

# 2023 PARTNERSHIP OPPORTUNITIES



RUSHVILLE  
ILLINOIS  
JUNE 29 - JULY 4, 2023

# SCHUYLER COUNTY FAIR

RUSHVILLE  
ILLINOIS  
JUNE 29 - JULY 4, 2023

## THE FAIR

ESTABLISHED IN 1941

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, MOTOCROSS, 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 2022  
30,000 FACEBOOK PAGE VISITS IN 2022



### ATTENDANCE

DAILY ATTENDANCE IS AVERAGE OF 2,000  
THE FAIR SPANS OVER 6 DAYS  
REPRESENTATIVE OF ALL AGES  
HAS GROWN IN ATTENDANCE  
YEAR AFTER YEAR



[WWW.SCHUYLERCOUNTYFAIR.ORG](http://WWW.SCHUYLERCOUNTYFAIR.ORG)

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## 2023 FAIR SCHEDULE

### THURS, JUNE 29

12 PM HARNESS RACING  
1 PM POSITIVELY SENIOR DAY  
1 PM TEXTILE, CULINARY, AGRICULTURE, FLORICULTURE & JR. DEPT JUDGING  
5 PM 1 HOUR FREE CARNIVAL  
5:30 PM TALENT CONTEST  
6:30 PM LITTLE MISS & MR. PAGEANT  
8 PM QUEEN CONTEST

### FRI, JUNE 30

KID ZONE (MERCHANTS BUILDING) 6 PM  
KIDDIE TRACTOR PULL QUALIFYING (ENTERTAINMENT PAVILION) 6 PM  
KID ZONE (MERCHANTS BUILDING) 6 PM  
TRACTOR PULL 6:30 PM  
OFF THE WALL (ENTERTAINMENT PAVILION) 10 PM

### SAT, JULY 1

8:30 AM GOAT SHOW  
6 PM KID ZONE (MERCHANTS BUILDING)  
7:30 PM ERNEST WITH JACKSON DEAN  
10 PM FEUDIN' HILLYBILLYS (ENTERTAINMENT PAVILION)

### SUN, JULY 2

CHURCH SERVICES IN HOSPITALITY BUILDING WITH DAVID HANEY & JILL LAYNE 9 AM  
MOTOCROSS PRACTICE 5:30 PM  
MOTOCROSS 6 PM  
KIDDIE TRACTOR PULL FINALS (ENTERTAINMENT PAVILION) 7:30 PM

### MON, JULY 3

8 AM CATTLE SHOW  
8 AM SWINE SHOW  
6 PM KID ZONE (MERCHANTS BUILDING)  
7 PM RODEO  
9:30 PM SILVER LAKE (ENTERTAINMENT PAVILION)

### TUES, JULY 4

CATTLE SHOW 8 AM  
SWINE SHOW 8 AM  
MUD SLING 1 PM  
DEMO DERBY 5 PM  
KIDS ZONE 6:30 PM  
FIREWORKS 9:30 PM





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## SPONSORED EVENTS MOTOCROSS

MOTOCROSS IS A RACING SPORT WHERE PARTICIPANTS RIDE MOTORCYCLES OVER ROUGH TERRAIN AND HIT BIG JUMPS ON A SHORT TRACK. THE COURSES HAVE DIFFERENT OBSTACLES FOR THE RIDERS. NO TWO COURSES ARE ALIKE, AND THAT CAN MAKE MOTOCROSS MORE DEMANDING THAN OTHER RACING SPORTS. MOTOCROSS IS ENJOYED ALL OVER AMERICA, FROM HOMETOWN TRACKS TO THE ANNUAL PROFESSIONAL EVENTS. LOCAL RACES FEATURE FAST LOCAL TALENT, BEGINNERS WITH BIG DREAMS AND WEEKEND WARRIORS WHO JUST WANT TO HAVE A GOOD TIME WITH THEIR FRIENDS. IF WATCHING MOTORCYCLES FLY THROUGH THE AIR AND RACE TO THE FINISH LINE SOUNDS EXCITING TO YOU, YOU DON'T WANT TO MISS THIS EVENT.



