

Missouri State Fair FOUNDATION Newsletter

April 2011

Preserving blue ribbon memories

Leading that prize-winning steer into the historic Coliseum.

Singing along with your favorite superstar at the Pepsi Grandstand.

Riding all the rides and experiencing the thrills of the Midway.

Discovering the amazing creativity of hundreds of Missourians in exhibit buildings.

Sitting on a bench enjoying a corn dog or ice cream cone, watching the world go by.

What is your favorite “blue ribbon” memory from those 11 magical days in Sedalia?

For more than 300,000 people each August, our Missouri State Fair creates all of those memories and many, many more. It is a place where for more than a century Missourians of all ages – grandparents, parents, children and grandchildren – have gathered to spend time together, celebrating the best of the Show-Me State.

In our world of constant change, uncertain economic future, and tight government budgets, our Missouri State Fair is an institution that needs to be protected so future generations can create their own “blue ribbon” memories.

It is with those priceless “blue ribbon” memories in mind that we are kicking off our first-ever statewide membership campaign.

Your tax-deductible donation (for as little as \$100) will help us “preserve, improve and perpetuate the rich heritage of the Missouri State Fair” – and, as a small token of our appreciation, give you the opportunity to receive free fair admission, reserved parking and even purchase Grandstand tickets in advance.

Or perhaps another giving program interests you – whether its purchasing a bench or utilizing tax credits to help in construction of the new Coliseum Annex Arena.

Or maybe instead of a financial gift, you would like to give the gift of time and serve as one of our nearly 300 volunteers during the Missouri State Fair, selling bottled water and souvenirs.

Our goal is simple – we want to give all Missourians as many opportunities as possible to make sure our yearly blue-ribbon family reunion, the Missouri State Fair, is still creating memories in the future. **Will you join us?**



“Preserving, improving, and perpetuating the rich heritage of the Missouri State Fair for future generations!”



Missouri State Fair Foundation

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New volunteer opportunities announced

Individuals interested in donating the gift of time by serving as Foundation volunteers during the Missouri State Fair will have plenty of new opportunities in 2011.

A new souvenir sales location, a Foundation information booth, and brand-new gazebos and coolers for bottled water sales highlight the changes for this year.

“Our goal was to improve the Foundation’s presence at the 2011 Missouri State Fair so fairgoers could be more aware of who we are and what we are trying to do,” said MSFF Executive Secretary Jeremy Parsons. “I think we have definitely accomplished that.”

A new souvenir sales location will be added at the entrance to the Midway, joining the souvenir trailer in front of the Historic Administration Building and the State Fair Museum Gift Shop.

“We feel that another location for souvenirs will give even more fairgoers the opportunity to purchase our merchandise and, in turn, generate more money to be used to improve the fairgrounds,” he said.

The MSFF will also have a small information booth in the air-conditioned Agriculture Building. While no souvenirs will be sold from this location, the booth will give fairgoers the opportunity to join the Foundation (see page 3) and learn about other giving programs the MSFF offers.

While the locations for bottled water sales will be the same, the look will be radically different.

The pop-up tents used in 2010 will be replaced by new white vinyl gazebos constructed by Porta and Grace in Sedalia.

“These new gazebos will really make our presence during the 2011 Missouri State Fair stand out,” he said. “Plus it will provide great shade for our volunteers.”

The MSFF has also purchased new coolers for each of the bottled water sales locations.

For those individuals who volunteered last year, information for the 2011 Missouri State Fair will be mailed out in June. Others interested in volunteering should contact Jeremy Parsons at (660) 827-8120.



FOUNDATION NEWS & NOTES

Have a Seat ... The deadline for purchasing a bench for placement on the Missouri State Fairgrounds is rapidly approaching. Each bench, which is permanently identified with a nameplate of your choosing, costs \$500. For more information, contact the MSFF Office at (660) 827-8120 or msffoundation@sbcglobal.net.

Mark your calendars ... The “Building the Future” Banquet and Auction is coming Wednesday, August 10 in the Mohler Assembly Hall. More details to be announced!

