

DAKOTAFEST®

2025 DAKOTAFEST SPONSOR GUIDE

2025

CREATING CONNECTIONS *in Ag*

AUGUST 19–21, 2025 | MITCHELL, SOUTH DAKOTA



FIRST LOOK OPPORTUNITIES



Grab the attention of attendees before they enter the show with our sponsorships designed to put your company top of mind. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

EXCLUSIVE! Parking Lot Sponsor	Display signs throughout the attendee parking lots, located at parking row entrances, for the duration of the show. Be recognized as the Parking Lot Sponsor in the show program and digital properties. Sponsors are responsible for supplying the row signage. Dakotafest will produce row signs on your behalf for an additional fee.	\$4,000
EXCLUSIVE! Parking Lot Shuttle Sponsor	Your company banners will be placed on the shuttles carrying attendees between the parking lot and main gates. Four (4), double-sided 5' x 3' banners provided by sponsor. Dakotafest will produce banners on your behalf for an additional fee.	SOLD
Parking Lot Entrance Banners	Get noticed as attendees approach the show grounds with your company branding on 20' x 5' banners placed at parking lot entrances. One (1) banner space at each entrance (2 total). Sponsor to provide banners. Dakotafest will produce banners on your behalf for an additional fee. Limit 5 Sponsors	\$3,500
Attendee Entrance Gate Banners	Place your brand and booth number on banners at the entrance gates. Twelve (12) total banner spaces available; four (4) spaces available at each of three (3) entrances. Sponsor supplies two (2) banners per available space (one for entering attendees facing the entrance gate and one for exiting attendees on the back). One (1) space at one (1) gate = \$1,750 / Three (3) spaces, one (1) at each gate = \$3,500. Dakotafest will produce banners on your behalf for an additional fee. Limit 12, Banners are 5' x 3'	\$1,750- \$3,500
EXCLUSIVE! 2026 Save the Date Magnet	Your logo will be placed on the 2026 Save-the-Date Dakotafest-branded magnet giveaway distributed to 2025 event attendees. Magnets are picked up by attendees at the show gates or at sponsor's booth. Magnet production cost included in the sponsorship price. Qty. 7,000 Order Deadline: MAY 26, 2025	\$5,000
EXCLUSIVE! Wristband Sponsor	Have your brand and booth number placed on the entrance wristbands worn by thousands of attendees coming through the gates, including both adults and children. Wristband production costs are included in the sponsorship price. Order Deadline: MAY 26, 2025	\$8,000
Attendee Admission Tickets	Custom-print your company name on attendee admission tickets and send them to your customers/prospects. Participating exhibitors agree to pay \$6 per ticket for those tickets redeemed on site (after deducting the initial \$120 charge). \$6.00 per ticket / \$120 minimum purchase	\$120 MINIMUM

DEADLINE TO ORDER: Friday, July 11, 2025

DAKOTAFEST AUGUST 19-21, 2025 | MITCHELL, SD

ON THE SHOW GROUNDS SPONSORSHIPS



25,000+ attendees walk the streets of Dakotafest during the show. Let us help you maximize your investment and guide attendees to your booth with our “On the Show Grounds” Sponsorships. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

