



2025

Since 1998

*Raising Funds \$\$ to preserve and improve the MO State Fairgrounds

*Providing Educational Opportunities that support agriculture/fair

Mission – To Cultivate the Future of Agriculture



Preserve

4-H Building- restoration

Cattle barn updates

Old Smokie

Improve

Swine Barn Restrooms

Cattle; Parking and Tie Out areas

Michael L. Parson Arena

State Fair Museum

Educate

Read to Win

Young Ambassador

MSF Youth in Ag - \$10,000 scholarship

First Time Exhibitors

How do we Preserve the Past and Fund the Future?

It takes ALL of us

- MSFF Board of Directors and Missouri State Fair Commission
- Foundation Staff and MO State Fair Staff
- Foundation Members – over 425 strong
- Foundation Volunteers
- Foundation Donors



2026 MSFF Board of Directors

73 Ballots returned for the 2026 election
4 Newly Elected Board Members



Kevin Daniel, Pettis County



Jill Fansler, Callaway County



Jon Ortmann, Bollinger County



Jay Fischer, Cole County

Re-elected – Sherry Jones – Livingston County



Thank You For Your Service to the Foundation

- Marilyn O'Bannon
- Matt Boatright
- John Fletcher
- Nick Ramey

MEET THE STAFF

KARRI WILSON

EXECUTIVE DIRECTOR



LORIE BERGMAN

EXECUTIVE ASSISTANT
VOLUNTEER COORDINATOR



SABRINA MARQUESS, CPA

CHIEF FINANCIAL OFFICER /MEMBERSHIP
COORDINATOR





MSFF Staff

Office Operations 9-4 Mon-Fri

mostatefairfoundation.net

660-951-4053



MEET THE Consultant
for
Major gifts and donations

ELIJAH HAAHR

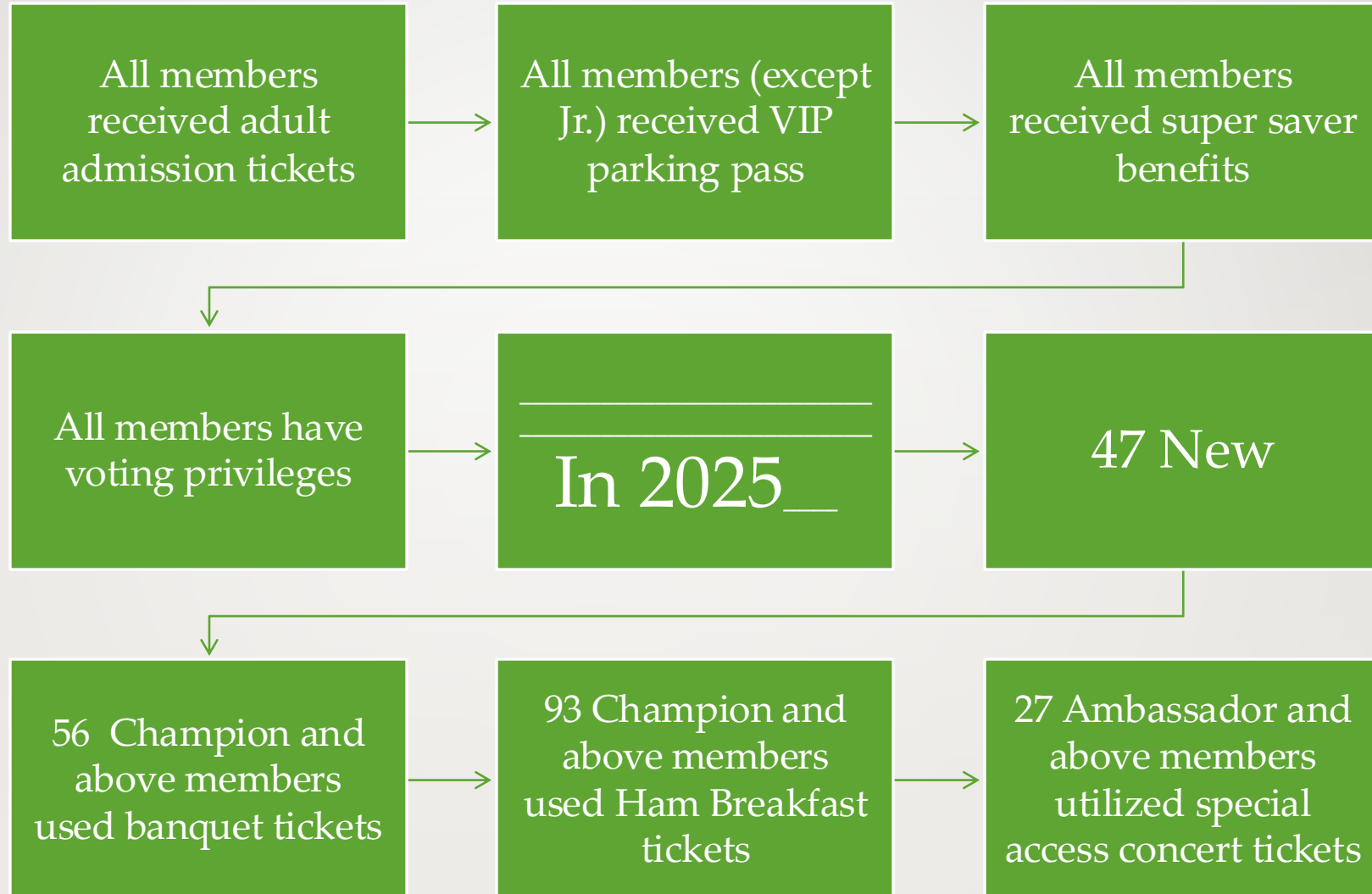
MEMBERSHIP

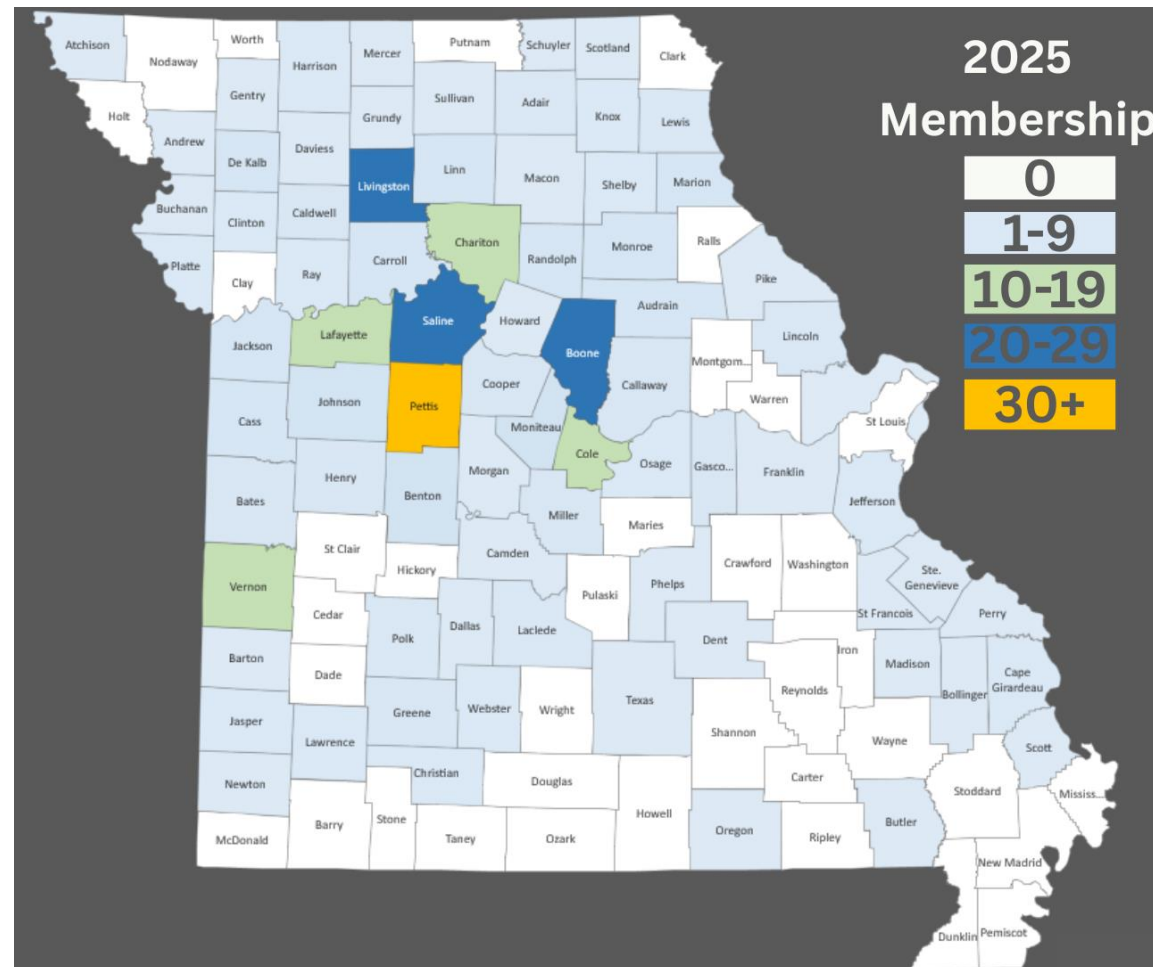
A level for everyone!

