

# CASS COUNTY FAIR ASSOCIATION

805 West 10<sup>th</sup> Street Atlantic, IA 50022  
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June 2020

TO: Cass County Fair Sponsors

Thank you for your event sponsorship for the 2020 Cass County Fair. Support from donors like yourself make it possible to remain a free fair, while supporting our youth and providing something special for our community.

At the monthly Cass County Fairboard meeting on June 4, 2020, the board made the very difficult decision to alter the Cass County Fair due to COVID-19. While this may not be an ideal situation, the Fairboard is doing what is best for the youth of our county and the health of our local communities.

You are receiving this letter because you are a sponsor for the Bull Riding and/or Tractor Pull events at the 2020 Cass County Fair. Due to COVID-19, both of these events have been cancelled for 2020.

If you have already paid for your sponsorship- a refund check is enclosed in this letter. We hope you will consider continuing your sponsorship when we bring these events back for the 2021 Cass County Fair on July 28-August 3 of 2021. Please note, if you also paid to sponsor a trophy, that money is not being returned, as we will still be holding all contests and awarding trophies.

In conversations with many of you, we have been asked how sponsors can continue to support the 2020 Fair, which will be moving ahead with hosting all 4-H and FFA events in a modified format.

We do still have expenses associated with hosting the fair (many entertainment events had non-refundable deposits) and we will also not be making any income from our foodstand. With a modified livestock show and sale format, our youth livestock exhibitors will also have a reduced opportunity to earn a premium price for their market animal projects. We would welcome any support you are willing to provide.

If you are interested in providing support for the 2020 Fair, please see options on the attached form. Again, we thank you for your continued support and look forward to seeing you all at the 2021 Cass County Fair.

Please contact Drew Williams at 712-779-0016 or Liz Denney at 712-254-0561 with any questions.

Sincerely,

Curtis Bierbaum  
President, Cass County Fairboard

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## 2020 Cass County Fair Donation Form

Thanks for your willingness to support the 2020 Cass County Fair as we weather the COVID-19 Pandemic and associated schedule changes!

PLEASE NOTE: All sponsorships/donations paid in 2020 will be considered donations to the 2020 Fair, and NOT a pre-payment for your 2021 sponsorships. Information on 2021 sponsorships will come out in January of 2021 as usual. Thanks again for your understanding!

If you would like to donate the full amount of your original sponsorship back to the fair, you may cash the enclosed check and write a new one, or simply return the enclosed check and write VOID on it.

If you would like to donate any other amount, please cash the enclosed check and issue a new one in the amount you would like to donate.

So we can appropriately credit your support, please let us know using the form below how you would like us to use this money to support the 2020 Fair. Please return this form with any payment or cancelled check!

- Please use my donation wherever there is greatest need
- I would like to help offset costs associated with the 2020 Cass County Fair
- I would like to support the youth livestock exhibitors
- Please divide my donation equally between fair expenses and youth exhibitors.

**We will be recognizing our sponsors through signage on the grounds and social media posts throughout fair week.**

*Sponsor Name for Recognition* \_\_\_\_\_

*Representative Signature* \_\_\_\_\_

*“Where Youth Is Our Most Important Product”*