Register to Win	Donate a Register-to-Win prize (minimum value of \$3,000) that attendees will see and register for inside each entrance. With your prize donation, receive marketing promotion and a two-time use of the registrant list within 180 days after the show.	Prize Value (valued at \$3,000+)
EXCLUSIVE! Show Bag Sponsor	Provide the official show bags that are handed out to attendees as they enter. Include your company logo, booth number, and a promotional message on 5,000 bags. Bags supplied by sponsor price is \$3,000. Bags supplied by Dakotafest price is \$6,500.	\$3,000
Show Bag Insert/ Gate Handout	Drive booth traffic or promote your product on a show bag insert. 5,000 show bags with inserts handed out to attendees as attendees enter the show. Inserts supplied by sponsor.	\$600
EXCLUSIVE! Show Pens	Promote your business at every entrance by supplying the pens that attendees will use at the Register-to-Win areas. Sponsor to supply 2,500 pens.	\$750
You Are Here Signs Limit 6	Two, large-scale show maps will be placed throughout the show grounds. Place your logo and booth number on both the You Are Here signs.	\$600
EXCLUSIVE! Porta-Potty Signage	Place your company branding and messaging on fifty-five (55), removable vinyl stickers affixed to fifty-five (55) porta-potty doors located throughout the grounds. Art provided by sponsor. Stickers produced as part of sponsorship.	\$1,750
EXCLUSIVE! Garbage Can Lid Signage	Place your company branding and messaging on 80, 15”x15” removable vinyl stickers affixed to eighty (80) garbage can lids located throughout the grounds. Art provided by sponsor. Stickers produced as part of sponsorship.	\$1,500
EXCLUSIVE! Kids’ Pedal Pull Sponsor	Sponsor the Kids’ Pedal Pull, an annual family favorite. Receive pre-show promotion, placement of your 5’ x 3’ banner, and ability to hand out company promotional pieces in the contest area. Opportunity for send representatives to present awards to pedal pull winners in person each day.	\$2,000
Show Bench Signs	Drive traffic to your booth by placing your company branding and booth number on resting benches placed around the show grounds. Each bench holds a 6’ x 1’ banner. Banner cost and installation included in sponsorship price.	\$500 for 1 bench \$250 each additional

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EDUCATION BUILDING SPONSORSHIPS



A popular place on the show grounds where attendees catch education sessions, converse with neighbors, or just rest their feet is the DakotaFest Education Center on the Reaves Campus. Build your company presence with a captive audience by participating in these sponsorships. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

Education Building Wall Sign Limit 6	Place a 8' x 4' sign on the inside wall of the Education Building for a 2-year sponsorship. \$1,250 for year one and \$1,000 for year 2. You provide the art; we'll produce the sign.	\$2,250 for 2 years
Educational Session Presentation Limit 3	Present a 30–50 minute educational session on the Education Building stage. Receive recognition in the show program, website and on-site signage, ability to hang a banner from the stage during your session and to hand out promotional fliers to attendees.	\$1,250
Dakotafest Woman Farmer/Rancher of the Year Limit 5— <i>ONE SPOT REMAINING</i>	Sponsor the DakotaFest Woman Farmer/Rancher of the Year program and receive pre-, during- and post-program promotions, recognition in the show program, on-site signage, opportunity to review applications and select the winner, 20 complimentary DakotaFest tickets, and 1–2 minutes of stage time to share a company message and introduction of one of the finalists.	\$3,000
Livestream Sponsor	Get online and onstage recognition during DakotaFest programming as the Livestream Sponsor. Your logo will appear under the livestream player on DakotaFest.com, an announcement will be made during the introduction of each session and you'll receive recognition on social media via the livestream.	\$5,000

MUSIC & ENTERTAINMENT TENT TITLE SPONSOR

Get your company branding front and center at our popular Music & Entertainment Tent—a place for attendees to catch live music or ag celebrity appearances. With a sponsorship, you receive:

- Naming rights for the tent
- Pre-show mentions of the tent in printed promotional material, social media, and e-newsletter; on the radio and website; and in the show program
- Recognition on the You Are Here boards
- Ability to collaborate on scheduled talent for the tent
- Signage at the tent and throughout the show grounds
- PA announcements
- Tables and seating for attendees

\$6,500



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ATTENTION GRABBING SPONSORSHIPS



Make a splash at Dakotafest with these high-value, high-visibility sponsorships. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

