

EL PASO COUNTY FAIR

2019 SPONSORSHIP PROGRAM



EL PASO COUNTY FAIR SPONSORSHIP

El Paso County is in the process of securing sponsorship for our 114th annual County Fair.

The El Paso County Fair was founded in Calhan in 1905 to provide a community-wide celebration of our region's history, culture and heritage. The County Fair is an eight day event that features more than 200 activities.

This year's dates are July 13 – July 20, 2019.

The El Paso County Fair with approximately 30,000 visitors is one of the largest events held in El Paso County.

Attendees experience the County's agricultural and military heritage, and its strong sense of community; something not common in today's fast paced world. The El Paso County Fair demographics perfectly mirror the area's general market and families.

The El Paso County Fair offers a variety of sponsorship packages appropriate for businesses of all sizes.





PRESENTING SPONSOR ~ \$10,000

- Sponsor logo on all TV, print ads and posters
- Named the sponsor is radio spots
- Three Grandstand Signs from May through October*
- Recognition at all major grandstand events
- Sponsor logo linked on County Fair website
- Posts on Facebook
- 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*





PLATINUM SPONSOR ~ \$7,500

- Sponsor logo on all posters
- Two Grandstand Signs from May through October*
- Recognition at all major grandstand events
- Sponsor logo linked on County Fair website
- 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*





GOLD SPONSOR ~ \$5,000

- Sponsor logo on all posters
- One Grandstand Sign from May through October*
- Recognition at all major grandstand events
- 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 log 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*





EXCLUSIVE EVENT SPONSOR

Bull Riding: \$4,000

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

Auto Races: \$4,000

- Sponsor logo or coupon printed on the ticket/wristband
- Sponsor logo linked on County Fair website
- Sponsor logo in Fair Guide
- Sponsor log on Fair Schedule
- Opportunity to distribute sponsor giveaways during event
- Four sponsor banners strategically 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*





EXCLUSIVE EVENT SPONSOR

Demolition Derby: \$4,000

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

Truck and Tractor Pull: \$4,000

- Sponsor logo or coupon printed on the ticket/wristband
- Sponsor logo linked on County Fair website
- Sponsor logo in Fair Guide
- Sponsor logo on Fair Schedule
- Opportunity to distribute sponsor giveaways during event
- Four sponsor banners strategically 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*





EXCLUSIVE ENTERTAINMENT SPONSOR

World Class Show: \$4,000

- Sponsor logo linked on County Fair website
- Three sponsor banners at Exhibit*
- Recognition announcements at each performance
- Sponsor logo in Fair Guide
- Sponsor log on Fair Schedule
- 40 one day Fair passes
- Invitation to the VIP Reception

Show Stopper: \$3,000

- Sponsor logo linked on County Fair website
- Two sponsor banners at Exhibit*
- Recognition announcements at each performance
- Sponsor logo in Fair Guide
- Sponsor log on Fair Schedule
- 30 one day Fair passes
- Invitation to the VIP Reception



Family Fun Show: \$2,500

- Sponsor logo linked on County Fair website
- One sponsor banner at Exhibit*
- Recognition announcements at each performance
- Sponsor logo in Fair Guide
- Sponsor log on Fair Schedule
- 20 one day Fair passes
- Invitation to the VIP Reception

**Banners/Signs to be provided by sponsor*



DAILY FAIR SPONSOR

Daily Fair Sponsor: \$2,500/Day

Military Appreciation Day

Western & Hispanic Heritage Day

El Paso County Day

Family Day

Dollar Day

Presenting Sponsor Day

Senior Day

First Responder/Heroes Day

- Sponsor logo linked on County Fair website
- Sponsor banner at south main entrance for sponsored day only*
- Recognition announcements during the day
- Sponsor logo in Fair Guide
- Sponsor log on Fair Schedule
- 20 one day Fair passes
- Invitation to the VIP Reception

**Banners/Signs to be provided by sponsor*





ACTIVITY SPONSOR

Entertainment Pavilion: \$2,500

- Sponsor logo linked on County Fair website
- Sponsor banner in Pavilion*
- Recognition announcements
- Sponsor logo in Fair Guide
- Sponsor log on Fair Schedule
- 20 one day Fair passes
- Invitation to the VIP Reception

Educational Programs: \$2,500

- Sponsor logo linked on County Fair website
- Sponsor banner at exhibit *
- Recognition announcement at each program
- Sponsor logo in Fair Guide
- Sponsor log on Fair Schedule
- 20 one day Fair passes
- Invitation to the VIP Reception

**Banners/Signs to be provided by sponsor*





ACTIVITY SPONSOR

Fair Queen Program: \$2,000

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

Talent Contest: \$2,000

- Sponsor logo linked on County Fair website
- Sponsor banner at contest *
- Recognition announcements during contest
- Sponsor logo in Fair Guide
- Sponsor log on Fair Schedule
- 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, Community Outreach Coordinator
Community Services Department
El Paso County Parks
Office: 719-520-6983
Mobile: 719-499-1335
DanaNordstrom@ElPasoCo.com
www.ElPasoCountyFair.com