

61<sup>st</sup> ANNUAL

× 2018

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# **MAJOR SPONSOR FAIR REPORT**

FXAS TRADITION

Supporting Youth & Education





The 61st Annual Montgomery County Fair was an outstanding success! We are proud to announce that the youth of Montgomery County received \$1,359,824 in auction monies, scholarships and other prizes! This would not be possible without the vast involvement from our giving community.

In 2018, just over 60,000 people chose to spend their time at the fair enjoying one, or all, of our many events and exhibits! These include the AgKnowledge Educational Exhibits, Carnival, CPRA Rodeo, Concerts, a multitude of Livestock and Non-Livestock Shows, the BBQ Cook-Off and shopped for rare finds at the Commercial Exhibits.

While on the grounds, fair-goers enjoyed attractions such as the Kid's Pedal Tractor Pull, Swifty Swine Pig Races, Noah's Way Petting Zoo, Breed Row and Live Birthing Center, Cowboy Bootcamp, Country Store, Sippin at Sunset Wine Garden and the Horseshoe Club.

Other exciting things to see and experience include the Youth Rodeo Events, Special Education Field Trip, Show and Auction, Ag. Mechanics Contest, Fair Queen's Contest, Kid's Days, Calf Scramble, Ranch Rodeo, Clash of the Counties Roping, Senior Citizen's Day, Adult and 65 & Older Shows, Pet Parade and El Dia de La Familia Hispana.

The MCFA would like to say THANK YOU to all 40 Major Sponsors who made the Fair a thriving, exciting, interesting place to spend quality time with friends and family. It would not be possible to maximize our community impact without these generous partnerships. Together you contributed more than \$301K in cash and in-kind sponsorships. THIS IS A NEW RECORD!

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### Special thanks to the **PRESENTING SPONSORS**:

Woodforest National Bank – Woodforest National Bank Arena Bud Light/Silver Eagle Dist. – Bud Light BBQ Cookoff Lansdowne Moody/Kubota – Lansdowne Moody Livestock Barn Buckalew Chevrolet – Buckalew AgKnowledge Educational Exhibits Demontrond Dodge Ram – Demontrond Grounds Transportation Westbound/Guaranty Bank – Westbound/Guaranty Bank Commercial Exhibits

### MCFA welcomes 11 NEW SPONSORS who partnered with us for the first time in 2018:

Gulf Coast Flooring & Services	New Lawn	US Congressman Kevin Brady
Entergy	Montgomery Trailer	Sunbelt Rentals
Gabby's Crane	Sport Chassis Featherlite	Montgomery County Hospital District
HEB	Westbound/Guaranty Bank	

### MCFA recognizes the continuous support, YEAR AFTER YEAR, from the following sponsors:

- Keystone Concrete Gracey's Commercial Cleaning 5 Point Credit Union Wiesner Auto Group Judge Trey Spikes Anglia Homes Baker Signs Mid-South Synergy
- Coca Cola Premium Leisure Hot Tubs Waste Management Quality Insulation Post Oak Bank HCN – The Courier First Financial Bank Keating Honda-Nissan
- K-Star/KVST Double J Construction Tommy's Paint & Body Eickenhorst Funeral Services Waste Connections of Texas Finway Electric Russell Industries



# **2019** FAIR METRICS

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

Friday:Youth Events, Calf Scramble & CPRA Rodeo & Shane Smith & The Saints ConcertSaturday:Youth Events, Calf Scramble & CPRA Rodeo with Fair Queen Coronation & Wade Bowen ConcertSunday:Youth Events & 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

### **GROUNDS ATTRACTIONS**

- Motorcycle Thrill show
- Swifty Swine Pig Races
- Kids Pedal Tractor Pull
- Pony Rides
- Country Store

- Cowboy Bootcamp
- Crabtree Amusements Carnival
- Noah's Petting Zoo, Breed Row & Birthing Center
- Buckalew AgKnowledge Barn
   & Educational Exhibits
- Sippin' at Sunset Wine Garden
- Westbound Bank/Guaranty Bank Commercial Exhibits

Number of Junior Exhibitors	1900
Livestock Show Entries	912
Junior Non-Livestock Show Entries	1294
Ag Mechanics Entries	34
Calf Scramble Exhibitors	18
Special Education Show Auction	63
Adult Show Entries	172
65 And Older Show Entries	89
Rodeo & Youth Rodeo Event Entries	315
Kids Day Participants	2,600
Special Education Show Entries	375
Livestock Judging Teams	59
MCFA Membership	2,600+
MCFA Committee Members	1,100+
MCFA Committees	74
BBQ Cook-Off Teams	145
Major Sponsorships	40

Livestock Auction Total	\$856,509
Non-Livestock Auction Total	\$221,740
Replacement Heifer Auction	\$74,450
Overall Auction Total	\$1,152,699
Other Contributions	\$62,125
Overall Scholarship Total	\$145,000

MCFA CONTRIBUTION TO YOUTH 2018

\$1,359,824

On behalf of the Montgomery County Fair Association, THANK YOU for your hard work and dedication. Without you, our success would be impossible! We look forward to another record-setting year in 2019!