Field Ride & Drive Demonstrations	Let attendees ride in the cab or drive your product on our demonstration field, in the northeast corner of the grounds. You will be recognized as a Ride & Drive Sponsor on directional signage, in the show program and on the website. Demonstrations are subject to show management approval.	FREE
EXCLUSIVE! Courtesy & Golf Cart Shuttle Sponsor	Sponsor the Dakotafest Courtesy Shuttle and get your company seen all over the grounds. Sponsorship includes: <ul style="list-style-type: none"> Two, 6–8 passenger shuttles/golf carts and drivers with a co-branded wrap around each shuttle. (Co-branded with Dakotafest) Branded signage on 50 additional attendee golf carts Signage at each shuttle stop with your logo and booth number Sponsorship mentioned in the show map and on signage at the show entrances Opportunity to place fliers in each passenger shuttle/golf cart (sponsor provides fliers) Your company name and/or logo on all pre-show marketing materials promoting the On-site Courtesy Shuttle Sponsor 	\$6,500
Livestock Exhibit Partner	Be where the livestock action is and speak directly to livestock producers at Dakotafest when you secure a tabletop exhibit in the livestock tent. Become a partner, and you'll get an opportunity to hang an 8' x 3' max sized banner outside the tent and present a 5-minute livestock demonstration two times each day of the show.	\$500 tabletop display \$500 partner add-on
In-Booth Giveaway Promotion	Giving away an item at your booth? Let's make sure everyone knows about it! Choose this sponsorship and your company's logo and giveaway information will be included on event signage, in the printed show program, on the show website, Dakotafest social media platforms, and in the Dakotafest mobile app. Order by JUNE 24 to be included in the show program.	\$500
In-Booth Event Promotion	Hosting an education session or event in your booth? Let's make sure attendees swing by! Choose this sponsorship and your company's in-booth event information will be included on event signage, in the printed show program, on the show website, Dakotafest social media, and in the Dakotafest mobile app. Order by JUNE 24 to be included in the show program.	\$500

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DIGITAL SPONSORSHIPS



Build awareness of your company at Dakotafest and drive digital traffic to your online properties prior to and during the show with our digital sponsorship options. Select a digital package or speak with your sales rep about using our digital tools individually. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

EXCLUSIVE! Farm Show App Sponsor	Receive recognition as the exclusive Dakotafest Show App Sponsor anywhere we promote the show app on signage, show program, pre-show marketing and the website.	\$1,500
E-newsletter Sponsor	Place a logo or banner ad on the Dakotafest monthly E-newsletter. E-newsletter will deploy to all Dakotafest subscribers May–August. \$250 for one placement or \$750 for all 4. 250 x 300 px max size. Size may adjust based on newsletter layout.	\$250 for 1 \$750 for 4
Digital Gold Package Limit 4 sponsors	<ul style="list-style-type: none"> ■ Dakotafest.com Welcome ad (970 px x 250 px) ■ Embedded product video or picture with a description on Dakotafest.com ■ 3 social media posts on Dakotafest Instagram, Facebook, and X ■ 2 show app push notifications during Dakotafest ■ E-newsletter digital ad (300 px x 250 px) sent to 7,000+ subscribers in 2 editions ■ Upgraded Exhibitor Listing 	\$2,100
Digital Silver Package Limit 6 sponsors	A great package option for promoting specific products or special pricing promotions! <ul style="list-style-type: none"> ■ Dakotafest.com skyscraper ad (300 px x 600 px) ■ Embedded product video or picture with a description on Dakotafest.com ■ 2 social media posts on Dakotafest Instagram, Facebook, and X ■ 1 show app push notification during Dakotafest ■ E-newsletter digital ad (300 px x 250 px) sent to 7,000+ subscribers in 1 edition ■ Upgraded Exhibitor Listing 	\$1,400
Digital Bronze Package Limit 6 sponsors	<ul style="list-style-type: none"> ■ Dakotafest.com box ad (300 px x 250px) ■ 1 social media post on Dakotafest Instagram, Facebook, and X ■ Upgraded Exhibitor Listing 	\$750

Welcome ad
970 x 250

Box ad
300 x 250

Skyscraper ad
300 x 600

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COMPANY LISTING PACKAGES



Online & Show Program Company Listing Packages

Help attendees find you at Dakotafest! Your company's details are listed on Dakotafest.com's digital floor plan, on the show app, and in the company and category listings sections of the show program. Find out how to log in and update your information here. Or contact us today at **800.827.8007** or **Dakotafest.com!**

Basic Listing	To enter your company details	FREE
Upgraded Exhibitor Listing	To receive additional benefits as listed below	\$199
Add Upgraded Exhibitor Listing Add-on	Add the Upgraded Exhibitor Listing to any other sponsorship item and pay only \$99!	\$99

Basic Booth Listing

No additional cost

In digital booth profile:

- Logo
- Social media links—Facebook, LinkedIn, X
- 50-character company description
- 2 booth contacts
- 2 document uploads
- 1 product upload that includes
- 2 product photos
- 50-character product description
- Access to visitor analytics
- Industry/product category selections

In show program:

