

WISCONSIN STATE FAIR

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FOR IMMEDIATE RELEASE

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WISCONSIN STATE FAIR MAIN STAGE ANNOUNCES NAMING RIGHTS AGREEMENT WITH BANK FIVE NINE

Fairgoers can keep rocking with top-tier entertainment, thanks to Bank Five Nine

WEST ALLIS, Wis. – November 19, 2024 – Today, [Wisconsin State Fair](#) officials are thrilled to announce a new naming rights agreement for the beloved State Fair Main Stage that will now be known as the [Bank Five Nine Main Stage](#). This multi-year agreement with [Bank Five Nine](#) ensures this vibrant stage will shine as the premier entertainment destination throughout the 11-day State Fair, hosting a lineup of world-class entertainment from top country music acts to crowd-pleasing comedians and much more.

Just like the Wisconsin State Fair, Bank Five Nine is rooted in Wisconsin and steeped in tradition. Bank Five Nine's mission to *Make Lives Better* aligns seamlessly with State Fair's efforts to create an elevated Main Stage experience. Fairgoers will see Bank Five Nine's presence across the Wisconsin State Fair Park as their support grows into its sixth year by continuing to provide fan-favorite acts at the [Bank Five Nine Amphitheater](#) along with other fun surprise-and-delight experiences to bring the best to our communities.

"Since this collaboration began in 2020, Bank Five Nine is always ready to dive into new initiatives that always center around making lifelong Fair memories," said Shari Black, Wisconsin State Fair Park CEO. "Enhancing our Fairgoer experience is our biggest motivation as we plan each State Fair, and we're excited to be in lock step with Bank Five Nine as we move forward in this new venture."

Open since 1859, Bank Five Nine currently operates 14 full-service, convenient branch locations. As a community bank, Bank Five Nine makes it a priority to give back to their customers and communities through charitable giving and volunteer opportunities. The Bank Five Nine Main Stage along with the of the Bank Five Nine Amphitheater will provide outstanding entertainment for the communities they serve.

"Bank Five Nine is honored to strengthen our relationship with the Wisconsin State Fair and bring even more unforgettable moments to fairgoers," said Tim Schneider, CEO of Bank Five Nine. "The Fair is a tradition that connects our communities, and we're thrilled to support an experience that brings so much joy and excitement to people across the state."

The Bank Five Nine Main Stage is located on the historic Milwaukee Mile Speedway during the best 11 days of summer each year. Thanks to Bank Five Nine, each Main Stage ticket continues to be value-packed and includes State Fair admission.

Wisconsin State Fair and Bank Five Nine are looking forward to revealing the 2025 Main Stage headliners in the upcoming months. Stay tuned to hear more about these incredible shows at WiStateFair.com.

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About the Wisconsin State Fair

The 2025 Wisconsin State Fair, presented by UScellular®, takes place July 31 – Aug. 10. The State Fair offers a unique experience to all who attend and is an exceptional value. Enjoy dozens of FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, shopping vendors, and culinary delights. For more information, visit [WiStateFair.com](https://www.wisstatefair.com) or follow us on [Facebook](#), [Instagram](#), and [X](#).

About Bank Five Nine

Headquartered in Oconomowoc, Bank Five Nine is a full-service community bank focused on meeting the financial needs of local businesses and individuals. The Bank has served southeastern Wisconsin since 1859 and has 14 full-service branch locations and nine loan offices. The Bank’s executive team and its 300 plus employees are committed to contributing to the success and vitality of the communities they serve.