



**SLOWWHECANZ**  
**STATE FAIR**

**Sponsorship  
Opportunities  
2026**

**Fair Dates: August 13 – 22**



# Skowhegan State Fair

## Established - 1818

***“The Nation’s Oldest Consecutively Running Agricultural Fair”***

### **– OUR MISSION –**

The Skowhegan State Fair is dedicated to advancing agriculture, horticulture, livestock stewardship, and the household and mechanical arts by celebrating excellence, education, and community. Through our annual fair, exhibits, competitions, and events, we honor achievement, support learning, promote friendly competition, and provide engaging entertainment for all who attend.

### **Supporting Agriculture & Our Community as a 501(c)(3) Nonprofit**

A 501(c)(3) nonprofit organization is a type of organization recognized by the IRS as operating for charitable, educational, agricultural, or similar public-benefit purposes. What makes it different from a regular business is simple but important: it does not exist to make profits for owners or shareholders—because it has none.

#### **How that applies to the Skowhegan State Fair**

The Skowhegan State Fair is run by a board of directors, not an owner. That means:

- The board is a group of individuals responsible for overseeing operations, making decisions, and ensuring the fair stays true to its mission.
- Board members do not personally profit from the fair’s earnings.
- Any leadership roles are about stewardship, not ownership.

#### **Where the money goes**

When the fair generates revenue—through ticket sales, vendors, sponsorships, rides, and events—that money does not get distributed to individuals. Instead, it is reinvested back into the fair and its purpose. Typically, that includes:

- **Operating costs:** staffing, utilities, insurance, safety, and maintenance
- **Grounds and facility improvements:** keeping buildings, arenas, and infrastructure in good condition
- **Entertainment and programming:** bringing in shows, competitions, and educational exhibits
- **Agricultural support:** premiums (prize money), youth programs, and support for local farmers and exhibitors
- **Future sustainability:** saving funds to ensure the fair can continue for years to come

#### **Why this matters**

Because it is a 501(c)(3), the fair is legally required to:

- Use its funds to support its mission
- Avoid benefiting private individuals
- Operate with transparency and accountability

**In practical terms, this means every dollar earned at the fair goes back into supporting the future of the Fair and improving it for the community.**



Dear Community Supporter,

Thank you for your interest in the Skowhegan State Fair—proudly celebrating 208 years in 2026 as the nation’s oldest consecutively running agricultural fair.

Each summer, thousands of visitors from across New England come together to enjoy everything the Fair has to offer—from classic fair food and exciting rides to live entertainment and livestock events. It’s more than just 10 days of fun—it’s a deeply rooted tradition and a powerful opportunity to connect with a broad, engaged audience.

As a sponsor, your organization can take part in this long-standing tradition while gaining valuable visibility. We offer a variety of promotional opportunities, including:

- Event and program sponsorships
- Digital & print advertising opportunities
- Harness Racing blanket/cooler program
- Concession & Vendor Booth Rentals

Whether you're looking to build brand awareness or engage directly with the community, we have options to fit your goals.

If you have any questions or would like to discuss an opportunity to be a part of the Skowhegan State Fair, feel free to reach out at to Denny Morin, our Advertising Director at 207-431-1756 or [djm10@outlook.com](mailto:djm10@outlook.com). You may also contact our office at 207-474-2947 or e-mail us at [office@skowheganstatefair.com](mailto:office@skowheganstatefair.com).

Thank you for your consideration and support—we’d be honored to partner with you for the 2026 Fair!

Warm regards,

***The Skowhegan State Fair Board***

# ANALYTICS

## Sponsorship Opportunities 2026



@skowheganstatefair

**22,052**  
Followers



@skowheganstate

**1,420**  
Followers



**45,000**  
Brochures

### Skowhegan State Fair High-Level Estimated Economic & Fiscal Impact

2024

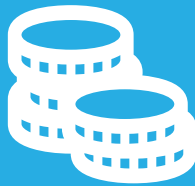


**65,991**  
VISITORS

**300**  
HOTEL ROOM NIGHTS  
GENERATED



**\$14.7**  
MILLION



Economic impact on the  
local economy



**110**

Ongoing jobs sustained



**\$5.0**

MILLION  
Wages created



**\$363,300**

Sales tax revenues generated



**\$4,500**

Hotel tax revenues generated



**\$368**  
THOUSAND

Fiscal impact  
(sales and hotel tax revenues)



