



# 2025 SCHUYLER COUNTY FAIR PARTNERSHIP OPPORTUNITIES

Rushville, IL  
JUNE 29 - JULY 5



## **THE FAIR**

Schuyler County Fair is an annual event held in Rushville, IL. It is a family-friendly, fun-filled fair that offers a lot of fun, entertainment, and interesting activities for everyone. The fair features midway rides, fireworks, a monster truck show, a rodeo, harness racing, tractor pulls, talent shows, pageants, live music, food, and more!

## **STATISTICS**

### **Social Media**

- Over 10,000 social media followers
- Over 200,000 Impressions in 2024
- 30,000 Facebook page visits in 2024



### **Attendance**

- Daily Attendance is an average of 2,000
- The fair spans over 7 days
- Representative of all ages
- Has grown in attendance year after year



# 2025 FAIR SCHEDULE

## Sun. June 29th

8:30 AM	Goat Show
9:00 AM	Church Services
2:00 PM	Bags Tournament (Entertainment Pavilion)
5:00 PM	1 Hour Free Carnival
7:00 PM	Rodeo

## Mon. June 30th

Positively Senior Day (65 & over get in free during this time)	1:00 - 3:00 PM
Kiddie Tractor Pull Qualifying (Entertainment Pavilion)	6:00 PM
Kid Zone	6:00 - 9:00 PM
Harness Racing	6:00 PM

## Tue. July 1st

Noon	Harness Racing
5:30 PM	Talent Contest
6:30 PM	Little Miss & Mister Pageant
8:00 PM	Queen Contest
6:00-9:00 PM	Kid Zone

## Wed. July 2nd

Gates Open	4:00 PM
Kiddie Tractor Pull Final (Entertainment Pavilion)	6:00 PM
Kid Zone	6:00 - 9:00 PM
Tough Truck	7:00 PM

## Thu. July 3rd

6:00 - 9:00 PM	Kid Zone
7:30 PM	Nate Smith with special guest Josh Ross
10:00 PM	Brat Pack (Entertainment Pavilion)

## Fri. July 4th

Cattle & Swine	8:00 AM
Mud Sling	1:00 PM
Kid Zone	5:00 - 8:00 PM
Derby	5:00 PM
Pee Wee Livestock Show	6:30 PM
Fireworks	9:30 PM
DJ Rick (Entertainment Pavilion)	9:30 PM

## Sat. July 5th

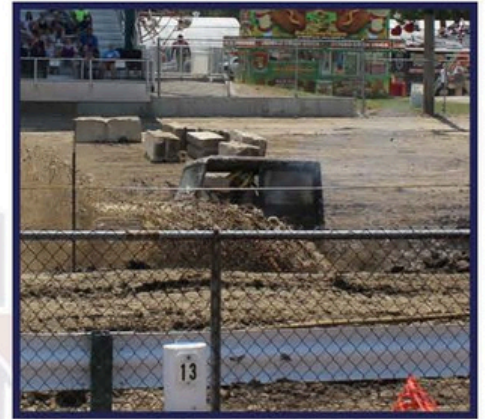
8:00 AM	Cattle & Swine
4:30 PM	ITPA Garden Tractor Pull
6:00 - 9:00 PM	Kid Zone
6:30 PM	Tractor Pull
9:30 PM	Silverlake (Entertainment Pavilion)



## **SPONSORED EVENTS**

### **MUDSLING**

For years the Schuyler County Fair has held a mudsling on the last day of the fair. The grandstands are full for this action-packed event from bone stock to super stock. You can watch a truck off the street to a super stock that will fly through the mud pit. The mud sling never disappoints at the Schuyler County Fair.



### **MISS SCHUYLER COUNTY**

The Schuyler County Fair Queen Pageant has been a long standing tradition in Schuyler County since 1960. Young ladies compete by showing off their poise, stage presence, communication skills, and professionalism. The winner is crowned Miss Schuyler County Fair and goes on to compete in the Miss Illinois County Fair Queen Pageant in Springfield each year.



### **TRACTOR PULL**

For 55 years, the Schuyler County Fair Tractor Pull has consistently been one of the highlights for the Illinois Tractor Pullers Association Circuit. Whether you like your favorite brand of stock appearing, tractors blowing big diesel smoke clouds, or methanol burning hot rods roaring down the track with the sled, the best pullers in Illinois and many other states can be found here in Rushville every year.





