

Why Does the Trempealeau County Fair Need to Raise Money?

We rely on sponsor support to keep costs LOW for participants while providing safe, clean and modern facilities and grounds for everyone to enjoy.

It is very common for fairs to seek partnerships with corporate and organizational sponsors to provide high quality entertainment and a great family gathering place. Sponsors gain access to exposure opportunities with fair participants and also have many public relations and publicity opportunities tied to the goodwill of the fair events.

It's a simple fact that any large event such as this often costs far more to produce than the income generated by simple admissions fees. Even with careful spending, the fair cannot sustain itself without the support of other organizations and area businesses.

Here is an example of the budgetary issues faced for the 2013 fair:

Expenses:

<u>Exhibits</u>		<u>Building</u>	
Judges	\$ 5,565	Insurance	\$ 5,757
Premiums	\$ 19,149	Repairs	\$ 6,414
Ribbons, trophies	\$ <u>2,855</u>	Utilities	<u>\$ 12,395</u>
	\$ 26,469		\$ 24,566

Income:

State aid	\$ 5,358	Merchant Bld	\$ 870
		Grounds rental	\$ 10,544
		Vendor income	<u>\$ 2,670</u>
			\$ 14,084
Loss	\$ 21,111		\$ 10,482

Last year the fair board was looking at an operating loss of \$31,593, before we budgeted for entertainment, operations and any improvements. While it is true we get aid and have developed a sponsorship program, these sources of income are not enough to offset these costs and make improvements to the fair grounds.

As most of you know the fair board made a significant investment in free entertainment at the 2013 fair (\$23,395). We had a comedian, magician, inflatable activities, music and movies all located in or near the tent on the south end of the fair grounds. This year the fair will expand these offerings and is also installing a stage in the merchants building for demonstrations and other presentations.

The board is committed to improving the fair and is asking our community to continue and expand their support of this wonderful family event.