



# 2020 Innovation in Sponsorship

Sponsored by etix



## Category 1, Sponsor Exposure

Division	First Place	Second Place	Third Place
1	Aksarben Stock Show & Rodeo, NE	Larimer County Fair, CO	Big Sky Country State Fair, MT
2	Clark County Fair, WA	Clark County Fair, WA	Tennessee Valley Fair, TN
3	Kansas State Fair, KS	Clay County Fair, IA	Western Idaho Fair, ID
4	Ohio State Fair	Ohio State Fair	Indiana State Fair
5	Washington State Fair	Washington State Fair	Wisconsin State Fair

## Category 2, New Sponsor Outreach

Division	First Place	Second Place	Third Place
1	Aksarben Stock Show & Rodeo, NE	Douglas County Fair & Rodeo, CO	-
2	American Royal Association, MO	Elkhart County 4-H Fair And Agricultural Exposition Inc, IN	Western Fair, ON
3	Alameda County Fair, CA	South Florida Fair & Palm Beach County Exposition, Inc	Missouri State Fair
4	Wilson County Fair, TN	-	-
5	Wisconsin State Fair	Iowa State Fair	Iowa State Fair

## Category 3, Sponsor Communication

Division	First Place	Second Place	Third Place
1	Douglas County Fair & Rodeo, CO	Big Sky Country State Fair, MT	-
2	Great Frederick Fair, MD	Northwest Washington Fair	Northwest Washington Fair
3	New Mexico State Fair	Missouri State Fair	-
4	Ohio State Fair	Wilson County Fair, TN	-
5	Iowa State Fair	Iowa State Fair	-