## **SPONSORED EVENTS**



### **DEMO DERBY**

Come out and watch the carnage as these skilled drivers smash and crash into one another until only one remains. Demo is unpredictable! Some races may end quickly in a fury of carnage while others may evolve into a slugfest of endurance. These events are centered around family fun while having a great competition. You will not want to miss this event, as it has proven to be a great time for the entire family!

### **LIVESTOCK SHOW**

The Livestock Shows are the closest events to our roots as an agricultural fair, since they are the events that have changed the least over the years. Many exhibitors, young and old, bring their animals to show during the fair. Animals shown include goats, hogs, and cattle. Whether the exhibitor is from a farm that specializes in a certain breed, or a young person whose animal is their annual project, a lot of people are interested in seeing which animals will be chosen as champions each year.



### **MONSTER TRUCK SHOW**



Full Throttle Monster Trucks invade the Schuyler County Fair, featuring the king of monster trucks, BIGFOOT! The trucks will compete in 3 challenges to get points towards the Full Throttle Cup. First, each truck will do two of their best 2-wheel tricks in the 2-Wheel Skill Challenge. Next, they'll compete in the fan favorite, Monster Truck Racing.

The fun doesn't stop there as Local Tuff Truck drivers compete on a brand new course. Who will be the fastest?

You have to be here to find out!



## **SPONSORED EVENTS**

### **HORSE RACING**

Horse racing is one of the oldest sports in the world that has not undergone any significant changes in the concept of the game. Most common at county fairs is harness racing - a form of horse racing designed for trotting horses to compete against each other while pulling a two - wheeled cart.



### **RODEO**



Whether you like timed events or roughstock events you can see both at the Schuyler County Fair Rodeo. In each of the roughstock events (saddle bronc, bareback and bull riding) the contestant is scored on both the animal's performance and their own. In the timed events (tie-down roping, team roping, barrel racing and breakaway roping) the contestants compete against the clock to earn the fastest time in their event. Come out and watch the cowboys and cowgirls show off their talents. Also watch out for the funny man! It's a great show and you will be entertained!

***SEE YOU AT THE  
SCHUYLER COUNTY FAIR!***



SCHUYLER  
COUNTY FAIR

2025 GRANDSTAND FEATURE

Rushville, IL  
JUNE 29 - JULY 5

NATE SMITH



WITH SPECIAL GUEST



JOSH  
ROSS

ENTERTAINMENT  
SPONSORSHIP

EACH PACKAGE INCLUDES:

:15 second video wall ad

All you can eat buffet

6 drink tickets per VIP Pass (*Must be 21+*)

PLUS:

SPONSOR LEVEL	\$ 500	\$1,000	\$1,500	\$2,000	\$2,500	\$3,000	\$5,000	\$10,000
VIP PASSES	2	5	8	12	15	18	30	60
PARKING PASSES	1	2	3	5	7	9	15	30

WWW.SCHUYLERCOUNTYFAIR.ORG

# SPONSORSHIP PACKAGES

<b>KID ZONE FREE CARNIVAL</b>	<b>SCHEDULE ADVERTISING</b>	<b>SEASON PASSES</b>	<b>LISTED ON WEBSITE</b>	<b>ANNOUNCED @ EVENT</b>	<b>SIGN BOARD @ GRANDSTAND</b>
<b>\$100</b>	<b>YES</b>	<b>0</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>

<b>TEIR 1 EVENTS*</b>	*Teir 1 Events include: Livestock Show, Kiddie Tractor Pull, and Band in the Entertainment Pavilion.				
<b>\$300</b>	<b>YES</b>	<b>1</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>
<b>\$500</b>	<b>YES</b>	<b>2</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>

<b>GRANDSTAND EVENTS**</b>	**Grandstand Events include: Tractor Pull, Harness Racing, Demo, Mudsling, Queen and talent show, Monster Truck Show, Rodeo, and Fireworks.				
<b>\$750</b>	<b>YES</b>	<b>4</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>\$1,000</b>	<b>YES</b>	<b>6</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>\$1,500</b>	<b>YES</b>	<b>8</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>



