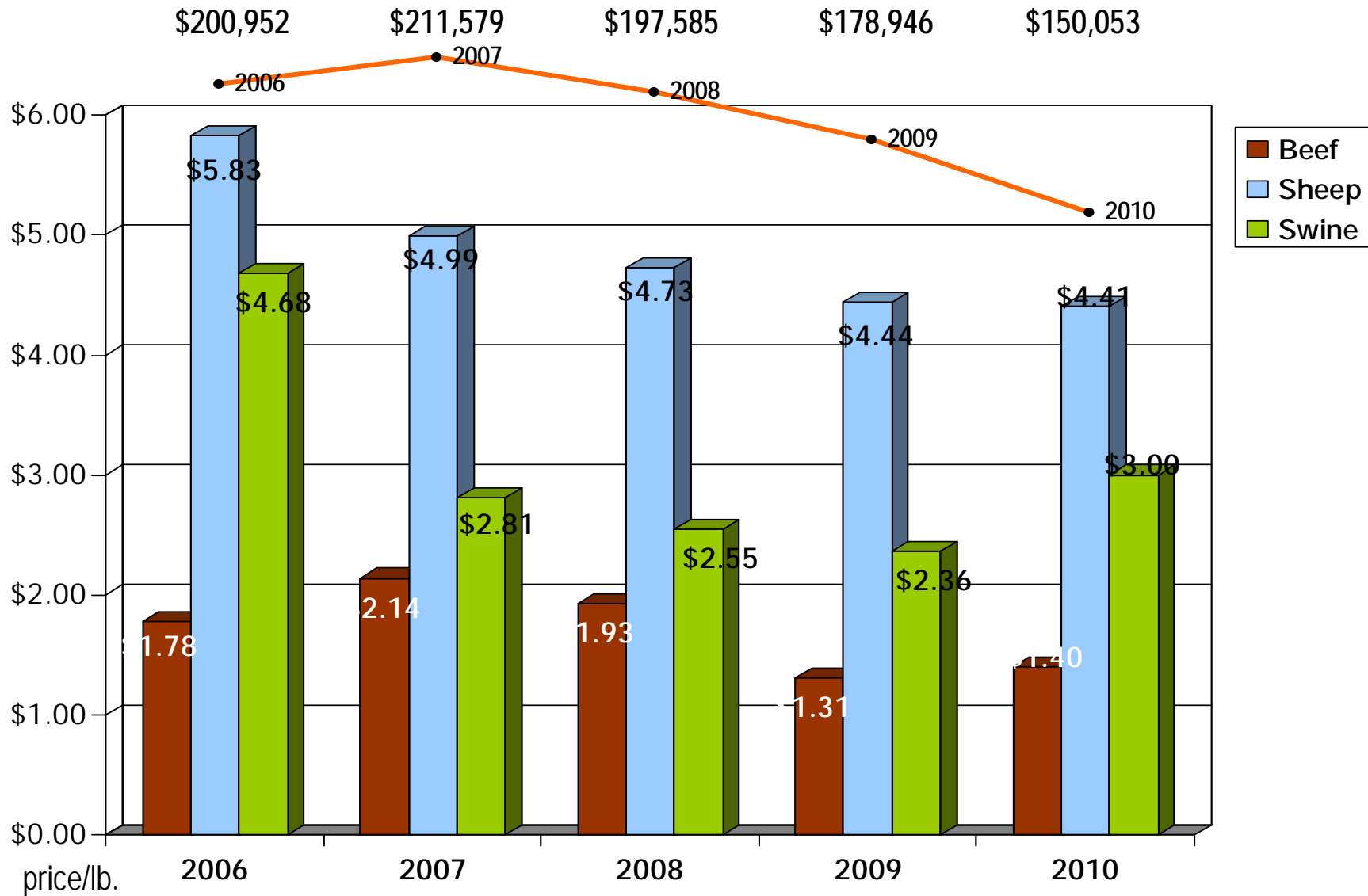


4H and FFA Exhibitors

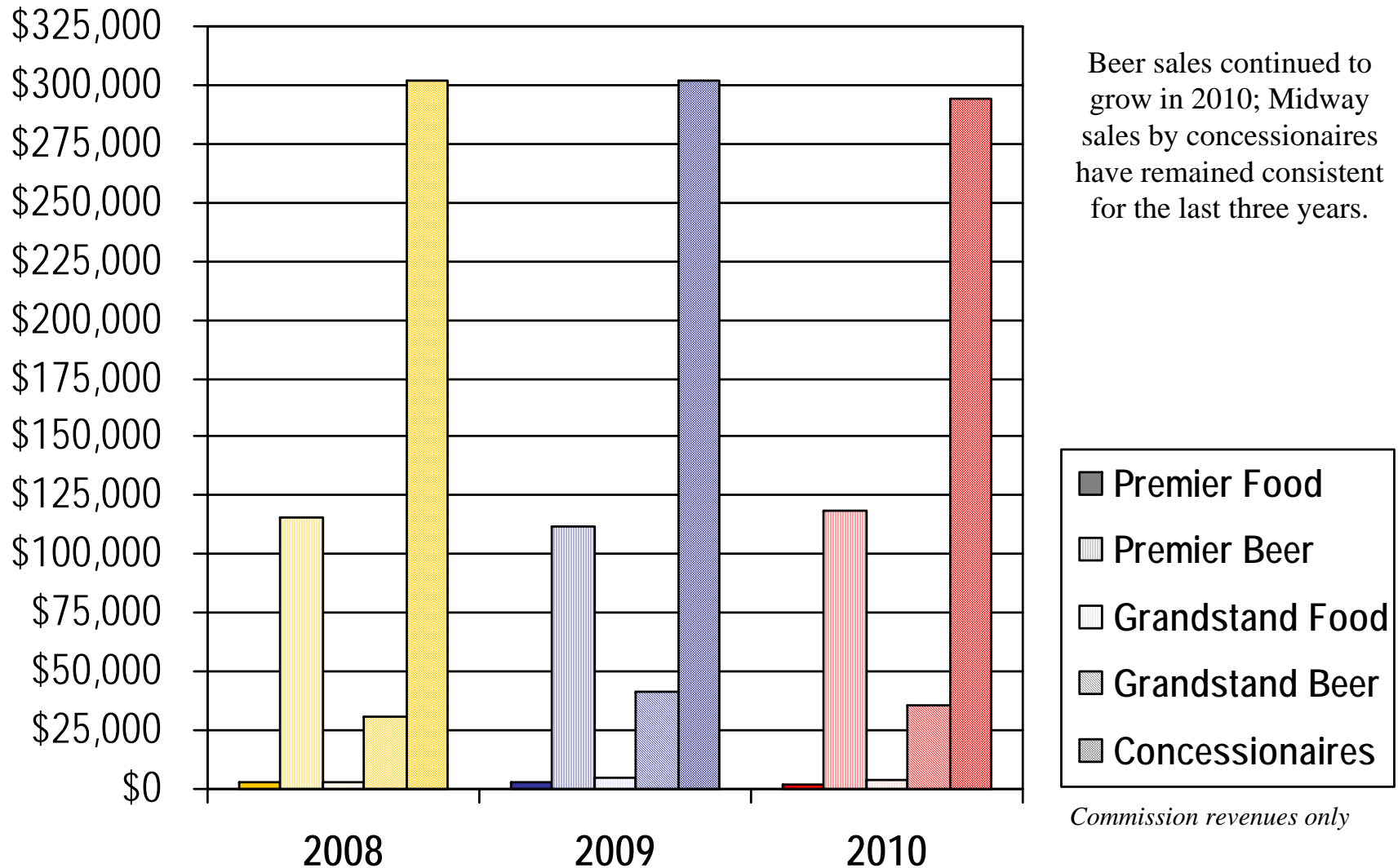


Junior Livestock Sale

Less youth are exhibiting larger animals but price per pound saw an increase this year in lambs and hogs.