**Woodforest National Bank** Arena



**Woodforest National Bank** South Gate



**Buckalew Chevrolet** Ag Knowledge Educational Exhibits



**Bud Light Silver Eagle** El Dia de La Familia Hispana



Lansdowne Moody Kubota Livestock Barn



**Bud Light Silver Eagle** BBQ Cookoff





Westbound Bank/Guaranty Bank Commercial Exhibits



**Congressman Kevin Brady** Special Education Show



Congressman Kevin Brady Calf Scramble



Keystone Concrete Livestock Auction



**Demontrond Dodge Ram** Grounds Transportation



Wiesner Auto Group Non-Livestock Auction





Entergy Elvis and the Legends Show



Gabby's TR Mechanical Sergio's Landscaping Membership Appreciation Party & Casino Night



Gulf Coast Flooring Special Events - BBQ Cookoff



**First Financial Bank** North Gate



Gacey's Commercial Cleaning Services BBQ Cookoff Awards



HCN The Courier Advertising Partner





HEB Senior Citizens Day



Keating Honda Country Store



KSTAR Rodeo Announcers Stand



Judge Trey Spikes Event Tent



**Double J Construction & Finway Electric** Clash of The Counties Roping



5Point Credit Union Let Out Gate



# SPONSORED EVENTS AND VENUES



MidSouth Synergy Ranch Rodeo



Montgomery Trailer Fair Queen Contest



**Eickenhorst Funeral Services** Senior Citizen's Day



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Montgomery County Hospital District Safety Services



New Lawn Motorcycle Stunt Show



Post Oak Bank Cowboy Bootcamp





**Premium Leisure Hot Tubs** Pet Parade



**Russell Industries** Swifty Swine Pig Races



Sunbelt Rentals Lighting and Equipment Services



**Quality Insulation** Jumbotron Truck



Sport Chassis Featherlite Ag Mechanics Contest



**Tommy's Paint and Body** Jr. Non-Livestock Show Awards





Waste Connections Rodeo Events



Waste Management Sanitation Services



**Coca Cola** Badge Sponsor



# SPONSOR BENEFITS

### MARKETING/ADVERTISING BENEFITS

On-site signage with logo	(1) 4 x 8 at Entry Gate
	(1) 4 x 8 Rodeo Arena
	(8) Major Sponsor Grounds Signs

As Sponsorship level increases, Sponsor logo visibility increases at Main Entry Gates, Events and Venues

MCFA website presence	Active link to Sponsor Website on the MCFA Sponsor landing page. Sponsor Logo appears on event specific webpage. Presenting Sponsors hyperlinked logo appears on MCFA.org homepage.
Newsletter	5,725 Distribution
The HCN-Courier Tabloid	180,000 Copies Distributed
Facebook Advertisement	Reach > 150,000 (4/1-4/30/18)/Likes = 11,230
Schedule of Events	12,000 Printed*
MCFA Poster Promotion	1,000 Printed*
MCFA Attractions Map	13,000 Printed*

\*Offered when sponsor contribution is \$10,000 or more

### **HOSPITALITY BENEFITS**

10 Admission Tickets for Fair\*
4 Sponsor Badges\*
4 VIP Parking\*
1 Lifetime Membership
1 Table at Membership Appreciation Party & Casino Night
Eligibility to participate in the BBQ Cookoff, bypassing the wait-list
Audible recognition before/after event or events held at sponsored venue

\*Numbers based on minimum sponsorship and increase as sponsor contribution increases

### **OTHER BENEFITS**

Entitled to pass out giveaways on dates approved by MCFA Audible recognition in all radio ad's Sponsor logo to be included in all printed materials Sponsor use of MCFA logo to cross-promote partnership

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# TRI-TRUSS, ENTRY GATE, AND RODED ARENA SIGNAGE

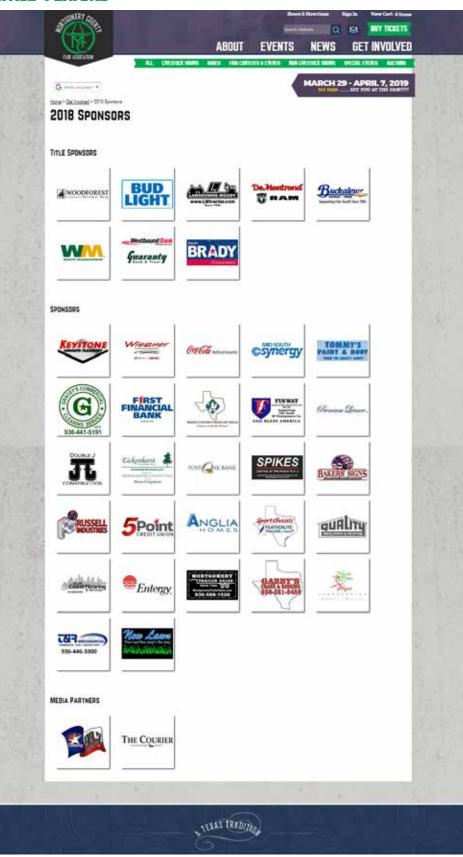








# SPONSOR WEBPAGE FEATURE



**FOSTER** 



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# HCN - THE COURIER NEWSPAPER INSERT



# HCN - THE COURIER FACEBOOK AD





GROUNDS MAP





# COMMUNITY OUTREACH

### **Special Education Day**

The first Friday of our Fair is deemed Special Education Day. All of the special needs kiddos in Montgomery County are invited to attend a day at the fair, to experience the animals, grounds shows and a hot-dog lunch. We offer a Special Education Show where projects can be exhibited, and the top 63 items are purchased in a sale. To reach these talented kiddos, we send letters to past participants, county organizations and schools to make them aware of the offerings. Our hope is to encourage them to be unique and comfortable! There are over 1,400 special needs kiddos on our grounds this day!