- Listed alphabetically
- Listed by industry/product category

Upgraded Booth Listing

\$199 or \$99 when added on to one other sponsorship

In digital booth profile:

- Logo
- Wallpaper logo—shows up on the website floorplan
- Custom banner
- Social media links—Facebook, LinkedIn, X +2 additional
- 500-character company description
- 4 booth contacts with photos
- 10 document uploads
- 5 product uploads that include:
 - Up to 5 photos per product
 - 100-character product description
 - Access to visitor analytics
 - Industry/product category selections
 - Company pinned to top of online exhibitor list

In show program:

- Listed alphabetically
- Listed by industry/product category
- Company profile printed in show program

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SHOW PROGRAM ADVERTISING



Thousands of attendees will walk the grounds of DakotaFest this August, and all of them will be carrying the DakotaFest Show Program containing all exhibitors, events, demonstrations, and activities. Set yourself apart from other exhibitors by showcasing your company in a program ad. Contact us today at **800.827.8007** or **Dakotafest.com!**

PLACEMENT	DIMENSIONS (WIDTH X HEIGHT)	RATE
Back Cover*	Page size = 7.875" x 10.75" Add bleed = 8.125" x 11"	\$4,525
Inside Front Cover*	Page size = 7.875" x 10.75" Add bleed = 8.125" x 11"	SOLD
Inside Back Cover*	Page size = 7.875" x 10.75" Add bleed = 8.125" x 11"	\$3,875
Full Page*	Page size = 7.875" x 10.75" Add bleed = 8.125" x 11"	\$2,775
1/2 Page Horizontal	7" x 4.625"	\$1,875
1/2 Page Vertical	4.625" x 7"	\$1,875
1/3 Page Horizontal	7" x 3"	\$1,500
1/3 Page Vertical	2.250" x 9.375"	\$1,500
1/3 Page Square	4.625" x 4.625"	\$1,500
1/4 Page	3.5" x 4.625"	\$1,025
1/6 Page	4.625" x 2.250"	\$800

*For full page ads:

- Use .25" margin for all edges as clear space—keep text and logos .25" from edges.
- Add .25" to page size for bleeds—pull color and photos past edges.
- File type = PDF
- Resolution = 300 dpi
- Save your PDF with bleeds and crop marks.

1/2 page horizontal
7" x 4.625"

1/4 page
3.5" x 4.625"

1/3 page square
4.625" x 4.625"

1/3 page horizontal
7" x 3"

1/2 page vertical
4.625" x 7"

1/3 page
vertical
2.25" x
9.375"

1/6 page
4.625" x 2.25"

FREE PROMOTIONAL ITEMS & TICKETS



Give yourself a competitive edge and drive booth traffic with these FREE promotional materials! Order online and customize your pieces with a company name and booth number.

3 Ways to Order

1. Go to IDEAGroup.com/Dakotafest/Sponsorships, choose your promotional option, and follow the prompts to place your order.
2. Use the order form on the back of this document, fill it out, then scan and email to IDEAg@IDEAGroup.com or your DakotaFest Sales Representative.
3. Talk to a DakotaFest representative, 800.827.8007.

Last day to order is July 18. Fulfillment takes approximately 10–15 business days so plan accordingly.

Show Postcards	Order 8.5" x 5.5" customized postcards to give or mail to your customers or prospects before the event to let them know you'll be exhibiting. Postcards will include DakotaFest branding along with your company name and booth number.
Show Brochure/ Invoice Stuffer	The DakotaFest Show Brochure allows you to let your customers and prospects know all about the show. Customize it with your company name and booth number as well. At 8.5" x 3.75", they are the perfect size to include in invoices and promotional mailings.
Show Poster	Our DakotaFest Show Posters (11" x 17") are perfect to hang in high-traffic areas of your business or in local businesses around your community.
Attendee Admission Tickets	Custom-print your company name on attendee admission tickets and send them to customers. Participating exhibitors agree to pay \$6 per ticket for those tickets redeemed on site (after deducting the initial \$120 charge). \$6.00 per ticket/\$120 minimum purchase

CONTACT YOUR SALES REP TODAY!

Have an idea you don't see listed? We want to help you reach your goals for this year's DakotaFest. Let us customize a sponsorship package just for you! Contact our sales staff or find our Contact Us page on Dakotafest.com.

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