Thank you for considering a sponsorship for *Fair 2016* on IPTV. Partnering with IPTV for one of our most watched productions of the year will allow you to reach a highly targeted audience interested in what your company has to offer.

**FAIR 2016:**

We have been producing highlights of the Iowa State Fair for the past 46 years. Once again we are proud to bring all of those wonderful sights and sounds to viewers across the state in a series of six programs. This special coverage of the Fair can only be seen on Iowa Public Television August 11–21.

Sponsoring *Fair 2016* gives you the opportunity to partner with one of our highest-rated programs of the year. Not only does sponsorship deliver your message to a large primetime audience throughout the entire state, it also allows you to zone in on a unique community partnership opportunity.

**THE BENEFITS OF SPONSORSHIP**

1. *Fair 2016* is a promotional vehicle that reaches audiences throughout the entire state of Iowa.

2. Iowa Public Television reaches more than 2 million viewers each month.

3. Your sponsorship message will be in audio and video and will appear at both the open and close of every *Fair 2016* program, as well as all rebroadcasts. In addition to on-air recognition, you will receive additional impact beyond the program through the following:
   - Signage at the IPTV booth in the Varied Industries Building
   - Recognition in *Advance*, the monthly program guide mailed to nearly 55,000 members of Friends of IPTV
   - Recognition on www.Iptv.org

4. Your logo will appear on 10,000+ fliers handed out at the Fair promoting the broadcast of our programs.

5. Your message will stand out in a clutter-free environment that viewers have come to appreciate and expect. That means your sponsorship message delivers greater impact and viewer recognition.

6. You will benefit from IPTV’s extensive on-air and print promotion to encourage viewers to tune-in to the programs.

7. You will have the opportunity to be an exclusive sponsor of one of several events we have at *Fair 2016*. 
Blue Ribbon: $20,000

138 On-Air Messages

With an investment of $20,000 you will receive the following:

Audio and video recognition at the open and close of each of a minimum of 16 Fair 2016 broadcasts

1. Monday, August 15 through Saturday August 21, 2016
   Fair 2016 highlights program at 9 p.m. (60 minutes)
   Repeat occurring at 10:30 p.m.

2. Sunday, August 23, 2016
   Iowa State Fair Talent Championship special at 8 p.m.
   Repeat of all six Fair 2016 programs from 2–8 p.m.
   (times subject to change)

3. Throughout the month of August, IPTV will air a variety of Fair related programs.
   As a sponsor at this level, you will receive recognition around all of these programs.
   (Minimum of six programs)

4. 26 additional weeks of sponsorship around one of IPTV’s primetime programs
   You will be able to choose the program beginning in August.

5. Program sponsorship around eight PBS specials throughout the fall of 2016

6. You will receive 40 enhanced promotional spots throughout July and August of 2016
   encouraging viewers to tune in to IPTV for all the latest Fair coverage

7. Sponsorship of an area in our booth in the Varied Industries Building.
   • PBS KIDS character activities at our booth
   • Coloring sheets/activities
   • Others (To be announced at a later date)

8. Identification as a Fair 2016 sponsor on the IPTV Fair website with a link to your home page

9. Logo recognition on the Fair 2016 highlights flyer (minimum 15,000)

10. Logo recognition on the Fair 2016 poster located at our booth in the Varied Industries Building

11. Recognition in Advance, our monthly program guide distributed to nearly 55,000 members of Friends of Iowa Public Television, for 12 months
Red Ribbon: $15,000

100 On-Air Messages

With an investment of $15,000 you will receive the following:

Audio and video recognition at the open and close of each of a minimum of 16 Fair 2016 broadcasts

1. Monday, August 15 through Saturday August 21, 2016
   Fair 2016 highlights program at 9 p.m. (60 minutes)
   Repeat occurring at 10:30 p.m.

2. Sunday, August 21, 2016
   Iowa State Fair Talent Championship special at 8 p.m.
   Repeat of all six Fair 2016 programs from 2–8 p.m.
   (times subject to change)

• Thirteen weeks of sponsorship around one of IPTV’s primetime programs
  You will be able to choose the program beginning in August.

• Program sponsorship around six PBS specials throughout the fall of 2016

• 30 enhanced promotional spots throughout July and August of 2016
  encouraging viewers to tune in to IPTV for all the latest Fair coverage

• Identification as a Fair 2016 sponsor on the IPTV Fair website with a link to your home page

• Logo recognition on the Fair 2016 highlights flyer (minimum 15,000)

• Logo recognition on the Fair 2016 poster located at our booth in the Varied Industries Building

• Recognition in Advance, our monthly program guide distributed to nearly 55,000 members of Friends of Iowa Public Television, for 12 months
Gold Ribbon: $10,000
74 On-Air Messages

With an investment of $10,000 you will receive the following:

Audio and video recognition at the open and close of each of a minimum of 15 Fair 2016 broadcasts

1. Monday, August 15 through Saturday August 21, 2016
   Fair 2016 highlights program at 9 p.m. (60 minutes)
   Repeat occurring at 10:30 p.m.

2. Sunday, August 21, 2016
   Iowa State Fair Talent Championship special at 8 p.m.
   Repeat of all six Fair 2016 programs from 2–8 p.m.
   (times subject to change)

• Thirteen weeks of sponsorship around one of IPTV’s primetime programs. You will be able to choose the program beginning in August
• Program sponsorship around six PBS specials throughout the fall of 2016
• 30 enhanced promotional spots throughout July and August of 2016 encouraging viewers to tune in to IPTV for all the latest Fair coverage
• Identification as a Fair 2016 sponsor on the IPTV Fair website with a link to your home page
• Logo recognition on the Fair 2016 highlights flyer (minimum 15,000)
• Logo recognition on the Fair 2016 poster located at our booth in the Varied Industries Building
• Recognition in Advance, our monthly program guide distributed to nearly 55,000 members of Friends of Iowa Public Television, for 12 months
Purple Ribbon: $7,500
50 On-Air Messages

With an investment of $7,500 you will receive the following:

Audio and video recognition at the open and close of each of a minimum of 15 Fair 2016 broadcasts

1. Monday, August 15 through Saturday August 21, 2016
   Fair 2016 highlights program at 9 p.m. (60 minutes)
   Repeat occurring at 10:30 p.m.

2. Sunday, August 21, 2016
   Iowa State Fair Talent Championship special at 8 p.m.
   Repeat of all six Fair 2016 programs from 2 p.m. through 8 p.m.
   (times subject to change)

   • Identification as a Fair 2016 sponsor on the IPTV Fair website with a link to your home page
   • Logo recognition on the Fair 2016 highlights flyer (minimum 15,000)
   • Logo recognition on the Fair 2016 poster located at our booth in the Varied Industries Building
   • Recognition in Advance, our monthly program guide distributed to nearly 55,000 members of Friends of Iowa Public Television, for 12 months