

2020 Sponsor Opportunities

85th Annual Lea County Fair and PRCA Rodeo

July 31st thru August 8th, 2020



"Traditions We Treasure"

Lea County Fairgrounds

101 S. Commercial | Lovington, NM 88260



Thank you for your interest in supporting the Lea County Fair & PRCA Rodeo as a sponsor. The Lea County Fair & PRCA Rodeo is the ideal platform to reach nearly 60,000 potential customers in only 9 days! This historical event is the largest and best county fair in the great state of New Mexico!

The Lea County Fair & PRCA Rodeo will celebrate its 85th Anniversary from July 31st thru August 8th, 2020.

Preparations are under way for the 85th Annual Lea County Fair and Rodeo!! As a respected business in our community, we hope that you choose to support the greatest event in Lea County! Your contribution will make an impact on hundreds of our local 4-H and FFA Youth as they showcase their animals, projects, and talents at one of the largest livestock shows in the state.

Not only is the Lea County Fair and Rodeo home of the PRCA Championship Rodeo, but it is also a venue for this year's great concerts, entertainment, annual parade, fiddler's contest, and much more! Encompassing something for all ages, the Lea County Fair and Rodeo will continue the tradition of great food, culinary exhibits, and handicrafts from the good folks all around the County. It is truly an opportunity for our community and surrounding areas to come together to support and enjoy "The Best of Lea County!"

The Lea County Fair and Rodeo Board is proud to offer several different sponsorship opportunities that can be customized to meet specific marketing needs. We will strive to ensure that all our sponsors receive the most out of their partnership. Each package incorporates a variety of promotional activities, signage, and effective exposure to over 60,000 fairgoers during the week to help you increase brand awareness and loyalty while stimulating sales. Enclosed you will find sponsorship opportunities for 2020. Please take a moment to review the enclosed information and consider a tax deductible contribution to this worthwhile event.

If you have any questions, please feel free to call the Fair Office at 575-396-8686. Help us make our 85th celebration the best Lea County has ever had! Thank you for your generosity and support!

Regards,

The Lea County Fair & Rodeo Board

Fair Sponsorship Opportunities



Friend of the Fair - \$100

- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Eight (8) General Admission Tickets

Lea County Cooking Contest - \$250

- ◇ Sponsorship of Lea County Fair Cooking Contest
- ◇ Listing on Fair's Website
- ◇ Company Signage Placed in Yucca Building
- ◇ Ten (10) General Admission Tickets

Flower Show - \$250

- ◇ Sponsorship of Flower Show Activities
- ◇ Listing on Fair's Website
- ◇ Company Signage Placed in Yucca Building
- ◇ Ten (10) General Admission Tickets

Farm & Garden Department - \$250

- ◇ Sponsorship of Farm & Garden Department Activities
- ◇ Listing on Fair's Website
- ◇ Company Signage Placed in Yucca Building
- ◇ Ten (10) General Admission Tickets

Open Youth Department - \$250

- ◇ Sponsorship of Open Youth Department Activities
- ◇ Listing on Fair's Website
- ◇ Company Signage Placed in Yucca Building
- ◇ Ten (10) General Admission Tickets

Creative Arts Department - \$500

- ◇ Sponsorship of Creative Arts Department Activities
- ◇ Listing on Fair's Website
- ◇ Company Signage Placed in Yucca Building
- ◇ Twelve (12) General Admission Tickets

Fiddler's Contest - \$500

- ◇ Sponsorship of the Fiddler's Contest
- ◇ Listing on Fair's Website
- ◇ Company Signage in Fiddler's Section Located in the Yucca Building
- ◇ Twelve (12) General Admission Tickets

Food Court Pavilion - \$2,500

- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Signage Around the Pavilion Distinguishing Company as Exclusive Sponsor
- ◇ Forty (40) General Admission Tickets

Trash Receptacle Sponsor - \$3,000

- ◇ Company Signage Placed on 75 Receptacles Throughout Fair & Rodeo Grounds
- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Fifty (50) General Admission Tickets

Fair & Rodeo Parade - \$3,000

- ◇ Sponsorship of Parade Trophies and Awards
- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Signage with Company Name and Logo Placed on Parade Stage
- ◇ Fifty (50) General Admission Tickets





