

2021 Visual Idea Book


Lancaster
EVENT CENTER
fairgrounds




LANCASTER COUNTY
Super Fair



**Advertising & Sponsorship
Opportunities**



LEC is proud to impact Lancaster County!



Community

- Over 200 events for local groups at affordable cost
- Youth, Non-profits, Fundraisers
- Banquets, Receptions, Reunions, Meetings
- Practices: Soccer, college rodeo, 4-H & FFA animal clubs (rabbits, goats, horses)
- 1,300 exhibitors of all ages compete at Super Fair each year

Youth

- 4-H: Over 700 exhibitors compete year round
- Home of UNL College Rodeo Team
- National High School Finals Rodeo (NHSFR) with 1,700 high school athletes
- Regional competitions: archery, robotics, science fair, equine/animal, rodeo
- Educational: Annual Ag Awareness Days for 4th graders, Fun at the Farm (over 700 kids at fair), youth club meetings and sports practices



Economy & Jobs

- 120 of 320 total events are regional & national events with 60% of visitors from outside of county
- 500K visitors/year based on 2.5 days average stay
- Brings \$40M+ economic impact per year (2017 UNL Study)
- NHSFR will bring \$16M impact each visit starting in 2021; FMCA estimated \$10M in 2022.



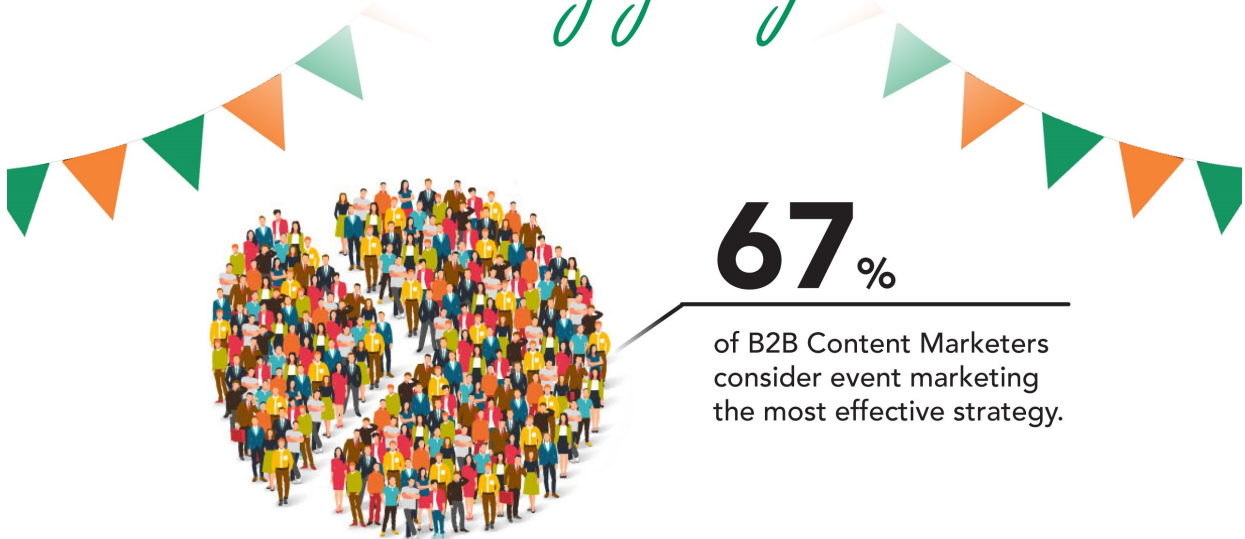
National Destination

Bringing visitors from around the country:

- #2 Ag Expo in the USA
- #2 Tractor Pull in the USA
- Two of top 15 Quarter Horse Shows in the USA
- 10-state Regional Car Swap Meet
- Leading 4-H County Fair in the USA
- Largest Nebraska County Fair



Event marketing gets you noticed!