**JOHNSON**  
CONSULTING



# ENTERTAINMENT Sponsorship Opportunities 2026



## Demolition Derby Sponsorship

**Sponsor Limit - 3/night**

Brochure & Website Listings:  
 Listed in Daily Schedule Under Event Sponsored  
 LOGO & Website Link on Fair's Website  
 - Includes Sponsor Page & Event Page -  
 LOGO on Sponsor section of Brochure  
 Announcements during event  
 Twenty (20) Any Day Passes  
 Mentions on Social Media Platforms  
 Mentions on select Radio Ads

**\$1,000** Per Derby/Night

Limited to 3 sponsors per derby/night  
 3 Derbies: Fri Aug. 14, Mon Aug. 17 & Fri Aug. 22  
 Audience Reach: 5000 - 6000 Spectators/Derby



## Truck Pull Sponsorship

**Sponsor Limit - 3/night**

Brochure & Website Listings:  
 Listed in Daily Schedule Under Event Sponsored  
 LOGO & Website Link on Fair's Website  
 - Includes Sponsor Page & Event Page -  
 LOGO on Sponsor section of Brochure  
 Announcements during event  
 Twenty (20) Any Day Passes  
 Mentions on Social Media Platforms  
 Mentions on select Radio Ads

**\$1,000** Per Pull/Night

Limited to 3 sponsors per pull/night  
 2 Pulls: Sat. Aug. 15, & Sat. Aug. 22  
 Audience Reach: 5000 - 6000 Spectators/Pull



## Midway Show Area Sponsorship

**Sponsor Limit - 3**

Brochure & Website Listings:  
 Listed in Daily Schedule Under Event Sponsored  
 LOGO & Website Link on Fair's Website  
 - Includes Sponsor Page & Event Page -  
 LOGO on Sponsor section of Brochure  
 Announcements during event  
 Fifteen (15) Any Day Passes  
 Mentions on Social Media Platforms  
 Mentions on select Radio Ads  
 Sponsor Banner Posted (sponsor provides)

**\$2,500** Per Sponsorship

Limited to 3 sponsors per year  
 10 DAY Sponsorship with 2-3 Shows Daily  
 Audience Reach: 200 - 300 Spectators/Show

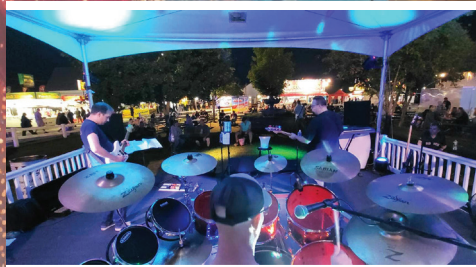


## Children's Park Sponsorship

**Sponsor Limit - 3**

Listed in Daily Schedule  
 - Includes: Brochure, Website -  
 Listing on Fair's Website  
 - Includes Sponsor Page & Entertainment Page -  
 Announcement during performances  
 Four (4) Any Day Passes  
 Mentions on Social Media Platforms  
 Sponsor Banner Posted (sponsor provides)

**\$1,200** Per Sponsorship



## Band Performances Sponsorship

**Sponsor Limit - 1/night**

Limited to 1 sponsor per night\*  
 Listed in Daily Schedule  
 - Includes: Brochure, Website -  
 LOGO on Fair's Website  
 - Includes Sponsor Page & Entertainment Page -  
 Mentions on Social Media Platforms  
 Four (4) Any Day Passes  
 Listed on Daily Entertainment Board in Park

**\$600** Per Night



## Wrestling Sponsorship

**Sponsor Limit - 1/night**

Limited to 1 sponsor per night\*  
 Listed in Daily Schedule - Includes: Brochure,  
 Website & Newspaper Insert  
 Listing on Fair's Website - Includes Sponsor Page &  
 Entertainment Page  
 Mentions on Social Media Platforms

**\$500** Per Night

## Midway Sponsorship

**Sponsor Limit - 3**

Limited to 3 sponsors per year  
 10 DAY Sponsorship  
 Audience Reach:  
 62,000 - 67,000 Spectators/Year

Brochure & Website Listings:  
 Listed in Daily Schedule Under Event Sponsored  
 LOGO & Website Link on Fair's Website  
 - Includes Sponsor Page & Event Page -  
 LOGO on Sponsor section of Brochure  
 Announcements during event  
 Fifteen (15) Any Day Passes  
 Mentions on Social Media Platforms  
 Mentions on select Radio Ads  
 Sponsor Banner Posted (sponsor provides)

**\$2,500**

Per Sponsorship



# LIVESTOCK Sponsorship Opportunities 2026



## Department Sponsorship Level 1

Listed in Premium Book under Dept. Sponsored Announcements During Event

**\$100** | Per Department



## Department Sponsorship Level 2

Listed in Premium Book under Dept. Sponsored LOGO & Website Link on Fair's Website  
Announcement During Event  
Mentions on Social Media  
Listed on Sponsor Banner