Queen Sponsor - \$1,000

- ◇ Sponsorship of Queen Contest
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Company Signage on Fairgrounds
- ◇ Twenty (20) General Admission Tickets

Princess Sponsor - \$1,000

- ◇ Sponsorship of the Princess Contest
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Company Signage on Fairgrounds
- ◇ Twenty (20) General Admission Tickets

Sweetheart Sponsor - \$1,000

- ◇ Sponsorship of the Sweetheart Contest
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Company Signage
- ◇ Twenty (20) General Admission Tickets

Little Miss Sponsor - \$1,000

- ◇ Sponsorship of the Little Miss Contest
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Company Signage
- ◇ Twenty (20) General Admission Tickets

Silver Sponsor - \$500

- ◇ Silver Fair Sponsor
- ◇ Listing on Fair's Website
- ◇ Company Signage on Fairgrounds
- ◇ Twelve (12) General Admission Tickets

Gold Sponsor - \$1,000

- ◇ Gold Fair Sponsor
- ◇ Listing on Fair's Website
- ◇ Company Signage
- ◇ Twenty (20) General Admission Tickets

Platinum Sponsor - \$1,500

- ◇ Platinum Fair Sponsor
- ◇ Listing on Fair's Website
- ◇ Company Signage on Fairgrounds
- ◇ Twenty-Five (25) General Admission Tickets

Hispanic Heritage Queen Scholarship - \$1,000

- ◇ Sponsorship of Queen Scholarship
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Company Signage
- ◇ Twenty (20) General Admission Tickets

Hispanic Heritage Queen - \$500

- ◇ Sponsorship of the HHC Queen Contest
- ◇ Listing on Fair's Website
- ◇ Company Signage
- ◇ Twelve (12) General Admission Tickets

Hispanic Heritage Princess - \$500

- ◇ Sponsorship of HHC Princess Contest
- ◇ Listing on Fair's Website
- ◇ Company Signage
- ◇ Twelve (12) General Admission Tickets

Fair Sponsorship Opportunities

Local Rodeo Sponsorship Opportunities



Mutton Bustin' - \$3,500

- ◇ Official Sponsor of the Mutton Bustin'
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Arena Wall Sign for 1 Year
- ◇ Four (4) VIP Announcer Seats for each Performance (Wed-Sat)
- ◇ Fifty (50) General Admission Tickets

Local Team Roping - \$2,500

- ◇ Official Sponsor of the Local Team Roping
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Recognition at each PRCA Rodeo Performance
- ◇ Arena Wall Sign for 1 year
- ◇ Forty (40) General Admission Tickets

Open 4-D Barrel Race - \$2,500

- ◇ Official Sponsor of the Open 4-D Barrel Race
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Recognition at each PRCA Rodeo Performance
- ◇ Arena Wall Sign for 1 year
- ◇ Forty (40) General Admission Tickets

*Interested in building your
own package?
Contact us today!*

Carnival Sponsorship Opportunities



Carnival Buddy - \$250

- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Company Signage Near Carnival Entrance
- ◇ Ten (10) General Admission Tickets

Carnival Booth Sponsor - \$500

- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Signage Located at Carnival Ticket Booths
- ◇ Twelve (12) General Admission Tickets

Carnival Midway - \$500

- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Company Located in Carnival Midway
- ◇ Twelve (12) General Admission Tickets

Ferris Wheel Sponsor - \$2,500

- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Company Name and Logo Centered on Ferris Wheel
- ◇ Ten (10) Amusement Ride Wristbands
- ◇ Thirty (30) General Admission Tickets

Kiddie Land - \$3,500

- ◇ Sponsorship of 11 Kiddie Land Carnival Rides
- ◇ Video Screen Ad
- ◇ Listing on Fair's Website
- ◇ Signage with Company Name and Logo in Kiddie Land Area
- ◇ Fifteen (15) Amusement Ride Wristbands
- ◇ Sixty (60) General Admission Tickets

