



Dear Potential Sponsor –

Thank you for taking the time to consider partnering with the Montgomery County Fair as a Major Sponsor in 2019. The Montgomery County Fair Association is celebrating 62 years strong in April! We proudly support the youth of Montgomery County by offering a multitude of opportunities that promote the building of scholarship funds while bringing families and friends together in a learning-based atmosphere. In 2018, the Montgomery County Fair Association awarded over \$1.3 million dollars to the youth of our county as a result of record-breaking totals in the Livestock Auction, Non-Livestock Auction and Replacement Heifer Sale, as well as Calf Scramble, Fair Queen and Scholarship Trail Ride programs.

Our success depends on the 1100+ volunteers whom are active on over 70 committees to pull our Fair shows and activities together every year. In 2018, the Montgomery County Fair had over 2,200 Junior Exhibitors in the Livestock, Non-Livestock and Ag Mechanics Shows, and over 200 Adult Exhibitors. We offer activities for all ages including two Rodeo performances on our first weekend with mainstage entertainers each night. We provide two Kid's Days for our younger guests that include field trips across the Fairgrounds and grounds entertainment. We also host our special needs guests on what we call "Sunshine Day" that is complete with an auction where we sell every item that is entered. Also, we dedicate an entire day to our Senior Citizens, which includes a meal, Bingo, a 65+ Homemaking Show, and a King and Queen is crowned. The Pet Parade is a highlight that pleases many fair-goers and to top it off, we end the week with a HUGE BBQ Cook-off in which 140+ teams compete. The Fair lasts for 10 days and our attendance on average is 62,000 visitors each year.

We are fortunate to be able to partner with many businesses in the county to cross-promote our sponsors' products and services in conjunction with the fair. It is because of these generous partnerships that we can continue to increase our awards and provide a family-friendly event for the patrons within our county and surrounding areas. It would not be possible to grow our Fair to its maximum potential without the support of entities such as yours and are hoping to include you in our sponsorship line-up in 2019!



SPONSOR PACKAGES

Thank you for your interest in the Montgomery County Fair. The Montgomery County Fair Association strives to create a fun, educational environment based on family activity and involvement. We work each day to create a learning-based event that will entertain families of all ages at a low cost, as well as support the youth in our area through scholarships. We are proud of the area we live in and the community we support. As such, we hope to increase the number of businesses that we partner with at the Montgomery County Fair. We would like to invite you to partner with us, cross-promote your business, gain great exposure and interact with your audience; all while supporting the youth in Montgomery County and having a great time!

The following is an overview of our Sponsorship Packages:

PRESENTING SPONSOR: \$10,000+

All marketing promotions for the Montgomery County Fair, including print and audible, will include the presenting sponsor and their logo. Sampling rights are available as well as optional on-site display space for the duration of the Fair (size will vary based on sponsor interests.) Opportunity to cross-promote using various Sponsor locations in and around Montgomery County. ID/logo to be included in all MCFA promotional items and references.

Presenting Sponsor Benefit Package:

- * Sponsor use of MCFA logo with prior approval
- * Link from MCFA website to Sponsor website
- * One MCFA Lifetime Membership
- * Minimum of 10 MCFA Sponsor Badges
- * Minimum of 10 VIP Parking Passes
- * One 4'x8' sign at each gate entrance and in the rodeo arena
- * Announced recognition before and after each rodeo performance and in all radio advertisement
- * Eligibility to participate in the 2019 MCFA BBQ Cook-Off (Entry fee and insurance fees are additional)
- * Optional display space on grounds
- * Sponsor logo on MCFA website main page
- * Sponsor logo included in printed media materials
- * Minimum of 20 gate entry tickets to the Fair
- * Signage at MCFA events and venues
- * Minimum of 10 Membership Appreciation Party Tickets



SPONSOR PACKAGES

TITLE SPONSOR: \$6,000 - \$9,999

Title Sponsorships begin at \$6,000 and packages include printed promotional rights with ID/logo use in accordance with the item to be sponsored. All MCFA references/grounds directional signage/advertising of sponsored area will include sponsor name and logo. This sponsorship is subject to an increased number of promotional signs, tickets, badges and other hospitality benefits.