- Junior – age 18-25 \$30
- Family - \$100
- Advocate - \$250
- Ambassador - \$500
- Champion - \$1,000
- Investor - \$2,500
- Steward - \$5,000



2025 Membership = 426





What's New in Membership?

Same great benefits for 2026

Membership card process

Super Saver card process – (2025 17 vendors / 24 locations)

Asking for your logo (Champion and above)

2026 Member Recruitment Challenge



- Renew your membership
- Recruit one new member
- Move up one level

Fairgrounds Improvements

Fairgrounds Improvement Michael L. Parson Arena

Funds Raised = \$1,974,000

Funds allocated; Arena Footing, Storage, Signage

Opportunity

\$1,000 donor wall name

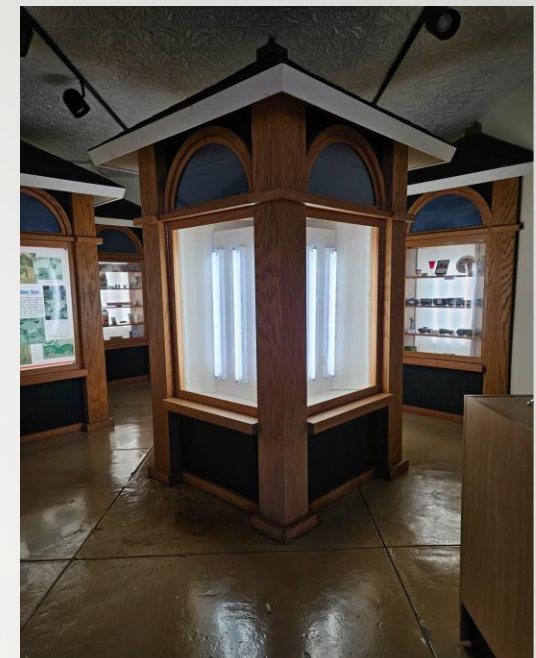
Only 75 spots (58 left)

Deadline to purchase: late
spring of 2026



MSF Museum Improvement

before
renovation...





Fairgrounds Improvement MO State Fair Museum

Completed: Paint, open entry way, rotating photo exhibit, refresh all cases, queen's wall





State Fair Fundraising Projects

2025 State Fair Report

Total Income = \$388,382

Total Profit = \$276,500

Expenses include; souvenirs, water/ice, banquet catering, tent rental, scooter batteries, signs

Banquet and Auction

Raised \$147,776

Profit = \$122,556

Souvenir Sales

Sold \$66,213

Profit - \$35,553

Water Sales

Sold \$92,200

Profit - \$70,803

VIP Parking

3,521 cars

Profit- \$10,564

MSFF Rentals

Sold \$40,484

Profit - \$38,654

State Fair Museum

Up to 525 visitors a day! Over 4,250 total visitors

2025 Dinner & Auction



440 guests

Event Profit = **\$122,556**



LEGACY FLAG PLAZA

2025 Dedication: Chad & Karen Sayre

Chad and Karen have gone above and beyond in contributions of dollars and resources to the fairgrounds. Through their civil engineering firm Allstate Consultants, they have donated over \$100,000 worth of improvement and preservation projects around the fairgrounds.

- Charolais Barn
- Swine Barn renovations
- Cattle Tie-Outs
- 4H building
- New campground
- Ground water project.

Founder's Level contributors to our Foundation's 1901 Society



WATER SALES

2025 - **\$92,200**

80,856 bottles of water

5,672 bottles of Gatoraide

3,500 #s of Ice

\$901,100 since 2011



2025 Water

State Fair
Community College

PROUDLY SUPPORTS THE



WOOD & HUSTON BANK
Your Trusted Advisors Since 1874

PROUDLY SUPPORTS THE



2025 Friends of the Fair Award



*Jon & Debbie
Ortmann*

Souvenirs

Sales **\$66,213**



2025 Foundation Rentals wheelchairs, strollers, mobility scooters

Sales = \$40,484

1,078 units rented

As many as 160 per day!

Managers; Rick and Jennifer Yeager

Wayne Hadley & Fred Parks



An aerial photograph of a large parking lot filled with cars and RVs, likely at a fair or festival. The lot is paved and has white parking lines. In the background, there are trees and some buildings under a clear blue sky. The image is used as a background for the text overlay.

State Fair Lions Club Partnership

- 2025 VIP Parking
- 3,521 cars parked
- \$17,606 raised
- Lions Club split = \$7,042
- MSFF split = \$10,564

Educational Programs

2025

Meet the 2025 Young Ambassador **Riglee Welty**



Sophomore, studying Ag at SFCC;
interested in livestock production and
genetics.

