

# Kennyahern

## Full Sponsorship (FVP) Stage Banners

*Make your sponsors really happy! Provide them the opportunity of having their brand in front of your event patrons on grand scale!*

The Wisconsin State Fair has customized the (FVP) stage with 160 square feet of stage sponsorship banners—with great success!

Due to the success of this sponsorship opportunity; this option is now available to all events that book the Family Variety Playhouse Stage.

**160 square feet of full color Sponsorship space three full-color banners:** One 5 foot x 16 foot banner and Two 2.5 foot x 16 foot banners.



### What do you have to do?

Kenny Ahern will provide you with a banner design template (or you can use your own design), dimension and required material specifications. You create the banners and Kenny will mount the banners to the stage. Kenny can also create the banners for an additional cost.

# WISCONSIN STATE FAIR

Presented By  U.S. Cellular

Kenny Ahern  
G.L. Berg Entertainment  
325 33<sup>rd</sup> Ave N.  
St. Cloud, MN 56303

Dear Kenny,

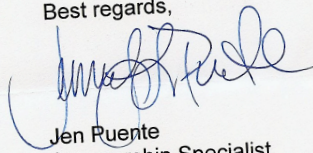
Thank you so much for working with the Wisconsin State Fair again in 2008. It is a great honor to have such a wonderful entertainer and professional appearance to the stage and performances for our fairgoers to enjoy.

I also want to thank you for allowing the Wisconsin State Fair to customize the signage for the stage. The flexibility to create our own signage for the stage has significantly increased our Sponsorship opportunities in naming rights during the 11-day Wisconsin State Fair. Our new 2008 sponsor signed on again in a heartbeat for 2009 thanks to the professional look of the stage and signage that was tied along with it!

As a sponsorship professional, I sincerely appreciate your ideas in promoting our sponsors and the extra work you do to promote them. Through your stage management, you make sure that the sponsor is mentioned every performance and that the performers have the utmost respect for our Fairgoers. This positive experience keeps fairgoers, and sponsors, coming back year after year.

We look forward to working with you again in the upcoming years!

Best regards,



Jen Riente  
Sponsorship Specialist  
Wisconsin State Fair