

WHERE EVENTS

Take Flight

Brand New Name. Same Great Impact.

The Lancaster Event Center is now the Sandhills Global Event Center. For over 22 years we've been committed to building community, driving economic impact and providing the latest in today's agricultural education experiences for youth. We're still Lancaster County's hard-working fairgrounds — now with the support of our naming sponsor to continue growing our impact for our community and state.



UP TO **\$72 MILLION**
ECONOMIC IMPACT PER YEAR



500+
DAYS OF EVENTS



UP TO **600,000**
VISITOR DAYS

FIND OUT MORE INSIDE! 

COMMUNITY IMPACT

Supporting, Enriching, & Entertaining Our Community for More Than 150 Years

Birth of the Ag Society

The Lancaster County Agricultural Society was established over 150 years ago under State of Nebraska law for “the improvement of agriculture, industry, homes, and communities of the state.” In 2001, Lancaster’s Ag Society was the last in Nebraska to establish its own county fairgrounds known as Lancaster Event Center until renamed in December 2023.

The building of Lancaster’s county fairgrounds was driven by Lancaster County’s youth whose needs had outgrown the borrowed facilities on the Nebraska State Fairgrounds. The Ag Society visited over 20 large fairgrounds around the country and established a three-phase master plan of which two phases have been completed to date.

Today, the newly-named Sandhills Global Event Center has grown to be a nationally recognized fairgrounds-style event center. The hard-working Ag Society Board and Event Center staff will continue to use their unique expertise to manage day-to-day operations of Nebraska’s busiest fairgrounds including organizing Nebraska’s largest county fair each year.

Board of Directors

AS OF DECEMBER 2023

- Kendra Ronnau, *President*
- Ron Dowding, *Vice President*
- John Cooper, *Secretary*
- Karen Rutt, *Treasurer*
- Jennifer Cusick-Rawlinson
- Lynn Hagan
- Laura Hardesty
- Ron Suing
- Mitch Sump



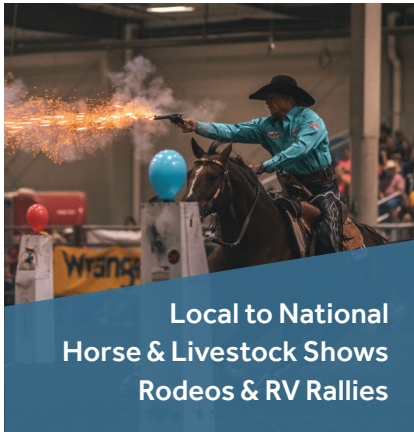
Nine years after opening, when the Nebraska State Fair moved from Lincoln, the Ag Society responded to the call of the community to expand to a 10-day fair now called the Lancaster County Super Fair.

- ➔ Attendance at the Lancaster County Fair has grown from 5,000 to an incredible 120,000+ in its new Event Center home
- ➔ 2,000+ exhibitors from 4-H, FFA and community members of all ages compete each year
- ➔ 10,000+ entries at each year’s fair include everything from alpacas to demo derby to robots

Something for Everyone in Town

The Super Fair lasts a full 10 days, but the excitement keeps going all year long. The Sandhills Global Event Center hosts over 500 event days each year.

Here are just a few of the highlights:



“ Our new partnership with Sandhills Global perfectly supports the long-time mission and priorities of the Ag Society.”

Kendra Ronnau | PRESIDENT, LANCASTER COUNTY AGRICULTURAL SOCIETY



We'd be proud to support your event, too.
Visit us today to learn how we can help.

SandhillsGlobalEventCenter.org  [Planners](#)



ECONOMIC IMPACT

Bringing visitors, jobs, and millions of dollars right here to Lancaster County



\$500 Million+

Spent since 2001 by
out-of-county visitors*

\$127-266/day

Spent per out-of-county
visitor on gas, dining,
shopping, lodging and more*

3 days+

Average stay by
many show vendors
and competitors

UP TO

750+ Jobs

Supported county-wide
by impact of Event Center's
out-of-county visitor spend*

UP TO

\$5 Million

Local & state taxes paid by
out-of-county visitors*

90%

of operations funded
by event income –
including an affordable
county fair for all citizens

Why are we the “most efficient ag society in Nebraska”?**

Only \$1.56 per Lancaster County household is used to support the annual county fair & fairgrounds' upkeep managed by the Ag Society. This levy rate was state lid law locked in at max 3% per year increase before the Event Center was built in 2001 and the fair was increased to 10 days in 2010. This compares to \$20-30 per citizen of fair/fairgrounds funding in most NE counties.

