2021

SPONSOR

INFORMATION

WHO WE ARE

EL PASO COUNTY FAIR

With the help of generous partners, sponsors, and volunteers the El Paso County Fair is a financially self-sustaining week-long event held annually in July. The County Fair is organized and produced through a collaborative effort between the Board of County Commissioners, Fair Advisory Board, Fairgrounds Corporation, CSU Extension Advisory Committee, County staff, and a multitude of dedicated volunteers.

Occupying more than 50 acres in eastern El Paso County, the Fair has made its home in Calhan, Colorado since 1905. What started as a potato festival has evolved into an annual community celebration featuring 4-H and FFA youth projects, nightly entertainment, and specialty events.

The Fair aims to provide a wide variety of activities that celebrates El Paso County history, culture, and heritage. 2021 will mark the 116th event honoring the County's rich history and traditions, welcoming a new generation of fairgoers, providing educational and entertainment to visitors of all ages.

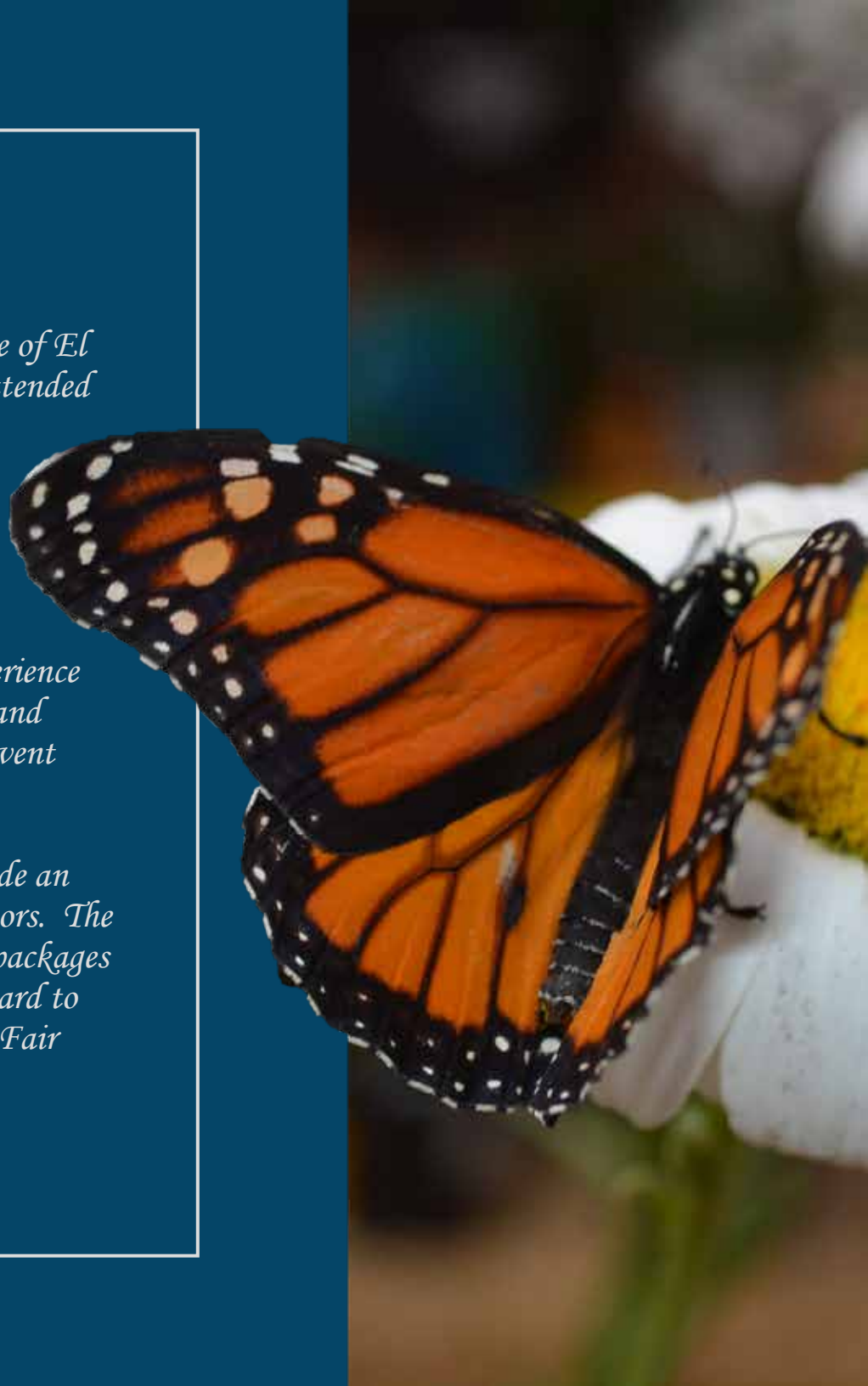
EL PASO COUNTY
FAIR & EVENTS
CENTER
Calhan, Colorado

Thank you for the opportunity to share a special piece of El Paso County. The annual County Fair is an event attended by over 30,000 visitors and features over 200 events, making the Fair one of the largest events held in El Paso County.

Our elected officials, staff and volunteers collaborate to create an event designed to educate and entertain visitors from all demographic groups. Attendees experience the County's rich agricultural and military heritage, and its strong sense of community. The Fair is a family event purposely designed to create adventures for all ages.

Our generous and faithful sponsors allow us to provide an authentic western agriculture experience for our visitors. The El Paso County Fair offers a variety of sponsorship packages appropriate for businesses of all sizes. We look forward to working with you and welcoming you to the County Fair family.