## 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 MUDSLING NEVER DISAPPOINTS AT THE SCHUYLER COUNTY FAIR.



## MISS SCHUYLER COUNTY

THE SCHUYLER COUNTY FAIR QUEEN PAGEANT HAS BEEN A LONG 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.



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## SPONSORED EVENTS

### 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.

### 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 AND IT HAS PROVEN TO BE A GREAT TIME FOR THE ENTIRE FAMILY!



### 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! COME OUT AND WATCH A GREAT SHOW AND BE ENTERTAINED. SEE YOU AT THE SCHUYLER COUNTY FAIR!



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## SPONSORED EVENTS HORSE RACING

HORSE RACING IS ONE OF THE OLDEST SPORTS IN THE WORLD THAT HAS NOT UNDERGONE ANY SIGNIFICANT CHANGES CONCERNING 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, CALLED A SULKY, AND A DRIVER. RACEHORSES NEED TO MAINTAIN THEIR SPEED OVER A SET DISTANCE RATHER THAN SPRINTING THEIR WAY THROUGH. JOCKEYS NEED TO HELP THEIR HORSE TO MANAGE THEIR SPEED AND SPREAD OUT THE ENERGY. FOR THIS REASON, BOTH RACEHORSES AND JOCKEYS NEED TO HAVE A HIGH STAMINA AS WELL AS MUTUAL RESPECT FOR EACH OTHER. THE SCHUYLER COUNTY FAIR CONTINUES TO START THE FAIR OFF WITH HORSERACING. COME OUT AND WATCH THE TALENT OF LOCAL HORSES AND HORSES TRAVELING FROM A DISTANCE RACE TO THE FINISH LINE.



## LIVESTOCK SHOW

THE LIVESTOCK SHOWS AT THE SCHUYLER COUNTY FAIR 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 EXHIBIT DURING THE FAIR. AMONG THE ANIMALS THAT ARE SHOWN ARE 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 THE CHAMPIONS EACH YEAR.



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**ERNEST**

6 #1 HITS

2022 CMA  
TRIPLE PLAY  
AWARD WINNER



**JACKSON  
DEAN**

2022 SONG "DON'T COME LOOKIN'"  
80 MILLION+ STREAMS  
FASTEST DEBUT SONG  
TO REACH #1 IN 2022

## ENTERTAINMENT SPONSORSHIP

### EACH PACKAGE INCLUDES

:15 SEC VIDEO WALL AD  
ALL YOU CAN EAT BUFFET  
6 DRINK TICKETS PER VIP  
PASS (MUST BE 21+)

P

L

U

S

SPONSOR  
LEVEL

VIP  
PASSES

PARKING  
PASSES

**\$500**

**2**

**1**

**\$1,000**

**5**

**2**

**\$1,500**

**8**

**3**

**\$2,000**

**12**

**5**

**\$2,500**

**15**

**7**

**\$3,000**

**18**

**9**

**\$5,000**

**30**

**15**

**\$10,000**

**60**

**30**



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## SPONSORSHIP PACKAGES

	SCHEDULE ADVERTISING	SEASON PASSES	LISTED ON WEBSITE	ANNOUNCED AT EVENT	SIGN BOARD AT GRANDSTAND
<b>KIDS ZONE FREE CARNIVAL</b>					
<b>\$100</b>	YES	◎	YES	YES	NO
<b>TIER 1 EVENTS**</b> <p>Tier 1 Events include: Livestock Show, Kiddy Tractor Pull, and Band in the Entertainment Pavillon.</p>					
<b>\$300</b>	YES	1	YES	YES	NO
<b>\$500</b>	YES	2	YES	YES	NO
<b>GRANDSTAND EVENTS*</b> <p>Events include: Tractor Pull, Harness Racing, Demo, Mud Sling, Queen and talent show, Motocross, Rodeo, and Fireworks.</p>					
<b>\$750</b>	YES	4	YES	YES	YES
<b>\$1,000</b>	YES	6	YES	YES	YES
<b>\$1,500</b>	YES	8	YES	YES	YES



