

# MINNESOTA FARMFEST®

AUGUST 5-7, 2025 | REDWOOD COUNTY, MN

# Farm.

## FAMILY. FUN.

2025

SPONSOR GUIDE



#Farmfest25



Farmfest.com



# 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 **Farmfest.com!**

|   |   |                             |
|---|---|-----------------------------|
| <b>EXCLUSIVE!</b><br><b>Parking Lot Sponsor</b>         | Display (45) signs throughout the attendee parking lots at each parking row entrance for the duration of the show. Be recognized as the Parking Lot Sponsor in the show program, on-site signage, and on the website. Sponsors are responsible for supplying the row signage. Farmfest will print row signs on your behalf for an additional fee.   | <b>\$4,000</b>              |
| <b>EXCLUSIVE!</b><br><b>Parking Lot Shuttle Sponsor</b> | Your company banners will be placed on the tops of the shuttles carrying attendees between the parking lot and main gates for everyone to see. Two (2), double-sided 5' x 3' banners provided by sponsor. Farmfest will print banners on your behalf for an additional fee.   | <b>\$3,500</b>              |
| <b>Parking Lot Entrance Banners</b>                     | Get noticed as attendees enter the show grounds with your company branding on 20' x 5' banners placed at parking lot entrances. Banners are placed for the duration of the show and can be seen from the road. One (1) banner space at each entrance (2 total). Sponsor to provide banners. Farmfest will print banners on your behalf for an additional fee.<br><b>Limit 4 Sponsors</b>  | <b>\$3,750</b>              |
| <b>Attendee Entrance Gate Banners</b>                   | Place your brand and booth number on banners at the 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. Farmfest will print banners on your behalf for an additional fee.<br><b>Limit 12, Banners are 5' x 3'</b> | <b>\$1,750-<br/>\$3,500</b> |
| <b>EXCLUSIVE!</b><br><b>2026 Save the Date Magnet</b>   | Your logo will be placed on the highly-requested 2026 Save the Date Farmfest-branded magnet distributed to event attendees entering the show. Sponsor will also receive magnets to distribute from their booth. Magnet production cost included in the sponsorship price. Qty. 7,000<br><b>Order Deadline: MAY 26, 2025</b>   | <b>\$5,000</b>              |
| <b>EXCLUSIVE!</b><br><b>Wristband Sponsor</b>           | Have your brand and booth number on the wrists of every one of the thousands of attendees coming through the gates, including both adults and children. Wristband production costs are included in the sponsorship price.<br><b>Order Deadline: MAY 26, 2025</b>  | <b>\$7,500</b>              |
| <b>Attendee Admission Tickets</b>                       | 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  | <b>\$120<br/>MINIMUM</b>    |

**DEADLINE TO ORDER: Friday, June 27, 2025**

**FARMFEST** AUGUST 5-7, 2025 | REDWOOD COUNTY, MN

# ON THE SHOW GROUNDS SPONSORSHIPS



27,000+ attendees walk the streets of Farmfest 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 **Farmfest.com!**