**\$250** | Per Department



## Department Sponsorship Level 3

Listed in Premium Book under Dept. Sponsored  
Listed in Daily Schedule under Dept. Sponsored LOGO & Website Link on Fair's Website  
Announcement During Event  
Mentions on Social Media  
Listed on Sponsor Banner  
Name on Awards

**\$500** | Per Department



## Individual Pulling Class Sponsorship Level 1

**SPONSOR PROVIDES TROPHIES/AWARDS**

Listed in Premium Book under Class Sponsored Announcement During Class

**Sponsor Purchases Awards** | Per Class



## Individual Pulling Class Sponsorship Level 2

**FAIR PROVIDES TROPHIES/AWARDS**

Listed in Premium Book under Class Sponsored  
Listed in Daily Schedule under Class Sponsored Announcements During Class  
Name on Awards

**\$150** | Per Class



## Youth Showmanship Banner Sponsor

Listed in Premium Book under Dept. Sponsored Logo on Award Banner

\*\*Submit Logo's by June 1 for Banner Printing

**\$25** | Per Banner / Department

### OPEN SHOW DEPARTMENTS

Beef Cattle Show  
Dairy Cattle Show  
Dairy Goat Show  
Draft Horse Show  
Miniature Horse Show  
Poultry Show  
Sheep Show  
Steer & Oxen Show

### PULLING DEPARTMENTS

Antique Tractor Pull  
ATV 4x4 Pulling  
Garden Tractor Pull  
Horse Pulling  
Oxen Pulling  
Farmers Draft Horse Pull  
Farmers Steer & Ox Pull  
Pine Tree Mini Pullers  
Tractor Pulling

### YOUTH SHOW DEPARTMENTS

Youth Beef Heifer Show  
Youth Dairy Cattle Show  
Youth Dairy Goat Show  
Youth Horse Show  
Youth Market Show & Sale  
Youth Sheep Show  
Youth Working Steer Show

### EVENT DEPARTMENTS

Barrel Racing  
Men's Hammer Toss  
Pig Scramble  
Woman's Fry Pan Toss

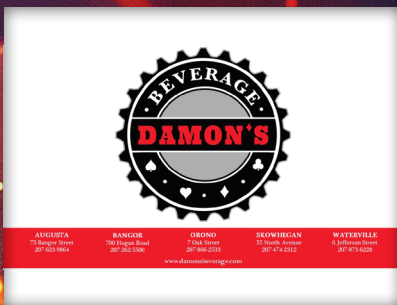


\* Sponsor Limits are awarded on a first come first serve basis

\*\* If submitting a logo, please provide one of the following .jpg .EPS, .AI, .PNG or PDF and email to [office@skowheganstatefair.com](mailto:office@skowheganstatefair.com)

# Our Sponsors Make Everything We Do Possible

— THANK YOU FOR SPONSORING IN 2025! —



**HIGHT**  
 Family of Dealerships  
 SINCE 1911  
 BUICK • CHEVROLET • CHRYSLER • DODGE • FORD • GMC • JEEP • RAM  
 Skowhegan ▼ Farmington  
 Madison  
 www.hightauto.com

 **H.T. WINTERS**  
 FLOORING COMPANY

*Laney's*  
 Madison Ave.

**Quinn**  
 HARDWARE  
 OF SKOWHEGAN MAINE

*Since 1947*  
**NORRIS A. PREBLE CO., INC**  
 MECHANICAL CONTRACTORS  
 MADISON, ME

  
 Old Mill Pub

**RANDY'S**  
 FULL SERVICE  
 AUTO REPAIR  
 SKOWHEGAN MAINE

*Short Circuit*  
 ELECTRICAL CONTRACTOR  
 RESIDENTIAL ★ COMMERCIAL

**SKILLS**  
 Support Services For People With Disabilities

SKOWHEGAN  
  
 TIRE CENTER

SOMERSET STONE  
 & STOVE

*William E. Clark*  
 Insurance Agency, Inc.