\$2,500 Scholarship

2025 READ TO WIN

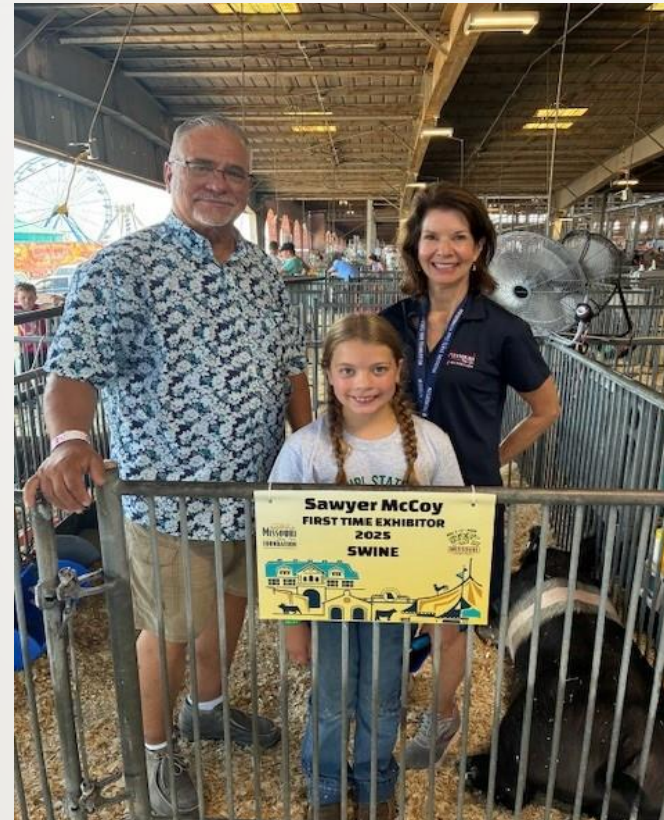
- 214 youth completed the challenge
- Over 3,500 books about agriculture and fairs read
- Encouraged numerous families to attend the MSF



2025 FIRST TIME EXHIBITOR GRANT Program

59 COMPLETED THE PROGRAM

\$28,250 AWARDED





2025 No Limits P.I.G. Show

*Pigs Ignite
Greatness*

22 Exhibitors

25
Ambassadors



Donor Recognition and MO Agricultural hall of Fame programs

THE 1901 SOCIETY RECOGNIZES THE MO STATE FAIR FOUNDATION'S MOST GENEROUS DONORS

Members of the 1901 Society are keeping traditions alive and investing in the future of Agriculture in the State of Missouri.

MO AGRICULTURAL HALL OF FAME

Created in 2023 to recognize farmers, ranchers, and agri-business leaders who have made an outstanding contribution to Missouri agriculture.

1901 Society and Missouri Agricultural Hall of Fame event

2025 event Profit of **\$121,000**

Title Sponsors: MFA
Oil and MFA Inc.

Private reception at
Governor's Mansion
Over 400 in attendance



1901 Society – 2025

- 10 members = \$10k plus
- 8 Medallion Recipients = \$25k Plus



MO Agricultural Hall of Fame



: CONGRATULATIONS

2025 Hall of Fame Inductees



Lowell Mohler



David Baker



Mike Parson



Eddie Sydenstricker



DIAMOND PET FOODS
Richard Kampeter & Gary Schell





mostatefairfoundation.net

2025 FAIR TIME VOLUNTEERS

- 5 Separate Fundraising Endeavors
- 11 locations
- Over 60 volunteers per day

Profit of over \$154,000 (does not include Banquet)

Fair Time Volunteer Groups

- Bothwell Hospital
- BTC Bank
- Celebration Center
- Coldwell Banker
- FFA
- Lions Club
- Sedalia Rotary Club



- State Fair Community College
- Special Olympics
- Wood & Huston
- Open Door
- Air National Guard



AWARDS

Outstanding Fair Time Volunteer: this award should be presented to one or more individuals who go above and beyond to assist the Foundation with fundraising efforts during the Missouri State Fair.

Outstanding All-Season Volunteer: this award should be presented to one or more individuals who make a substantial contribution to the Foundation during non-fair time.

Outstanding Community Partner: This award should be presented to a business or group within the community who has gone above and beyond to support the Foundation through volunteering, donating funds, or providing “in-kind” services and assistance.

MSFF Executive Director’s Award: this award is given at the sole discretion of the Executive Director of the MO State Fair Foundation. The award recognizes a group or individual who has made a positive impact on or has provided above and beyond assistance to the Director in the course of carrying out the duties of the director.

2026

Preserve the past AND Fund the Future

- April 14th, 2026; 1901 Society and MO Agricultural Hall of Fame Event
- Focus on fund-raising efforts to support the new Parson Arena and other improvement projects
- Restore/Preserve Old Smokie
- Fundraising projects during the 2026 MO State Fair – possibility of adding an additional parking project
- Continue to serve and grow our membership
- Continue to offer a robust volunteer program
- Sustain efforts for educational programs



THE END