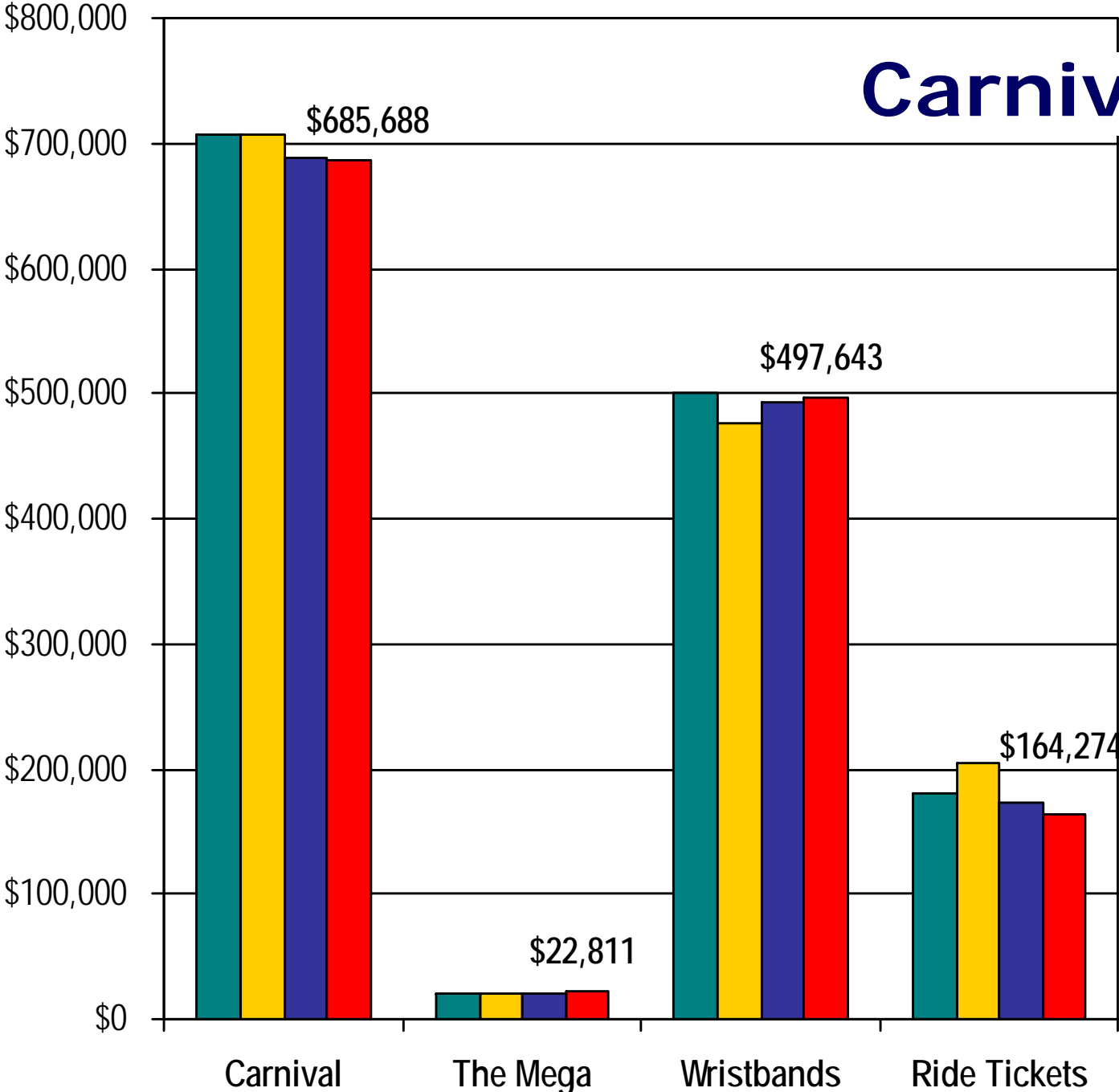


Concession Sales

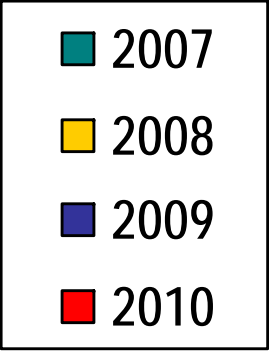


Commission revenues only

Carnival Sales



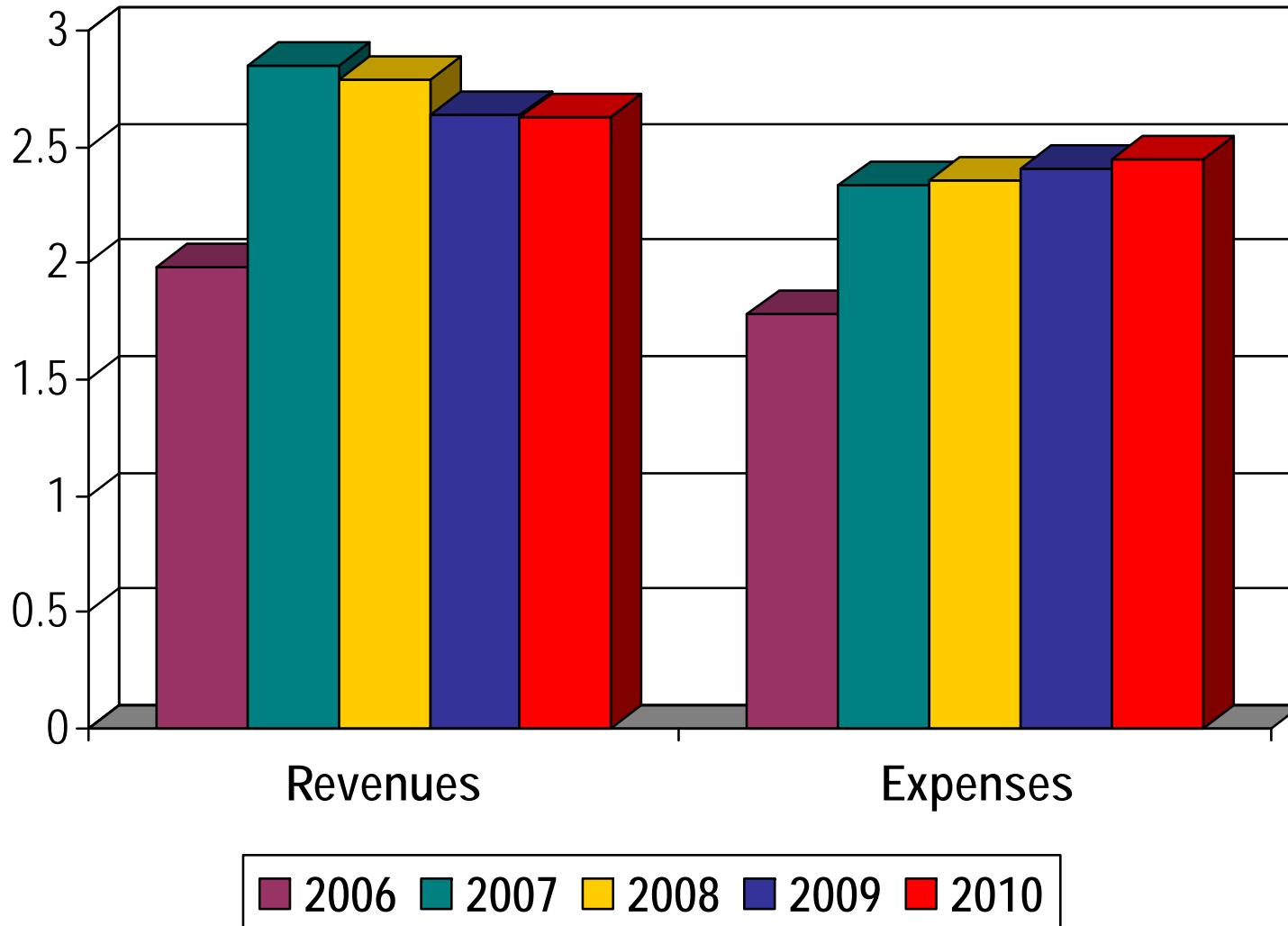
Carnival sales continue to rival 2007 numbers, a record breaking year for Western Idaho Fair.



Commission revenues only

Revenues and Expenses

Revenues stabilized in 2010 even with the incredible storm of August 21, extreme heat followed by more storm warnings, and rain. **We are predicting a rebound in 2011.**



Call for pricing -- all packages are customized.