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## CORPORATE SIGN PACKAGES

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

*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.*



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## 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 ACADEGAE FARM FOR ONE YEAR, THEN IN 1858 MOVED TO THE COUNTY FARM, A HALF MILE WEST OF RUSHVILLE ON 7 1/2 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, AN AMPHITHEATER, BARN, AND BUILDINGS WERE BUILT. THIS IS THE SAME LOCATION AND THE SAME DIRT TRACK THAT THE FAIR USES TODAY. THINGS WENT WELL UNTIL IN 1925 FAIR FINANCIAL TROUBLE HIT AGAIN, AND THE BUILDINGS WERE SOLD OR TORN DOWN. AND ABOUT THE ONLY WORTHWHILE 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 HIGH SOCIETY HORSE SHOW. THE 1941 FAIR TOOK PLACE 3 DAYS IN SEPTEMBER. ADMISSION WAS 25 CENTS FOR ADULTS, 10 CENTS FOR CHILDREN AGE 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 A NEW DANCE RECORDS AS PEOPLE CAME OUT TO CHEER FOR JAPANESE SURRENDER AND THE END OF WWII. IN 1946, THE FAIR BOARD PURCHASED THE PRESENT FAIR GROUNDS SITE. RESURFECTED THE ORIGINAL 1908 HALF MILE DIRT TRACK TO HOST HARNES 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 SOCIETY HELD OUR FIRST TRACTOR PULL IN 1968 THE FIRST DEMOLITION DERBY IN 1969, AND RACED MOTORCYCLES, MIDRANGE CARS AND MINIBIKES THROUGHOUT THE 70'S. IN 1980, WE DUG A PIT, ADDED WATER AND HAD OUR FIRST MUDSINKING FOR 4X4 TRUCKS, AND THE PARTICIPANTS AND SPECTATORS WENT WILD FOR IT. IN 2002 WE HAD A TRUCKLOAD AFTER TRUCKLOAD OF DIRT INTO THE ARENA AND HAD MOTOCROSS RACES FOR THE FIRST TIME LATER THAT DAY.

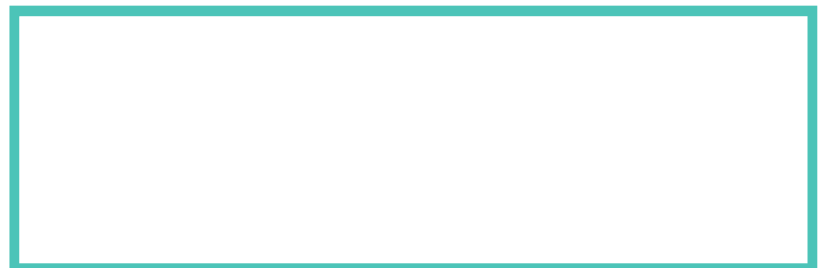
WE'VE HAD SOME NOTABLE RECORDING ARTISTS STOP BY RUSHVILLE FOR CONCERTS OVER THE YEARS. JERRY FERRY, SYLVIA ALLEN, 3 MANDOLIN STRINGS, JOE IN BERRY, GARY ALLEN, THOMAS RIFITT, TRAVIS TRITT AND MORGA WATKINS. BUT THE CONCERT THAT PEOPLE STILL TALK ABOUT YEARS LATER WAS THE HOTTEST GROUP OF 2013, FLORIDA GEORGIA LINE, THAT DREW NEARLY 10,000 PEOPLE AND DOUBLED THE SCHUYLER POPULATION ON THAT DAY.

1960 WAS THE YEAR OF OUR FIRST QUEEN PAGEANT. EVERY YEAR WE HAVE LIVESTOCK SHOWS, EXHIBITS, CULINARY, AND 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.

20 BOARD MEMBERS WORK THROUGHOUT THE YEAR TO MAINTAIN PLAN, AND PUT ON ONE OF THE BEST COUNTY FAIRS IN THE ILLINOIS ASSISTED BY SOME VERY ABLE SECRETARIES, COUNCILS, 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 HANLEY

FOR MORE INFORMATION ON  
ANY EVENT OR TO DISCUSS  
BECOMING A FAIR SPONSOR  
PLEASE CONTACT:



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