

**DISCOVER THE DEX**  
**the DEX: Dakota Events Complex**  
**State Fair New Multi-Purpose Livestock and Equestrian Complex**  
**Fundraising Campaign**

For 135 years, the South Dakota State Fair has been a place to celebrate youth and agriculture. Since the late 1970s, the Open Class Beef Complex has been a part of that celebration. It's held many memories and has been an important part of the culture of the South Dakota State Fairgrounds.

On October 31, Halloween night, that all changed when fire swept through the Open Class Beef Complex, completely destroying the 96,000 square foot building. It was a sad day at the fair as we watched countless memories drift away in the smoke.

Out of adversity comes new opportunity and through the fire came a vision...build for the future! Help us build the DEX: Dakota Events Complex – the new, multipurpose livestock and equestrian complex at the South Dakota State Fair. It will meet the fair's needs, provide a safer fair environment, and expand our event hosting opportunities. It is our generation's time to bring this vision to life! Discover the DEX.

Most of the funding for the \$19 million project has been proposed to be provided by Governor Noem and the legislature through one-time funding, but we need your help to raise the final \$4 million. Help us 'Discover the DEX' and consider a contribution.

**Funding Opportunities**

Gift can be made over a three-year period.

Donor Level	Benefits
\$1,500,000	Building Naming Rights Four primary exterior and interior signs featuring company name or logo incorporated as part of the DEX name i.e. "ACME DEX" on all signage and marketing materials for future events.
\$500,000 (Two available - North and South)	Arena Naming Rights Two prominent exterior and interior signs featuring company name or logo incorporated with arena name on all signage and marketing materials for future events.
\$250,000 (Limited quantity available)	Four prominent Interior Signs
\$100,000 (Limited quantity available)	Two Large Interior Signs
\$50,000 (Limited quantity available)	One Large Interior Sign
\$25,000 (Limited quantity available)	One Interior Sign

**Donor Wall Opportunities**

Supporters investing \$5,000 or more to the 'Discover the DEX' campaign will receive recognition on the Donor Wall near the primary entrance of the new livestock complex.

<u>Sponsorship Level</u>	<u>Investment</u>
Legacy Champion	\$15,000
Supreme Champion	\$10,000
Champion	\$5,000

**Brand the DEX- Name Recognition Display**

\$2,500	Brand & Name Recognition Display	Livestock Brand and Family Name Engraved on Recognition Display
\$1,000	Silver Spur Giving Levels	Name Listing Recognition on Plaque