Dana Nordstrom
COMMUNITY OUTREACH COORDINATOR



SPONSORSHIP LEVELS

EL PASO COUNTY FAIR

$10,000

PRESENTING

Sponsor logo on all Fair Advertising
Three Sponsor ads on any available electronic monitors
Three Grandstand Signs from May through October*
Recognition at all major grandstand events
Sponsor logo linked on County Fair website
Social media recognition
Sponsor logo on all Fair event tickets and/or wristbands
Opportunity to distribute sponsor giveaways at major events and entrance gates
Thursday, Presenting Sponsor Day
Indoor or outdoor vendor booth
Chute Gate board*
Three banners, one at each entrance gate*
Promotional announcements during Fair
100 one day Fair passes
35 Special Event passes
Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule
Presenting sponsor plaque awarded at VIP Reception
Recognition at Board of County Commissioner meeting

*Banners/Signs to be provided by sponsor

$7,500

PLATINUM

Sponsor logo on all posters
Two Sponsor ads on any available electronic monitors
Two Grandstand Signs from May through October*
Recognition at all major grandstand events
Sponsor logo linked on County Fair website
Social media recognition
Indoor or outdoor vendor booth
Chute Gate board*
Two banners, one at each entrance gate*
Promotional announcements during Fair
75 one day Fair passes
25 Special Event passes
Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule
Platinum sponsor plaque awarded at VIP Reception
Recognition at Board of County Commissioner meeting

*Banners/Signs to be provided by sponsor

$5,000
GOLD

Sponsor logo on all posters
One Sponsor ad on any available electronic monitors
One Grandstand Sign from May through October*
Recognition at all major grandstand events
Social media recognition
Sponsor logo linked on County Fair website
Indoor or outdoor vendor booth
Chute Gate board*
One banner at the south entrance gate*
Promotional announcements during Fair
50 one day Fair passes
20 Special Event passes
Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule
Gold sponsor plaque awarded at VIP Reception
Recognition at Board of County Commissioner meeting

*Banners/Signs to be provided by sponsor

$4,000

EXCLUSIVE EVENT

Sponsor logo or coupon printed on the ticket/wristband
Sponsor logo linked on County Fair website
Social media recognition
Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule
Opportunity to distribute giveaways during event
Four sponsor banners located during event*
Promotional announcements during event
20 one day Fair passes
15 Special Event passes
Invitation to the VIP Reception

*Banners/Signs to be provided by sponsor

- BULL RIDING
- AUTO RACING
- TRUCK & TRACTOR PULL
- DEMOLITION DERBY

$4,000

WORLD CLASS SHOW

Sponsor logo linked on County Fair website

Three sponsor banners at Exhibit*

Recognition announcements at each performance

Social media recognition

Sponsor logo in Fair Guide

Sponsor logo on Fair Schedule

40 one day Fair passes

Invitation to the VIP Reception

*Banners/Signs to be provided by sponsor

EL PASO COUNTY
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$3,500

SHOW STOPPER

Sponsor logo linked on County Fair website

Two sponsor banners at Exhibit*

Recognition announcements at each performance

Social media recognition

Sponsor logo in Fair Guide

Sponsor logo on Fair Schedule

30 one day Fair passes

Invitation to the VIP Reception

*Banners/Signs to be provided by sponsor

$2,500

FAMILY FUN SHOW

Sponsor logo linked on County Fair website

One sponsor banner at Exhibit*

Recognition announcements at each performance

Social media recognition

Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule

20 one day Fair passes
Invitation to the VIP Reception

*Banners/Signs to be provided by sponsor

JULY

$2,500

DAILY SPONSOR

SATURDAY . 10
MILITARY APPRECIATION DAY

SUNDAY . 11
WESTERN HISPANIC HERITAGE DAY

MONDAY . 12
EL PASO COUNTY DAY

TUESDAY . 13
FAMILY DAY

WEDNESDAY . 14
DOLLAR DAY

THURSDAY . 15
PRESENTING SPONSOR DAY

FRIDAY . 16
SENIOR DAY

SATURDAY . 17
FIRST RESPONDERS/ HEROES DAY

Sponsor logo linked on County Fair website
Sponsor banner at south main entrance for sponsored day only*
Social media recognition
Recognition announcements during the day

Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule
20 one day Fair passes
Invitation to the VIP Reception

*Banners/Signs to be provided by sponsor

$2,500

ENTERTAINMENT PAVILION

Sponsor logo linked on County Fair website
Sponsor banner in Pavilion*
Social media recognition
Recognition announcements
Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule
20 one day Fair passes
Invitation to the VIP Reception
*Banners/Signs to be provided by sponsor

EDUCATIONAL PROGRAMS

Sponsor logo linked on County Fair website
Sponsor banner at exhibit *
Social media recognition
Recognition announcement at each program
Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule
20 one day Fair passes
Invitation to the VIP Reception
*Banners/Signs to be provided by sponsor

$2,000

TALENT CONTEST

Sponsor logo linked on County Fair website
Sponsor banner at contest *
Social media recognition
Recognition announcements during contest
Sponsor logo in Fair Guide
Sponsor logo on Fair Schedule
15 one day Fair passes
Invitation to the VIP Reception

*Banners/Signs to be provided by sponsor

FAIR QUEEN

Sponsor logo linked on County Fair website
Sponsor banner at Queens Luncheon *
Social media recognition
Recognition announcements during Reception
Sponsor logo in Fair Guide
Sponsor logo on all Fair Queen posters/cards/
ßyers/invitations
15 one day Fair passes
Invitation to the VIP Reception

*Banners/Signs to be provided by sponsor

EL PASO COUNTY

FAIR & EVENTS CENTER

Calhan, Colorado

Dana Nordstrom

EL PASO COUNTY COMMUNITY OUTREACH COORDINATOR

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