95% of consumers reported that their participation in a recent event made them more likely to purchase the products promoted.



78% of millennials are more likely to become part of a brand if they have face-to-face interaction with that brand.



88% of event guests who buy once said afterwards they became loyal customers.



54% of consumers said they purchased the product or service at a later date.

Source: www.signaturegraphicsinc.com

Advertising at LEC is event marketing that gets you noticed



Largest county fair in Nebraska!

New attractions each year



Motorsports



1,300 community competitors

Of all ages compete in
5,000 events



Over
700 4-H/FFA Youth
with over 5,000 entries



Brought to you by

Volunteer Lancaster Co. Ag Society

L to R: Tom Messick, Ron Dowding, John Cooper, Jim Swanson, Ron Suing, Karen Rutt, Kendra Ronnau, Jamie Bauman (Dec 2, 1980 - Feb 5, 2020), Jennifer Rawlinson



Make a lifelong improvement to the fairgrounds



Donor Wall



Donor Tile



Donate a bench

Volunteer Fund-Donations have 2x the Impact

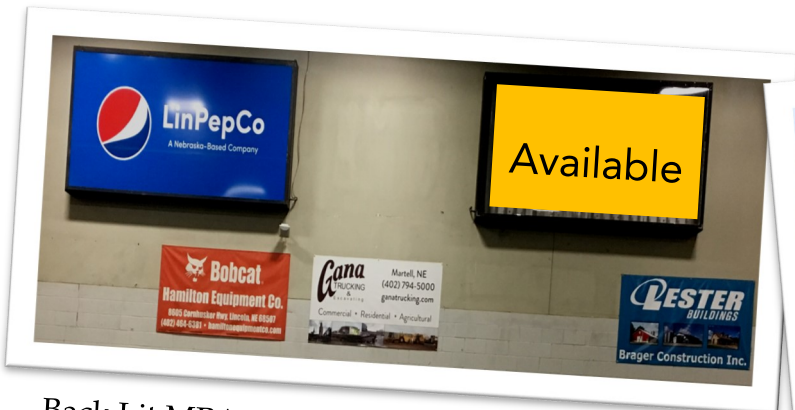


- Lancaster Event Center fairgrounds and the Super Fair receive many requests from community groups who are looking for opportunities to fundraise for their organization by working as paid volunteers.
- As a non-profit ourselves, we have a very limited ability to do this and have had to say "no" to many of these groups.
- By donating to this fund you will be helping the fairgrounds and the Super Fair with volunteer recruitment as well as many other organizations in need from across Lincoln and the County.
- Example Groups: Youth Sports teams, churches, civic groups, college and youth clubs, etc.

Any donation will be helpful for this fund!



Get your brand seen millions of times a year



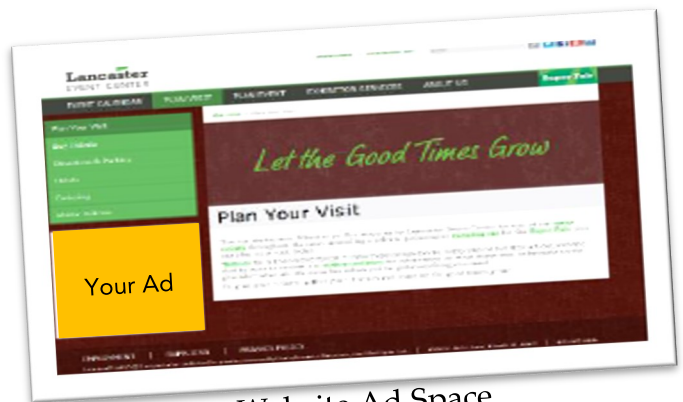
Back Lit MPA Signs | Banner (Any Building)



