



Fan Fair

StateFair.org

August 24 - September 3, 2012 Grand Island, Nebraska

Nebraska's Largest Entertainment Event

Nebraska State Fair

Board

Chair

Jana Kruger
Arlington, NE

Vice Chair

Tam Allan
Lincoln, NE

Secretary

Doug Brand
Seward, NE

Treasurer

Dan Kunnemann
Imperial, NE

Board Members

Ed Kruse
Kimball, NE

Linda Lovgren
Omaha, NE

Bill Marshall
Grand Island, NE

Lowell Minert
Dunning, NE

Chuck Rolf
Albion, NE

Marvin Rousey
North Platte, NE

Kirk Shane
Atkinson, NE

Ex Officio Members

Beth Birnstihl
Lincoln, NE

Kent Zeller
Ravenna, NE

A lot of folks are of the belief that the Nebraska State Fair is supported by state tax dollars. In truth, The Nebraska State Fair is a 501-C5, or an agricultural non-profit. No state tax dollars are received.

According to Nebraska State Fair Executive Director, Joseph McDermott, "Each year, the Nebraska State Fair invests in excess of \$5-million to produce an event that provides an experience of family focused fun."

"The State Fair is supported through proceeds from the Nebraska Lottery, exhibition and vendor fees, major sponsorships, gate and concert admissions and so on," McDermott said.

In 2004 Nebraska voters approved an amendment to the state's constitution directing the Nebraska Lottery to earmark 10% of annual net proceeds for the enhancement of the Nebraska State Fair. "These funds are used for operational needs as well as capital improvements to the buildings," McDermott said.

Sponsorships are another important financial arm to the State Fair. According to Shaun Schleif, director of marketing and sponsorships, "We have the best sponsors in the world, who know the value of marketing to our over 333,000 fairgoers in attendance, but also

how important it is to support an event that brings so many Nebraskans together."

State Fair Facilities Director Jaime Parr also plays a pivotal role in handling all exhibitors, commercial and food vendors during the 11-day event. Parr said, "Exhibitor booth rentals, and other commercial and food vendors on the fairgrounds, account for a healthy portion of the fairs annual revenue. We're happy to provide our visitors with a variety of foods and different shopping opportunities when they attend the fair."

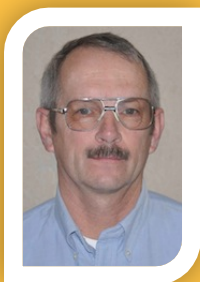


Livestock Schedule Online

The 2012 Nebraska State Fair Livestock Schedule is now available online. [Click here](#) for more details. For more information, you are welcome to contact Livestock Superintendent Bill Angell, at 308.385.8021.

Rolf Named to State Fair Board

Chuck Rolf from Albion, Neb. was elected to the Nebraska State Fair board of directors from the Third District, at the Nebraska Association of Fair Managers convention in Kearney.



According to State Fair executive director Joseph McDermott, "We're very pleased to have Chuck on our board. He's served on the Boone County Fair board for over 25-years and also served a four-year term on the board of directors of the Nebraska Association of Fair Managers. There's no question that Chuck has the experience we need to continue the success we've enjoyed at the Nebraska State Fair."

State Fair board incumbents Doug Brand from Seward, serving the First District and Dan Kunnemann from Imperial representing the Fourth District were reelected for three-year terms.



Like us on Facebook because it's there you'll get all the news first. Concerts, entertainment and other State Fair special events appear on Facebook before you'll read it anywhere else.



The Nebraska State Fair
1811 West Second Street, Suite 440
Grand Island, NE 68803 308.382.1620
NebraskaStateFair@StateFair.org

It's all about the food!

Right behind the "Overall Experience" the Nebraska State "Fair Food" is next on the list as the most popular reason to attend.

According to Jamie Parr, facilities director, "I talk to a lot of folks that come to the State Fair day after day to do what they call "grazing" where they sample different foods each time they're on the fairgrounds."

"Food on a Stick alone accounted for over 35 varieties of food featuring a tasty treat with everything from a corn dog to chocolate covered bacon, deep fried Oreos and butter to corn on a cob," Parr said.



In 2011, there were 65 concession stands plus those on the midway, and those within the Heartland Events Center. Parr said, "2012 is shaping up to be even better than 2011. We're even looking into healthy food options and gluten free items for our guests, but rest assured, the State Fair favorites will be there for the traditionalists."



CaseIH Combine Rides receives Recognition

The Nebraska State Fair received a first place award of excellence from the International Association of Fairs and Expositions (IAFE). The Award was received for the Fair's partnership with CaseIH in Grand Island.

According to Nebraska State Fair Marketing and Sponsorship Director Shaun Schleif, "We were delighted to finish first in our partnership with CaseIH in Grand Island. CaseIH provides free combine rides at our fair and over the past two years alone, has given in excess of 8,000 free rides to folks from all over Nebraska who normally would not have a chance to do so."