Junior Livestock Sponsorship Opportunities

Barn Sponsor - \$250

- ◇ Sponsorship of Individual Livestock Barns
(Choose from the following: Rabbit, Chicken, ~~Swine~~, Steers, ~~Goat~~, Lamb, Dairy Heifer, Beef Heifer, Horse) *(Call for Availability)*
- ◇ Listing on Fair's Website
- ◇ Company Signage in Livestock Barn
- ◇ Recognition During Specified Livestock Show
- ◇ Ten (10) General Admission Tickets

Show Ring Sponsor - \$500

- ◇ Sponsorship of Junior Livestock Show Ring
- ◇ Listing on Fair's Website
- ◇ Company Signage in the Pavilion
- ◇ Recognition at Junior Livestock Sale
- ◇ Sixteen (16) General Admission Tickets

Junior Livestock Breakfast Sponsor - \$1,000

- ◇ Sponsorship of Buyers & Exhibitors Breakfast before Junior Livestock Sale
- ◇ Listing on Fair's Website
- ◇ Company Signage in the Pavilion
- ◇ Recognition at Junior Livestock Sale
- ◇ Twenty (20) General Admission Tickets

Livestock Office Sponsor - \$2,500

- ◇ Exclusive Sponsor of the Livestock Office
- ◇ Listing on Fair's Website
- ◇ Company Signage in the Pavilion
- ◇ Recognition at all Livestock Shows
- ◇ Forty (40) General Admission Tickets

Livestock Ribbons, Banners, and Awards - \$3,500

- ◇ Exclusive Sponsor of all Livestock Placing Ribbons, Banners, and Awards
- ◇ Listing on Fair's Website
- ◇ Company Signage in the Pavilion
- ◇ Recognition at all Livestock Shows
- ◇ Sixty (60) General Admission Tickets

Livestock Pavilion Sponsor - \$5,000

- ◇ Exclusive Sponsor of the Livestock Pavilion
- ◇ Listing on Fair's Website
- ◇ Company Signage in the Pavilion
- ◇ Recognition at all Livestock Shows as Pavilion Sponsor
- ◇ Company Signage on Rodeo Arena Wall for 1 year
- ◇ One Hundred (100) General Admission Tickets



Pro Rodeo Sponsorship Opportunities

Rodeo Arena Wall Sign - \$1,000

- ◇ Company Signage on Rodeo Arena Wall (for 1 year)
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Twenty (20) General Admission Tickets

Rodeo Announcer Stand - \$2,000

- ◇ Company Signage on Announcer Stand Seating
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Two (2) VIP Announcer Stand Tickets to each PRCA Rodeo Performance
- ◇ Thirty (30) General Admission Tickets

Rodeo Event Sponsor - \$2,000

- ◇ Choose Sponsorship from the Following: Bareback Riding, Steer Wrestling, Tie-Down Roping, Saddle Bronc Riding, Team Roping, Steer Roping, Barrel Racing, Bull Riding. *(Call for availability)*
- ◇ Arena Wall Sign for 1 year
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Recognition During each Rodeo Performance
- ◇ Recognition on Nightly Rodeo Day Sheet
- ◇ Thirty (30) General Admission Tickets

Bucking Chute Sponsor - \$2,500

- ◇ **Please Call for Availability** *(8 available)*
- ◇ Company Signage on Rodeo Bucking Chute
- ◇ Recognition During each Rodeo Performance
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Two (2) VIP Announcer Stand Tickets to each PRCA Rodeo Performance
- ◇ Forty (40) General Admission Tickets



Pro Rodeo Sponsorship Opportunities



Grandstands Sponsor - \$2,500

- ◇ Sponsorship of Arena Grandstands
- ◇ Company Signage on Rodeo Grandstands
- ◇ Arena Wall Sign for 1 year
- ◇ Recognition at each Rodeo Performance
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Forty (40) General Admission Tickets

Single Rodeo Performance - \$3,000

- ◇ Sponsorship of Rodeo Performance (Please Choose from the Following Nights: Tuesday, ~~Wednesday, Thursday, Friday, Saturday~~)
- ◇ Recognition During Rodeo Performance
- ◇ Company Logo Advertised on Nightly Day Sheet
- ◇ Listing on Fair's Website
- ◇ Arena Wall Sign for 1 year
- ◇ Video Screen Ad
- ◇ Forty (40) General Admission Tickets