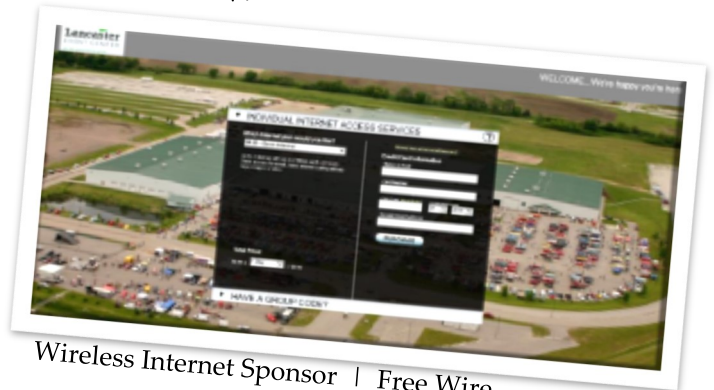
Planter Banners



Parking Lots — Parking lot Banners
Driveways — Main Drive Banners



Website Ad Space



Wireless Internet Sponsor | Free Wireless Sponsor

Digital — advertise on our cafe signs with rotating digital ads

Wayfinding — LEC is adding wayfinding digital screens for highly visible and attractive navigation and advertising.



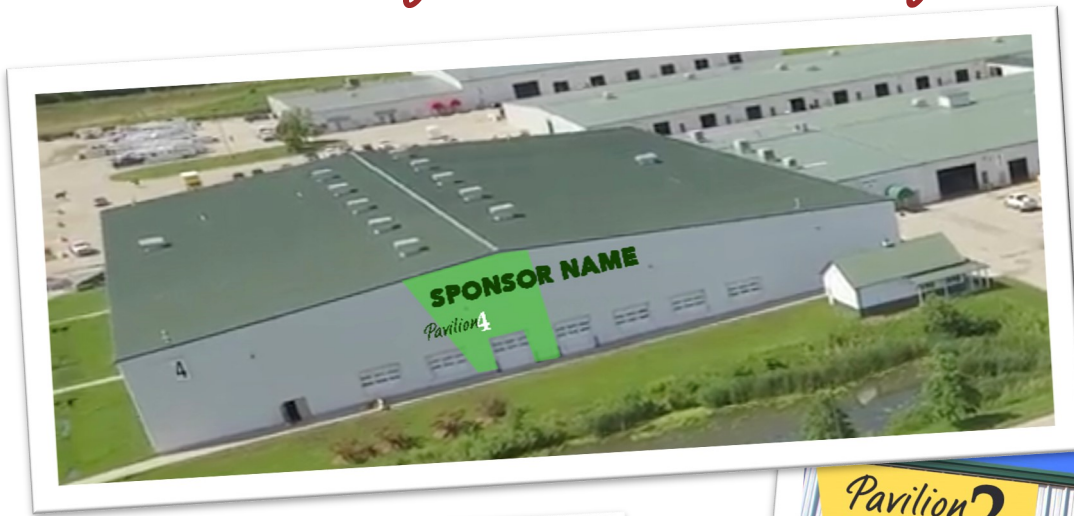
Don't see an example that fits your needs or have an idea of your own? Contact Hoyt Kraeger



Social Media & LEC /Super Fair/ NHSFR Lincoln websites



Make a lasting impression with your marketing



Pavilion Naming Rights



Room Naming



NEW Opportunities:



New Multi-use Outdoor Arena Naming Rights (up to 5,000 seating with new covered 3,300 seat grandstand)



1,284-site, National Event Campground Naming Rights (10th largest event center campground in USA)




Lancaster
EVENT CENTER
fairgrounds



July 18-24, 2021
Returning 2026 & 2027



August 23-27, 2022

LancasterEventCenter.org
402.441.6545

For more information, contact Hoyt Kraeger:
Email: hkraeger@LancasterEventCenter.org Phone: 402.441.1814

4100 North 84th Street
Lincoln, Nebraska 68507

A non-profit 501(c)(3) dedicated to growing community through events like yours, and the Super Fair.

