

Presenting Sponsorship



Customization

As the Presenting Sponsor you would receive exclusive marquee status in all of our marketing and outreach efforts. The fair title would be 'Company' presents the 2019 Arapahoe County Fair. The Presenting Sponsorship is highly customizable to meet your marketing and outreach needs. Below is just the beginning of what we can offer you as the presenting sponsor. Call us today to discuss how we can maximize your investment at this treasured community event.



Advertising and Marketing

We will boost your corporate image by including your logo with our robust paid advertising campaign including, but not limited to:

- Traditional Television, Print and Radio placements
- Video Pre-Roll, Digital Web Ads and Internet Radio
- Social Media, E Newsletters, Blogs and more!

In addition to paid advertising, your brand reaches thousands more with our grassroots marketing efforts in:

- Two pre-event press releases and one post-event press release as well as contributed articles
- 500 Posters, 1000 flyers and 5000 panel cards distributed throughout the Denver metro area
- Premier presence on www.arapahoecountyfair.com, and on Saffire - our third-party vendor for online ticket sales
- Recognition on www.arapahoecountygov.com, our employee intranet pages and other County communications to more than 2,000 employees
- Featured content included in our Fair E-Newsletter distributed to more than 8,000 subscribers
- Two promoted social media posts via Facebook, Instagram, Snapchat and Twitter during the month of July



Contact Information

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ARAPAHOE
COUNTY
FAIR

JULY
25-28
2019



Fair Presence

We want to make you feel right at home at the Arapahoe County Fair. As the Presenting Sponsor, we will customize an on-site package that aligns with your mission and meets your needs. Options include, but are not limited to:

- Premier banner/signage placements at 12 locations on the grounds
- Hourly announcements with your custom key messages, mission or brand tagline from the stage and Main Hall
- Your logo on the schedule of events, admission tickets and volunteer t-shirts
- Flyers promoting your business in mainhall bathrooms
- Videos or PowerPoint slides on TV screens in mainhall
- Poster promoting your business in mainhall lobby



Hospitality

Enjoy team building, host a client or bring friends and family to experience unlimited carnival rides, fireworks, rodeos, mutton bustin', our high-octane motorsports events, petting farm and much more!

- We will provide you with **35** admission tickets, **15** parking passes and **16** tickets to the Boots Not Suits Dinner, a premier networking event on Thursday, July 25.
- Badge access to Sponsor Lounge with complimentary refreshments
- Enjoy 5 tickets to the Craft Brew event on Friday, July 26