|  |  |  |
|--|--|--|
| <b>Register to Win</b><br>Limit 3                    | 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.                                       | <b>Prize Value</b><br>(valued at \$3,000+)                     |
| <b>EXCLUSIVE!</b><br><b>Show Bag Sponsor</b>         | 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 produced by Farmfest price is \$6,500.<br><b>Order Deadline: MAY 26, 2025</b> | <b>\$3,000 or \$6,500</b>                                      |
| <b>Show Bag Insert/ Gate Handout</b>                 | Drive booth traffic or promote your product on a show bag insert. 5,000 show bags with inserts handed out to attendees as they enter the show. Inserts supplied by sponsor.  | <b>\$600</b>   |
| <b>EXCLUSIVE!</b><br><b>Show Pens</b>                | 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.  | <b>\$750</b>   |
| <b>You Are Here Signs</b><br>Limit 6                 | Three, large-scale show maps (100” x 50”) will be placed throughout the show grounds. Place your logo and booth number on all the You Are Here signs.  | <b>\$600</b>   |
| <b>EXCLUSIVE!</b><br><b>Porta-Potty Signage</b>      | Place your company branding and messaging at eye level on 15”x15” removable vinyl stickers affixed to sixty-six (66) porta-potty doors located throughout the grounds. Art provided by sponsor. Stickers produced as part of sponsorship.  | <b>\$1,750</b>   |
| <b>EXCLUSIVE!</b><br><b>Garbage Can Lid Signage</b>  | Place your company branding and messaging via 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.  | <b>\$1,500</b>   |
| <b>EXCLUSIVE!</b><br><b>Kid’s Pedal Pull Sponsor</b> | Sponsor the Kid’s 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 representatives to present awards to pedal pull winners in person each day.     | <b>\$2,500</b>   |
| <b>Show Bench Signs</b><br>Limit 15                  | Drive booth traffic by placing your company branding and booth number on resting benches around the grounds. Each bench holds a 6’ x 1’ banner. Banner cost and installation included in sponsorship price.<br><b>1 bench \$500, \$250 each additional</b>                                     | <b>\$500</b><br>for 1 bench<br><b>\$250</b><br>each additional |

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## WICK BUILDING SPONSORSHIPS



A popular place on the show grounds where attendees catch education sessions, converse with neighbors, or just rest their feet is the Wick Buildings Farmfest Center. 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 **Farmfest.com!**

|  |   |                               |
|--|---|-------------------------------|
| <b>Wick Buildings Wall Sign</b>          | Place a 8' x 4' sign on the inside wall of the Wick Building for a 2-year sponsorship. \$1,500 for year one and \$1,000 for year 2. You provide the art; we'll produce the sign.<br><b>Limit 6</b>  | <b>\$2,500</b><br>for 2 years |
| <b>Farmfest Woman Farmer of the Year</b> | Sponsor the Farmfest Woman Farmer of the Year award 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 Farmfest tickets and 1–2 minutes of stage time during the Women in Ag event and award ceremony to share a company message and introduce one of the finalists.<br><b>Limit 5</b> | <b>SOLD</b>                   |
| <b>Livestream Sponsor</b>                | Get online and onstage recognition during Farmfest programming as the Livestream Sponsor. Your logo will appear under the livestream player on Farmfest.com, an announcement will be made during the introduction of each session and you'll receive recognition on social media via the livestream.  | <b>\$5,000</b>                |

## 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
- Cash bar refreshments provided
- Tables and seating for attendees

**\$6,500**



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# ATTENTION GRABBING SPONSORSHIPS



Make a splash at Farmfest 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 **Farmfest.com!**

