EL PASO COUNTY FAIR

2020 SPONSORSHIP PROGRAM





El Paso County is in the process of securing sponsorship for our 115th 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 11 - July 18, 2020.

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
- · Sponsorship announced in radio ads
- 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 Sign*
- 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





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
- Two banners, for the north and south entrance gate*
- Chute Gate Sign*

- · 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





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 Sign*
- 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





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
- 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

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 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





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





ENTERTAINMENT SPONSOR

World Class Show: \$4,000

- Sponsor logo linked on County Fair website
- Three sponsor banners at Show*
- Recognition announcements at each performance
- Sponsor logo in Fair Guide
- · Sponsor logo 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 Show*
- Recognition announcements at each performance
- · Sponsor logo in Fair Guide
- · Sponsor logo 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 Show*
- 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



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 logo on Fair Schedule
- 20 one day Fair passes
- Invitation to the VIP Reception





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 logo 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 the Program *
- 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





ACTIVITY SPONSOR

Fair Queen Program: \$2,000

- Sponsor logo linked on County Fair website
- · Sponsor banner at Queen's Luncheon *
- Recognition announcements during the Queen's Reception
- · Sponsor logo in Fair Guide
- Sponsor logo on 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 logo on Fair Schedule
- · 15 one day Fair passes
- · Invitation to the VIP Reception
- *Banners/Signs to be provided by sponsor





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