*UNL Bureau of Business Research Economic Impact Studies (LEC 2017, NHSFR Lincoln 2021)
**Comment by Event Center's outside auditor during the FY21 audit.



Largest
Rodeo in the world

NATIONAL HIGH SCHOOL FINALS RODEO
RETURNING IN 2026 & 2027



2nd Largest
Indoor agricultural trade show in the U.S.

NEBRASKA AG EXPO
EACH DECEMBER



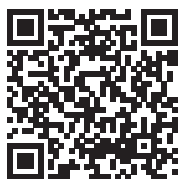
200+
Event days of animal shows
with 20+ regional/national
championships



19
Motorsports events
year-round indoors & out



75
Days of trade shows
and consumer expos



Check our event calendar and join the fun – you're sure to find something to love!

SandhillsGlobalEventCenter.org  Visitors



SPONSOR IMPACT

The National High School Finals Rodeo in July 2021 was the largest event in the center's history.



Sandhills Global agreement is the centerpiece of a new generation of support

Since its inception, the Sandhills Global Event Center has always had a unique ability — and responsibility — to be as self-supporting as possible. In Nebraska's 93 counties, the county fair & fairgrounds is normally subsidized with approximately \$20-30 per citizen in property taxes. But the largest county fair in the state, the Lancaster County Super Fair, receives only 10% the rate of support most other counties provide. We quite literally need to be 10 times as effective at paying our own way.

The Ag Society and Event Center staff have worked hard to fill up the calendar with over 500 event days as profitably as possible while community, government and emergency uses are supported. As the use of the fairgrounds has grown, so has the cost of wear & tear and demand for upgrades increased. That's why a new generation of corporate sponsors is so critical to our future.

The Sandhills Global naming rights agreement is a new centerpiece for a new generation of sponsor partners attracted to the Event Center's growth and community impact. Valued at \$7.125 million, the 15-year sponsorship will support upgrades to visitor services for existing and new events. The comprehensive naming partnership only starts at Sandhills Global Event Center for Lancaster's county fairgrounds. The seven most-visited spaces on the grounds will feature the names of Sandhills Global's most popular ag-related services that connect buyers and sellers with industry-leading solutions. The five largest Pavilions will be named Currency, EquineMarket, LivestockMarket, TractorHouse and FR8Star, while the Grandstand Arena will feature the AuctionTime name and the 1300-site campgrounds will now be named after RVUniverse.



Sandhills' brands align well with the events and visitors at the Center. We are proud to support this valuable hometown facility. Our partnership will benefit both organizations and the community at large."

Shawn Peed
CEO, SANDHILLS GLOBAL



Join our next generation of sponsor partners enjoying and supporting our ever-growing impact.

SandhillsGlobalEventCenter.org Sponsors

NEW SPACE NAMES

CURRENCY.
PAVILION

 **TractorHouse**
PAVILION™
Amy Countryman Arena

FR8STAR 
PAVILION

 **EquineMarket**
PAVILION

 **LivestockMarket**
PAVILION

 **RVUNIVERSE**
CAMPGROUNDS


GRANDSTAND ARENA

Learn more about these ag-related buyer/seller services at SandhillsGlobal.com

A Leading Large-Scale Multi-Use Event Space in the Central U.S.:

160+
acres

400,000
indoor
square feet

That's 9.2 acres!

7
large indoor
spaces

plus smaller
meeting rooms

3300
seat shaded
grandstand arena

with arena/livestock panels
for the world's largest rodeo

1300+
campsites

10th largest
with event space
in USA

5000+
parking spots



Sandhills Global
EVENT CENTER™
Lincoln, NE

**Support Your Fairgrounds.
We Support You!**

Get Involved | Volunteer | Donate | Advertise

SandhillsGlobalEventCenter.org



Come on out to the largest county fair in Nebraska!

10 full days of exhibits, competitions, free live music and attractions and exciting grandstand events from demo derby to bull ride — along with the midway packed with rides, games, and food on a stick.

Buy your tickets, be an exhibitor or paid volunteer or advertise to over 120,000 attendees at SuperFair.org.



AUGUST 1-10, 2024