  
**YORK'S LANDSCAPING, LLC**  
 Reliable Service with Quality Results

**SKOWHEGAN**  
  
**STATE FAIR**



**Walmart**



**Gates**

- 1 Walk-In
- 2 Infield Parking & Walk-In
- 3 Walk-In
- 4 Livestock & Camping

**Concessions, Vendors & Exhibits Buildings**

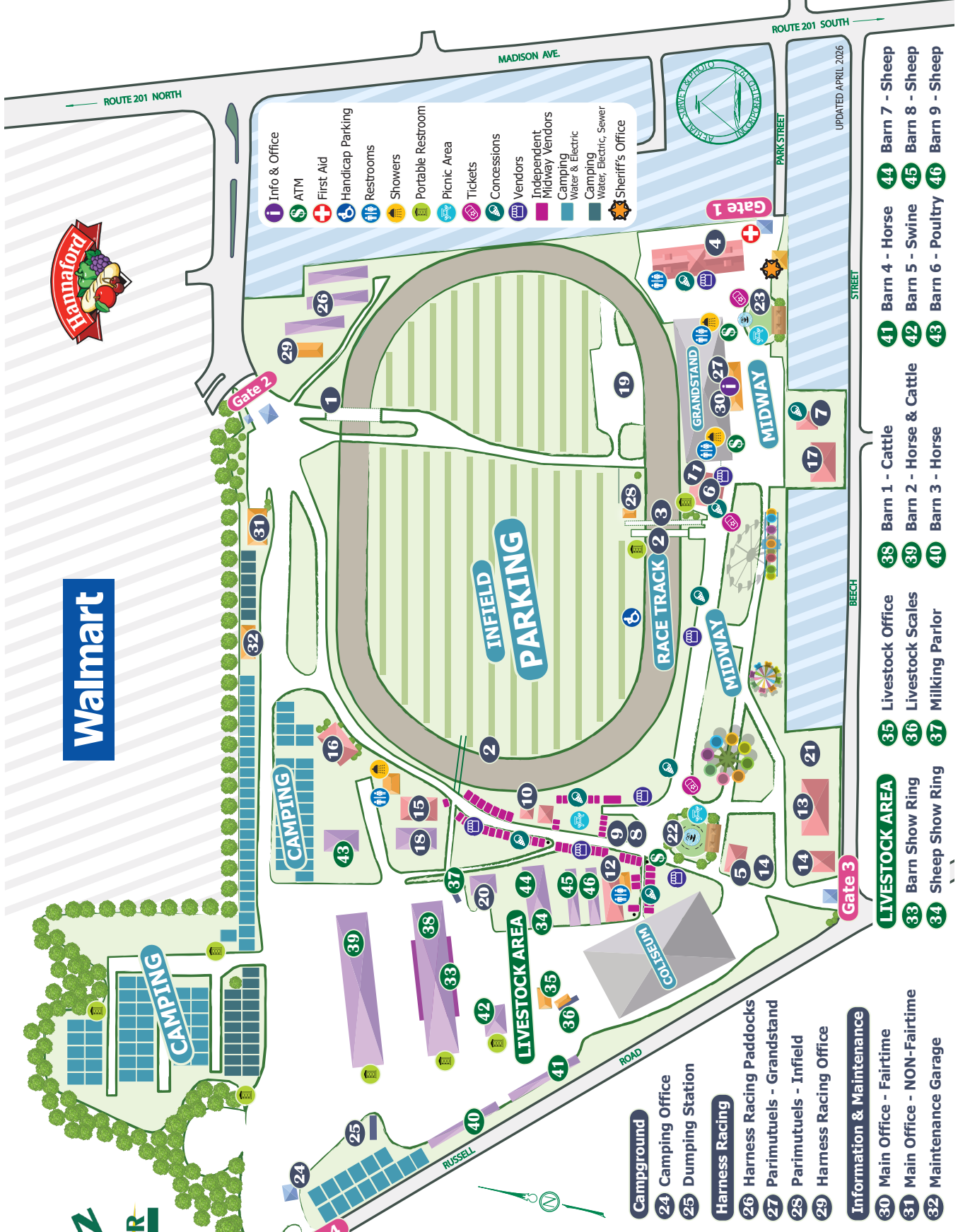
- 1 Vehicle Tunnel to Infield
- 2 Pedestrian Crossing to Midway
- 3 Pedestrian Tunnel to Midway

**Entertainment**

- 4 Constitution Hall
- 5 Maple & Maine Commodities Hall
- 6 Midway Hall
- 7 Midway Hall-2
- 8 Elks Club Food Booth
- 9 Federated Church Food Booth
- 10 Lion's Club Food Booth
- 11 The Stable - Beer Garden
- 12 4-H Exhibit Hall
- 13 Agricultural Exhibit Hall
- 14 Antique Exhibits
- 15 Arts, Crafts & Photography Exhibits
- 16 Flower Show