2011 Availability

NEW

◆ Presenting Sponsorships: Four Night Shows TBD

2011 prospects: contracts not signed on any artist at this time; typically 2 country and two classic rock

Customized benefits include catered VIP Social for your employees at the concert, stage presenting announcement, social media, radio, trade show space, signage, collaterals

◆ Presenting Sponsorships: Competitive Departments

Customized benefits include product placement throughout department area, signage, contest interaction

Culinary - Baking, cooking, cake decorating, canning PENDING

Home Arts - Quilting, sewing, needlepoint

Ceramics - Pottery, stoneware, ceramics, china painting

Agriculture - Vegetables, row crops, fruits, honey PENDING

Flowers - Floral design, floral gardening, container plants

Hobby Craft - Leather, woodworking, doll houses, scrapbooking

Fine Arts - Acrylic, oil, water color, charcoal, pencil PENDING

Photography - Color, monochrome, traditional, digital

Youth - Department for all of the above, youth competitors only SOLD

Call for pricing -- all packages are customized.

TOP SPONSORSHIPS

◆ Presenting - Western Idaho Fair **PENDING**

Largest branding sponsorship available, designed to bolster sales opportunities and/or product/service recognition.

◆ Presenting - Grounds Entertainment

Niche marketing potential through each show.

Ham Bone Racing Pigs -- families; grandparents

Timberworks Lumberjack Show -- blue collar; families; men **PENDING**

Knights of the Realm -- families; equine enthusiasts; one night only **PENDING**

Kids Pedal Tractor Pull -- parents of younger children; grandparents; aggies

Meet the Animals (petting zoo) -- families esp. children 12 & under; Hispanic families

Sea Lion Show -- families; all ages **SOLD**

Butterfly World -- all ages; retirees; nature lovers; women **PENDING**

Stingray Encounter -- families; teens **SOLD**

Big Truck Exhibit -- families of children under 12; aggies; dads **SOLD**

NEON -- teens, twenty-somethings; pairs with day sponsor; cause activated



Crowds gather to watch the Navy's Warfare Challenge at WIF 2010.

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◆ **Day Sponsorship**

Top branding sponsorships, allowing sponsor to “own a day” at Western Idaho Fair; opportunity for product disbursement

Friday Aug 19 -- Not Even Once Night; teens, twenty somethings; jousting show PENDING

Saturday August 20 -- top attendance; families; increase in Hispanic attendance

Sunday August 21 -- top attendance; families; increase in Hispanic attendance

Monday August 22 -- Family Day Promotion with KTVB-NBC, top news station; lower-income families SOLD

Tuesday August 23 -- Night Shows begin; Jr. Livestock Sale

Wednesday August 24 -- Night Show; school starts SOLD

Thursday August 25 -- Breast Cancer Awareness, Night Show PENDING

Friday August 26 -- No Texting while Driving Awareness, Night Show; twenty somethings SOLD