|  |   |  |
|--|---|--|
| <b>Field Ride &amp; Drive Demonstrations</b>                 | Let attendees ride in the cab or test drive your product on or just off the show grounds. You will be recognized as a Ride & Drive Sponsor on directional signage, in the show program and on the website. Provide us a video clip of your demonstration prior to the show and we'll promote it on the show's website!  | Call for pricing and location details                              |
| <b>Sweet Corn Feed</b>                                       | Ears of sweet corn will be handed out to attendees and your company will receive pre-show marketing recognition, a mention in the show program and on the website. Have company representatives at the event to take pictures for social media to get the most out of this sponsorship! Farmfest will provide the sweet corn, condiments, set up supplies, and staff to distribute the sweet corn at this high-traffic event.   | <b>\$6,000</b>   |
| <b>EXCLUSIVE!<br/>Courtesy Shuttle and Golf Cart Sponsor</b> | Sponsor the Farmfest Courtesy Shuttle and get your company seen all over the grounds. This sponsorship includes: <ul style="list-style-type: none"> <li>Two, 6–8 passenger shuttles/golf carts and drivers</li> <li>A branded wrap around each shuttle, co-branded with Farmfest</li> <li>Signage at each shuttle stop with your logo and booth number</li> <li>Sponsorship mentions in the show map and on signage at the show entrances</li> <li>Opportunity to place fliers in each passenger shuttle/golf cart (sponsor provides fliers)</li> <li>Your company name and/or logo on all pre-show marketing materials promoting the On-site Courtesy Shuttle Sponsor</li> <li>Signage placed on 50 golf carts driven by attendees and Farmfest staff throughout the show grounds</li> </ul> | <b>\$9,000</b>   |
| <b>Livestock Exhibit Partner</b>                             | Be where the livestock action is and speak directly to livestock producers at Farmfest with 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.   | <b>\$500</b><br>tabletop display<br><b>\$500</b><br>partner add-on |
| <b>In-Booth Giveaway Promotion</b>                           | 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, Farmfest social media, and in the Farmfest mobile app.<br><b>Order by JUNE 13 to be included in the show program.</b>   | <b>\$500</b>   |
| <b>In-Booth Event Promotion</b>                              | Hosting an education session or live 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, Farmfest social media, and in the Farmfest mobile app.<br><b>Order by JUNE 13 to be included in the show program.</b>  | <b>\$500</b>   |

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# DIGITAL SPONSORSHIPS



Build awareness of your company at Farmfest 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 **Farmfest.com!**

|   |  |  |
|---|--|--|
| <b>EXCLUSIVE!</b><br><b>Farm Show App Sponsor</b> | Receive recognition as the exclusive Farmfest Show App Sponsor anywhere we promote the show app on signage, show program, pre-show marketing and the website.  | <b>\$1,500</b>                           |
| <b>E-Newsletter Sponsor</b>                       | Place a logo or banner ad on the Farmfest monthly E-newsletter. E-newsletter will deploy to all Farmfest subscribers April–July. \$250 for one placement or \$750 for all four. 250 x 300 px max size. Size may adjust based on newsletter layout.   | <b>\$250 for 1</b><br><b>\$750 for 4</b> |
| <b>Digital Gold Package</b><br>Limit 4 sponsors   | <ul style="list-style-type: none"> <li>Farmfest.com Welcome ad (970 px x 250 px)</li> <li>Embedded product video or picture with a description on Farmfest.com</li> <li>3 social media posts on Farmfest Instagram, Facebook, and X</li> <li>2 show app push notifications during Farmfest</li> <li>E-newsletter digital ad (300 px x 250 px) sent to 7,000+ subscribers in 2 editions</li> <li>Upgraded Exhibitor Listing</li> </ul>  | <b>\$2,800</b>                           |
| <b>Digital Silver Package</b><br>Limit 6 sponsors | A great package option for promoting specific products or special pricing promotions! <ul style="list-style-type: none"> <li>Farmfest.com skyscraper ad (300 px x 600 px)</li> <li>Embedded product video or picture with a description on Farmfest.com</li> <li>2 social media posts on Farmfest Instagram, Facebook, and X</li> <li>1 show app push notification during Farmfest</li> <li>E-newsletter digital ad (300 px x 250 px) sent to 7,000+ subscribers in 1 edition</li> <li>Upgraded Exhibitor Listing</li> </ul> | <b>\$1,800</b>                           |
| <b>Digital Bronze Package</b><br>Limit 6 sponsors | <ul style="list-style-type: none"> <li>Farmfest.com box ad (300 px x 250px)</li> <li>1 social media post on Farmfest Instagram, Facebook, and X</li> <li>Upgraded Exhibitor Listing</li> </ul>   | <b>\$800</b>                             |

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 Farmfest! Your company's details are listed on Farmfest.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 **Farmfest.com!**

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

### Basic Booth Listing

*No additional cost*

In digital booth profile:

- Logo
- Social media links—Facebook, LinkedIn, X
- 250-character company description
- 2 booth contacts
- 2 document uploads
- 1 product upload that includes
- 2 product photos
- 250-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
- 500-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

## After-Hours Events

*Call for Pricing*

Host an event for your customers or potential customers after hours on the Farmfest show grounds! Use your booth space, the Music & Entertainment Tent or other predetermined location to celebrate, share a meal and show your appreciation.