Thanks for reading ... This is the second issue of the Missouri State Fair Foundation newsletter. Expect an issue in your mailbox four times a year: January, April, July and October. Any questions or comments about this newsletter can be directed to Jeremy Parsons at the MSFF Office.

MSFF kicks off statewide membership campaign

Will you join us in preserving "blue ribbon" memories?

Missourians across the state now have an opportunity to help preserve "blue ribbon" memories for future generations by becoming members of the MSFF.



The statewide membership campaign, which is directed to anyone who has interest in the Missouri State Fair, was officially kicked off at the MSFF Board of Directors meeting on April 26.

The membership structure includes four levels—beginning at \$100—and includes various benefits.

MEMBERSHIP LEVELS AND BENEFITS

All members receive:

- Lapel Pin/ID Lanyard
- Free tram rides at the Fair
- Foundation Newsletter
- Invitation to members-only receptions at Fair
- 10% Discount on Fair souvenirs
- Recognition at Foundation office and on Foundation website

Yellow Ribbon (\$100-\$249)

- Two (2) Fair admission tickets plus 1-day parking
- Pre-sale access to Grandstand concert tickets

Red Ribbon (\$250-\$499)

- Six (6) Fair admission tickets plus 3-days parking
- Pre-sale access to Grandstand concert tickets

Blue Ribbon (\$500-\$999)

- Ten (10) Fair admission tickets plus 5-days parking
- Pre-sale access to Grandstand concert tickets
- Recognition signage
- Food Coupons

Purple Ribbon (\$1,000+)

- Two (2) Fair season passes plus two (2) 11-days parking
- Pre-sale access to Grandstand concert tickets
- Recognition signage
- Food Coupons
- Two (2) Governor's Ham Breakfast tickets
- Two (2) "Building the Future" Banquet tickets

YES, I WANT TO JOIN!

Name(s): _____

Company: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____

Email: _____

Sign me up at the following level:

- Yellow Ribbon (\$100-\$249)
- Red Ribbon (\$250-\$499)
- Blue Ribbon (\$500-\$999)
- Purple Ribbon (\$1,000+)

My check is enclosed.

Please charge my:

___ Visa ___ MasterCard ___ Discover

_____ Exp: _____

Contact me about volunteering.

Contact me about other giving programs.

Mail the completed form with check
or credit card information to:
Missouri State Fair Foundation
2503 West 16th Street
Sedalia, MO 65301

WHO WE ARE ...

The MSFF, established in 1998, is an independent, not-for-profit 501(c)3 entity dedicated to preserving the rich heritage and traditions of the Missouri State Fair.

The MSFF seeks to improve the Fairgrounds through the construction of new facilities and the renovation of existing buildings, many of which are on the National Historic Register.

The MSFF also seeks to preserve the rich traditions of the Missouri State Fair and provide quality educational programming for fairgoers.

CONTACT US ...

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By E-mail:

msffoundation@sbcglobal.net



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'Paving the Way' for the new Coliseum Annex Arena

Supporters of the MSFF now have another opportunity to make the Coliseum Annex Arena a reality thanks to the "Paving the Way" program.

A 8" x 12" black granite paver with up to 5 lines of inscription can be purchased for \$200.

The pavers will be placed in either the brick retaining wall around the arena or in the new sidewalk beside it.

The Coliseum Annex Arena will be a 70' x 220' structure that will cover the current warm-up ring located north of the historic Coliseum, turning it into a versatile livestock facility for both warm-up and competition uses.

Connected to the Coliseum through a covered breezeway, this new "complex" will be a tremendous improvement to the Fair's livestock facility, both for use at the Missouri State Fair and at numerous off-season events.

The estimated cost of the new Coliseum Annex Arena is \$726,000—money to be raised entirely by the MSFF through private donations and the use of \$343,000 in Missouri tax credits.

For more information on how you can help "Pave the Way," contact the Foundation Office at (660) 827-8120.