Saturday August 27 -- top attendance; families; repeat visitors

Sunday August 28 -- Half price promo; low income patrons, couples, retirees

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◆ **Facility Sponsorship**

Ability to reach niche audiences; branding; carrying a message or theme

Grandstand Stage -- late teens and twenty-somethings to boomers SOLD

Garden Stage -- all ages SOLD

Gazebo Stage -- all ages SOLD

Western Town Stage -- all ages; 4-H families

Carnival Wristband -- youth to twenty-somethings; parents

Coupon Book -- price conscious shoppers; 35+ PENDING

Shop Arena -- equine enthusiasts PENDING

Trackside Arena -- equine enthusiasts

DemoStation -- seniors; boomers; nursing mothers

Livestock Barn -- aggies

Small Animal Building -- families with kids of all ages

Seat & Eats Areas -- all ages; seniors PENDING

Benches -- seniors; general messaging SOLD

Trash Cans & Recycling Cans -- environmentally conscious

Found Kids Booths -- families with kids under age 9 PENDING

Babies Rest Stop -- nursing mothers & parents with toddlers PENDING

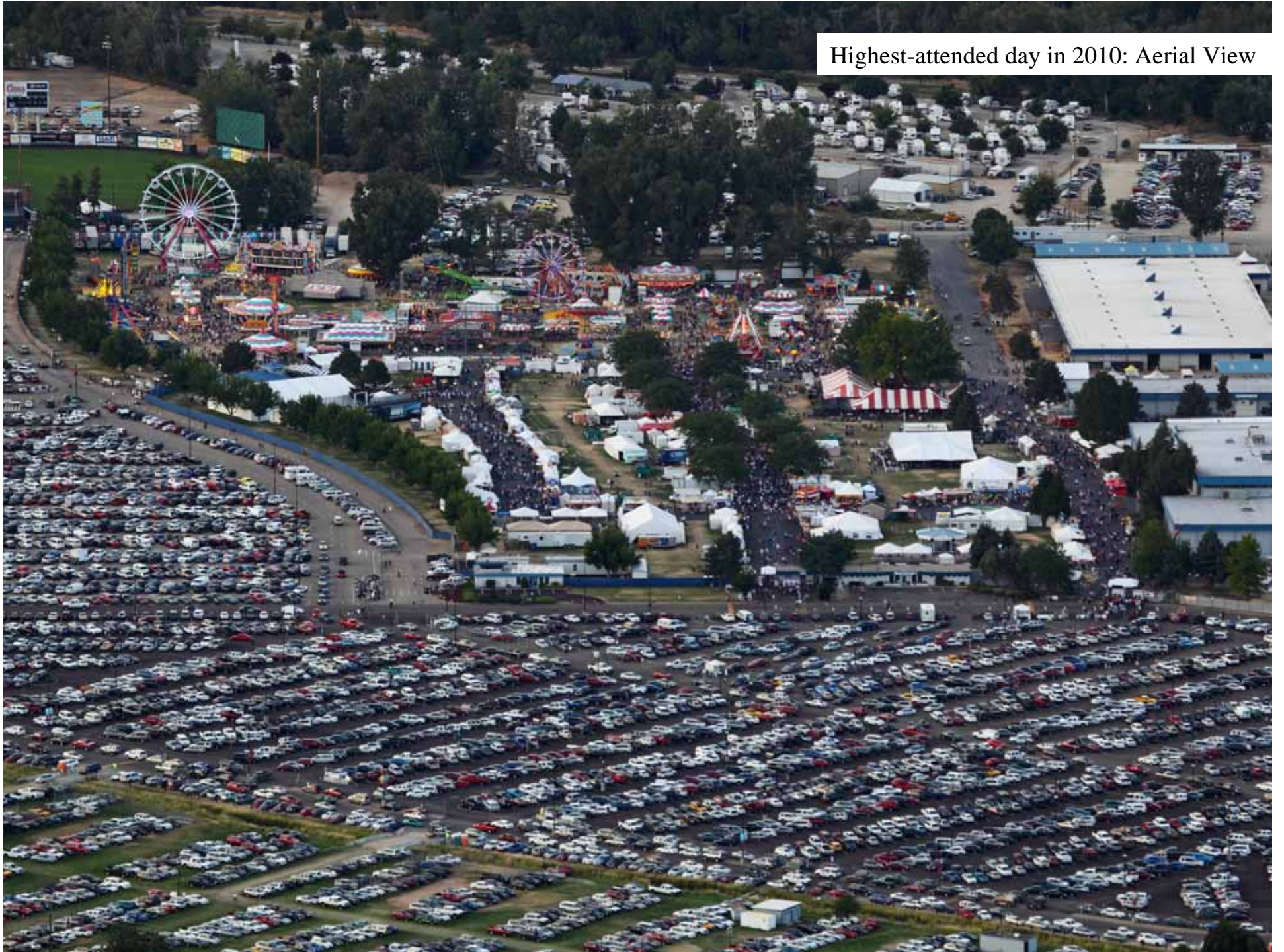
Official Hotel -- exclusive; tourists; exhibitors SOLD

Official Automobile -- exclusive drivers 18-54 SOLD



Teens rock at NEON, Not Even Once Night, a partnership between the Idaho Meth Project and Western Idaho Fair to promote young persons' refusal to use methamphetamine and illegal drugs.

Highest-attended day in 2010: Aerial View





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