**For additional details and pricing, contact your sales representative.**

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# SHOW PROGRAM ADVERTISING



Thousands of attendees will walk the grounds of Farmfest this August, and all of them will be carrying the Farmfest 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 **Farmfest.com!**

| PLACEMENT           | DIMENSIONS (WIDTH X HEIGHT)                             | RATE           |
|---------------------|---|----------------|
| Back Cover*         | Page size = 7.875" x 10.75"<br>Add bleed = 8.125" x 11" | <b>\$4,350</b> |
| Inside Front Cover* | Page size = 7.875" x 10.75"<br>Add bleed = 8.125" x 11" | <b>\$3,700</b> |
| Inside Back Cover*  | Page size = 7.875" x 10.75"<br>Add bleed = 8.125" x 11" | <b>\$3,700</b> |
| Full Page*          | Page size = 7.875" x 10.75"<br>Add bleed = 8.125" x 11" | <b>\$2,650</b> |
| 1/2 Page Horizontal | 7" x 4.625"   | <b>\$1,800</b> |
| 1/2 Page Vertical   | 4.625" x 7"   | <b>\$1,800</b> |
| 1/3 Page Horizontal | 7" x 3"   | <b>\$1,425</b> |
| 1/3 Page Vertical   | 2.250" x 9.375"   | <b>\$1,425</b> |
| 1/3 Page Square     | 4.625" x 4.625"   | <b>\$1,425</b> |
| 1/4 Page            | 3.5" x 4.625"   | <b>\$1,000</b> |
| 1/6 Page            | 4.625" x 2.250"   | <b>\$775</b>   |

## \*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"

**ORDERS DUE: June 6 / ART DUE: June 13**

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# 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/Farmfest/Sponsorships](https://IDEAGroup.com/Farmfest/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](mailto:IDEAg@IDEAGroup.com) or your Farmfest Sales Representative.
3. Talk to a Farmfest representative, 800.827.8007.

**Last day to order is July 7.** Fulfillment takes approximately 10–15 business days so plan accordingly.

|   |   |
|---|---|
| <b>Show Postcards</b>                     | 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 Farmfest branding along with your company name and booth number.   |
| <b>Show Brochure/<br/>Invoice Stuffer</b> | The Farmfest Show Brochure allows you to let your customers or 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.                     |
| <b>Show Poster</b>                        | Our Farmfest Show Posters (11" x 17") are perfect to hang in high-traffic areas of your business or in local businesses around your community.  |
| <b>Attendee<br/>Admission Tickets</b>     | 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).<br><b>\$6.00 per ticket/\$120 minimum purchase</b> |

## 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 Farmfest. Let us customize a sponsorship package just for you! Contact our sales staff or find our Contact Us page on [Farmfest.com](https://Farmfest.com).

**Mark Gold, Director, Event Sales**

651-384-1160

[Mark.Gold@IDEAGroup.com](mailto:Mark.Gold@IDEAGroup.com)

**Scott Odin, Event Sales**

651-316-4369

[Scott.Odin@IDEAGroup.com](mailto:Scott.Odin@IDEAGroup.com)

**Neil Southworth, Event Sales**

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[Neil.Southworth@IDEAGroup.com](mailto:Neil.Southworth@IDEAGroup.com)

**Reilly Neeson, Associate Event Sales**

651-316-4374

[ReillyN@IDEAGroup.com](mailto:ReillyN@IDEAGroup.com)

Connect with us at [Farmfest.com](https://Farmfest.com)



Farmfest



Farmfest

#Farmfest25