**Information & Maintenance**

- 17 Bingo Hall
- 18 Children's Barnyard
- 19 Demolition Derby Pit
- 20 Livestock Park
- 21 Midway Show Area
- 22 Midway Park
- 23 Sandi Hight Memorial Park
- Children's Area Park



UPDATED APRIL 2026

- 33 Livestock Office
- 35 Livestock Scales
- 36 Livestock Scales
- 37 Milking Parlor
- 38 Sheep Show Ring
- 39 Barn Show Ring
- 40 Sheep Show Ring
- 41 Livestock Area
- 42 Barn Show Ring
- 43 Sheep Show Ring
- 44 Livestock Office
- 45 Livestock Scales
- 46 Livestock Scales
- 47 Milking Parlor
- 48 Sheep Show Ring
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- 100 Sheep Show Ring



# Sponsorship Opportunities 2026

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

QTY

RATE

AMOUNT

### Demolition Derby Sponsorship

Derby #1 - Friday Aug 14		\$1,000.00	
Derby #2 - Monday Aug 17		\$1,000.00	
Derby #3 - Friday Aug 21		\$1,000.00	

### Truck Pull Sponsorship

Pull #1 - Saturday Aug 15		\$1,000.00	
Pull #2 - Saturday Aug 22		\$1,000.00	

### Grounds Attraction Sponsorships

Local Bands - \$600 per night - Aug 13-22		\$600.00	
Children's Park - 10 Day Sponsor		\$1,200.00	
Wrestling - \$500 Per Night		\$500.00	
Midway Show Area - 10 Day Sponsor		\$2,500.00	
Midway - 10 Day Sponsor		\$2,500.00	
Other Sponsorship: _____		\$	

### Livestock Sponsorship

List additional Department Names in notes section when sponsoring more than 1 level/dept/pulling, etc

Department Level 1: DEPT. NAME _____		\$100.00	
Department Level 2: DEPT. NAME _____		\$250.00	
Department Level 3: DEPT. NAME _____		\$500.00	
Pulling - Level 1: DEPT. NAME _____ CLASS _____			Sponsor provides Awards
Pulling - Level 2: DEPT. NAME _____ CLASS _____		\$150.00	
Banner: DEPT. NAME _____ CLASS _____		\$25.00	

Notes:

TOTAL SPONSORSHIP \$

Logo Submission guidelines on page 2

Make checks payable to Skowhegan State Fair and mail completed form with payment to...

Skowhegan State Fair  
PO Box 39 Skowhegan, ME 04976

Credit & Debit cards also accepted, call 474-2947



## Sponsorship Opportunities - Deadlines & Information - 2026

### Entertainment Sponsorships

Included in Print Publications - June 9

Included in Digital Marketing & Website - July 15

### Livestock Sponsorships

Included in Premium Book - March 20

Included in Digital Marketing & Website - July 15

Banner Sponsor - June 1

### Advertising Programs

Forms & Information available on website

Premium Book - March 20

Horse Blanket/Cooler Program - June 15

Harness Racing Program - July 21

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## LOGO SUBMISSION

**Sponsors who have submitted logos before June 9 will be included in Printed Publications (with the exception of the premium book, see above deadlines), & before July 20 will be included in Digital Marketing.**

**PREVIOUS SPONSOR LOGOS** - Logo from previous year will be used if not notified by June 9.

**Logos may be submitted as follows:**

**Formats accepted:** PDF, JPEG, PNG or EPS

**Paper:** Scannable, printed, non-folded hard copy (such as business cards, printed ads, photos, artwork, etc...)

**Resolution:**

The higher the resolution of logos the better. Please submit clean & clear files.

**File Submission:**

E-mail: [office@skowheganstatefair.com](mailto:office@skowheganstatefair.com)

Hard Copy: Paper Ads submitted via mail with ad form, will be scanned in and created as you indicate on form.

**Sponsorships are awarded on a first come first serve basis**

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**Questions? Call or e-mail us!**

### Denny Morin

Marketing Director

Commercial & Entertainment Sponsorships

207-431-1756

[djm10@outlook.com](mailto:djm10@outlook.com)

### Fair Office

Logo Submission, Livestock Sponsorships,  
Advertising Programs & Questions

207-474-2947

[office@skowheganstatefair.com](mailto:office@skowheganstatefair.com)

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**Skowhegan State Fair**

**PO Box 39**

**Skowhegan, ME 04976**

**Credit & Debit cards also accepted, call 474-2947 to complete payment**

**[www.skowheganstatefair.com](http://www.skowheganstatefair.com) 207-474-2947 [office@skowheganstatefair.com](mailto:office@skowheganstatefair.com)**