Rodeo Video Screen - \$4,000 (per performance)

- ◇ Recognition During Rodeo Performance as the Official Rodeo Video Screen Sponsor
- ◇ Company Signage on Rodeo Arena Wall
- ◇ Recognition at each Rodeo Performance
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Seventy (70) General Admission Tickets

Feed Sponsor - \$8,000

- ◇ Sponsorship of Feed for PRCA Stock
- ◇ Company Signage on Rodeo Arena Wall
- ◇ Arena Wall Sign for 1 year
- ◇ Recognition at each Rodeo Performance
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Four (4) VIP Announcer Stand Tickets to each PRCA Performance
- ◇ One Hundred Forty (140) General Admission Tickets

Pro Rodeo Performance Sponsor - \$10,000

- ◇ Sponsorship of all 5 PRCA Performances
- ◇ Company Signage on Rodeo Arena Wall
- ◇ Flag Flown During Nightly Rodeo Performances
- ◇ Recognition at each Rodeo Performance
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Four (4) VIP Announcer Stand Tickets to each PRCA Performance
- ◇ One Hundred Fifty (150) General Admission Tickets

Entertainment Sponsorship Opportunities

Entertainment Pavilion Sponsor - \$1,500

- ◇ Exclusive Naming Rights of Entertainment Pavilion for the 2019 Fair
- ◇ Company Name and Logo Displayed in Entertainment Area
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Twenty-Five (25) General Admission Tickets

Entertainment Catering - \$1,500 (per night)

- ◇ Sponsor of Catered Meals for Entertainment Artist (Please choose from the following days: Hispanic Heritage Friday, Tuesday, Wednesday, ~~Thursday~~, Friday, Saturday)
- ◇ Company Signage in Entertainment Area
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Twenty-Five (25) General Admission Tickets
- ◇ Two (2) Meet & Greet Passes for night sponsored (***Dependent on Availability*)

Nightly Concert Video Screen - \$2,000

- ◇ Sponsor of Concert Video Screen for Night of Choice (Hispanic Heritage Friday, Tuesday, Wednesday, Thursday, Friday, ~~Saturday~~)
- ◇ Company Signage in Entertainment Area
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Thirty (30) General Admission Tickets
- ◇ Two (2) Meet & Greet Passes for night sponsored (***Dependent on Availability*)

Entertainment Stage Sponsor - \$15,000

- ◇ Sponsorship of all Concerts on Main Stage
- ◇ Company Signage on Stage
- ◇ Rodeo Arena Wall Sign for 1 year
- ◇ Recognition at each Rodeo Performance as Entertainment Stage Sponsor
- ◇ Listing on Fair's Website
- ◇ Video Screen Ad
- ◇ Four (4) Meet & Greet Passes to each Artist (***Dependent on Availability*)
- ◇ Four (4) VIP Announcer Stand Tickets to each PRCA Performance
- ◇ Two Hundred (200) General Admission Tickets



2020 SPONSORSHIP FORM



LEA COUNTY FAIR & RODEO "Traditions We Treasure"

SPONSOR INFORMATION (PLEASE PRINT OR TYPE)

SPONSOR/BUSINESS NAME _____

CONTACT NAME _____

MAILING ADDRESS _____

CITY, ST ZIP CODE _____

PHONE _____

EMAIL _____

SPONSORSHIP:

Please list sponsor package of choice: _____

Commitment Amount: \$ _____

I (we) plan to make this contribution in the form of: ☐ cash ☐ check ☐ credit card (a \$3.00 convenience fee will apply) ☐ other.

CREDIT CARD NUMBER _____

EXP. DATE & SECURITY CODE _____

AUTHORIZED SIGNATURE _____

Please return the following with your selection if it applies: Company Logo
Company Bio (Rodeo & Livestock Sponsors Only)

All sponsorships must be paid by July 15, 2020.

SIGNATURE(S) _____

DATE _____

Please make check payable to: Lea County

Complete and return this form to: *LEA COUNTY FAIR & RODEO*
101 S. COMMERCIAL
LOVINGTON, NM 88260