# CORPORATE SIGN PACKAGES

PACKAGES	SIZE OF SIGN	SEASON PASSES	CONCERT VIP PACKAGES
PACK 3 SEASON PASSES <b>\$1,500</b>	<b>4' X 4'</b>	<b>6</b>	
PACK 3 SEASON PASSES <b>\$5,000</b>	<b>6' X 30'</b> MESH BANNER	<b>12</b>	
PACK 2 CONCERT VIP TICKETS <b>\$1,500</b>	<b>4' X 4'</b>		<b>5</b>
PACK 2 CONCERT VIP TICKETS <b>\$5,000</b>	<b>6' X 30'</b> MESH BANNER		<b>24</b>
PACK 3 COMBINED PASSES <b>\$1,500</b>	<b>4' X 4'</b>	<b>3</b>	<b>3</b>
PACK 3 COMBINED PASSES <b>\$5,000</b>	<b>6' X 30'</b> MESH BANNER	<b>6</b>	<b>12</b>
PACK 4 CORPORATE SPONSOR <b>\$10,000</b>	<b>6' X 30'</b> MESH BANNER	<b>24</b>	<b>50</b>

**A PORTION OF THE SPONSORSHIP GOES TOWARD  
A SCHOLARSHIP FUND FOR A RUSHVILLE  
INDUSTRY HIGH SCHOOL STUDENT SEEKING A  
DEGREE AT A TRADE OR AGRICULTURAL SCHOOL**



## **HISTORY OF THE FAIR**

The Schuyler County Fair uses the phrase "Since 1941" in our logo, but the roots of our fair run much deeper than that. The first fair was held by the Schuyler County Agricultural Society in 1855, where Webster School is presently located in Rushville. 170 members contributed \$1 a piece to start funding the first year. It was held there the first two years, held at the A.C. Edgar Farm for one year, then in 1858 moved to the County Farm, a half mile west of Rushville on 7.5 acres. Following the 1900 fair, the association was broken, and there was no fair in Schuyler County for seven years.

In 1908, a new fair association was formed by issuing stock to 400 shareholders who paid \$25 each. Ground was leased on the north edge of Rushville, a horse racing track constructed, and an amphitheater, barns, and buildings were built. This is the same location and the same dirt track that the fair uses today. Things went well until the 1925 fair. Financial hardship hit again, and the buildings were sold or torn down and about the only noteworthy thing taking place there was when it was used as a civilian conservation corps camp in the 1930's.

In 1941, a group of farmers organized the present Schuyler County Fair and Livestock Show Association. Highlighted by The Night Society Horse Show, the 1941 fair took place 3 days in September. Admission was 25 cents for adults and 10 cents for children 6-14. The electric bill for that fair cost \$54. During the war years, the fair was 3 days in August, with the 1945 fair setting attendance records as people came out to celebrate Japan's surrender and the end of WWII. In 1946, the fair board purchased the present fair grounds site, resurrected the original 1908 half mile dirt track to host harness racing, and moved the fair to 4 days around the July 4th weekend that we are used to now.

As American Agriculture and Society got more mechanized and less dependent on horses, our events have evolved to reflect that change. The SCF held our first tractor pull in 1968, the first demolition derby in 1969, and raced motorcycles, midget cars and minibikes throughout the 70's. In 1980, we dug a pit, added water and had our first mud sling for 4 x 4 truck, and the participants and spectators went wild for it. In 2002, we hauled truckload after truckload of dirt into the arena and had motocross races for the first time later that day.

We've had some notable recording artists stop by Rushville for concerts over the years - Jerry Reed, Sylvia, all 3 Mandrell Sisters, John Berry, Gary Allan, Thomas Rhett, Travis Tritt, and Morgan Wallen. But the concert that people still talk about years later was the hottest group of 2013, Florida Georgia Line. That show drew nearly 10,000 people and doubled the Schuyler population on that day.

1960 was when we had our first Queen Pageant. Every year, we have livestock shows, textile, culinary, floriculture judging, live music at night in the entertainment pavilion, a church service on Sunday morning, 4th of July fireworks, and of course, a carnival on the midway and a wide variety of mouth-watering fair food.

21 board members work throughout the year to maintain, plan, and put on one of the best county fairs in Illinois, assisted by some very able secretaries, countless volunteers from the community, and much sponsor support from area businesses. After 145 years worth of county fairs in Schuyler, there is still much enthusiasm to carry on the proud tradition.

*Sources: Rushville Times Oct. 7, 1948, No Author listed  
Rushville Times June 22, 2016 by David Haney*





The Schuyler County Fair is proud to partner with Variety Attractions who is producing the concert entertainment this year. Since 1961, Variety Attractions has been a leader in entertainment for state & county fairs, concert venues, schools, and much more.



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**Notes:**

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ANY EVENT OR TO DISCUSS  
BECOMING A FAIR SPONSOR,  
PLEASE CONTACT:**