Title Sponsor Benefit Package:

- * Sponsor use of MCFA logo with prior approval
- * Link from MCFA website to sponsor website
- * One MCFA Lifetime Membership
- * Up to 10 MCFA Sponsor Badges
- * Up to 10 VIP Parking Passes
- * One 4'x8' sign at each gate entrance and in the rodeo arena
- * Announced recognition before and after each rodeo performance and in all radio advertisement
- * Eligibility to participate in the 2019 MCFA BBQ Cook-Off (Entry fee and insurance fees are additional)
- * Sponsor logo on MCFA website main page
- * Sponsor logo included in printed media materials
- * Up to 20 Gate entrance tickets to the Fair
- * Signage at MCFA events and venues
- * Up to 10 Membership Appreciation Party Tickets

SPONSOR: \$5,000 – \$5,999

Basic sponsorships begin at \$5,000. These sponsorships are subject to a variety of benefits based on the amount of the sponsorship and the requirements of the sponsor.

Sponsor Benefit Package:

- * Sponsor use of MCFA logo with prior approval
- * Link from MCFA website to sponsor website
- * One MCFA Lifetime Membership
- * Up to 4 MCFA Sponsor Badges
- * Up to 4 VIP Parking Passes
- * One 4'x8' sign at each gate entrance and in the rodeo arena
- * Announced recognition before and after each rodeo performance and in all radio advertisement
- * Eligibility to participate in the 2019 MCFA BBQ Cook-Off (Entry fee and insurance fees are additional)
- * Sponsor logo on MCFA website main page
- * Sponsor logo included in printed media materials
- * Up to 10 Gate entrance tickets to the Fair
- * Signage at MCFA events and venues
- * Up to 4 Membership Appreciation Party Tickets



2018 Montgomery County Fair Highlights:

April 13th-15th: Weekend Gate Attendance 15,000

- Friday:** Youth Events, Calf Scramble & CPRA Rodeo & Shane Smith & The Saints Concert
Saturday: Youth Events, Calf Scramble & CPRA Rodeo with Fair Queen Coronation & Wade Bowen Concert
Sunday: Youth Events and Ranch Rodeo

APRIL 20th – 22nd : Weekend Gate Attendance 30,000

- Friday:** BBQ Cook-off
Saturday: BBQ Cook-off
Sunday: El Dia de La Familia Hispana

2018 GROUNDS ATTRACTIONS

- Motorcycle Thrill show
- Pig Races
- Kids Pedal Tractor Pull
- Pony Rides
- Cowboy Bootcamp
- Ag Knowledge Barn & Educational Exhibits
- Petting Zoo, Breed Row & Birthing Center
- Crabtree Amusements Carnival
- Country Store
- Sippin' at Sunset Wine Garden
- Commercial Exhibits

NUMBER OF JUNIOR EXHIBITORS	1900	RODEO & YOUTH RODEO EVENT ENTRIES	315
LIVESTOCK SHOW ENTRIES	912	ADULT SHOW ENTRIES	172
LIVESTOCK AUCTION TOTAL	\$856,509	65 AND OLDER SHOW ENTRIES	89
JUNIOR NON-LIVESTOCK SHOW ENTRIES	1294	MCFA MEMBERSHIP	2,600+
NON-LIVESTOCK AUCTION TOTAL	\$221,740	MCFA COMMITTEE MEMBERS	1,100+
CALF SCRAMBLE EXHIBITORS	18	MCFA COMMITTEES	74
REPLACEMENT HEIFER AUCTION TOTAL	\$74,450	BBQ COOK-OFF TEAMS	145
LIVESTOCK JUDGING PARTICIPANTS	59 Teams	MAJOR SPONSORSHIPS	39
AG MECHANICS ENTRIES	34	OVERALL AUCTION TOTAL	\$1,152,699
SUNSHINE DAY SHOW ENTRIES	375	OTHER DONATIONS:	\$62,125
SUNSHINE DAY AUCTION ITEMS	63	OVERALL SCHOLARSHIP TOTAL	\$145,000
KIDS DAY PARTICIPANTS	2,600		

MCFA CONTRIBUTION TO YOUTH 2018:

\$1,359,824

On behalf of the Montgomery County Fair Association

THANK YOU FOR YOUR SUPPORT!! Without you, our success would be impossible!
 We look forward to another record-setting year in 2019

THANK YOU!