### Kid's Day

On the Monday and Tuesday of our Fair, we open up the grounds to over 2000 elementary school children to experience an education-packed day at the fair. This day includes entertainment by our grounds acts, access to the educational presentations in the AgKnowledge exhibits and tours through the livestock barn. We communicate with schools, daycares and individuals by direct mail to make these two day's action-packed and eventful!

### **Senior Citizens Day**

On the Tuesday of our Fair, we offer a Senior Citizens Day for the "older and wiser" population! This day is filled with activities from daylight 'till the sun goes down, offering Bingo, a dance, lunch, a King and Queen pageant and a 65 & Older Homemaking Show complete with awards and recognition. Approximately 1,500 senior citizens are present for this fun occasion!

### El Dia de La Familia Hispana

The last Sunday of our Fair is dedicated to celebrating the Hispanic Heritage in our area. The day is filled with sounds of salsa music and smells of mouth-watering Mexican food! The stages are home to 4 bands and provide entertainment to over 8K people.

### **Armed Forces**

To show our appreciation for the Uniformed Personnel that continuously fight for our freedom, we offer free admission to them the first weekend of the fair.

### Partnership with Texas AgriLife Extension

The Montgomery County Fair and The Texas AgriLife Extension Service partner many times throughout the year to promote workshops that benefit the exhibitors in our county. We offer educational based workshops – for example: "Drug Residue Avoidance in Show Animals" by Dr. Hargrove of Texas A&M University, as well as hands-on workshops for grooming, showing and feeding. Both are cross-promoted on both of our websites and Facebook pages. We bring, on average, 12 workshops and 2 speaking engagements to the community annually.

### Auction Buyer Outreach Program

On an annual basis, our Auction Committee swarms the community to educate business on the purchasing opportunities at the Montgomery County Fair. We send hundreds of flyers and brochures with Auction information, who it benefits and how they can become involved. This is a great opportunity for businesses of all sizes- mom-n-pop or corporations, to support the youth of our county. Our Livestock Auction produces over 500 buyers, the Non-Livestock Auction produces over 300 and the Replacement Heifer Auction has over 75 cattle raisers present!



# FUNDRAISERS AND SPECIAL PROGRAMS

### **Scholarship Program**

A one-of-a-kind that offers 50 graduating seniors in Montgomery County a \$2,500 academic scholarship. They need not be involved with the fair to qualify but must correctly complete a lengthy application with supplemental requirements. Fair Queen, Calf Scramble, Replacement Heifer & Colt Program also offer scholarships to make the annual award total \$145,000 to graduating seniors.

### **Elvis and the Legends Show**

This is a fundraiser to benefit the MCFA scholarship fund. Elvis impersonators, along with Alan Jackson, Brooks & Dunn and George Strait impersonators put on a fun-filled show. Tickets are sold to the annual event which include dinner. This produces approximately \$20K for the scholarship fund.

### **Golf Tournament**

Annual one day event that raises over \$12K to use at MCFA Auctions. Money is made from hole-donors, entry fees, added money donors and live/silent auction proceeds.

### Scholarship Trail Ride

The scholarship trail-ride is a 27-year old event that was started to raise money for scholarships awarded. This event is held over one weekend in March, where a trail-ride, dinner, auction and dance take place. This program produces over \$35K annually that are put directly towards scholarships.



# COMPETITIVE EVENTS

### Fair Queen Contest

Contestants vie for the coveted position of Montgomery County Fair Queen. Entrants must be a high school junior and will be judged on their poise and personality, personal interview and public speaking. The Fair queen will receive a scholarship, as well as her court of 1st runner up, 2nd runner up and Miss Congeniality. They are required to attend all fair-related events. On average, we have 15 participants to vie for the title. A total of \$6,500 is awarded in scholarships.

### Livestock Judging Contest

In 2018, the MCFA hosted 59 teams for an annual Livestock Judging. Trophies and recognition are awarded to the winners.

### **Rodeo with Youth Events**

Our 2-day rodeo is CPRA-sanctioned with 7 standard events and added money pay-outs for each. The MCFA also offers youth events such as mutton-bustin', stick horse racing, goat ribbon pulling, inflatable pony races and boot scramble for children ages 3-13. The Fair awards over \$10,000 in prizes and added money.

### **Ranch Rodeo**

A Sunday afternoon event where members of our county and surrounding counties come together to put their best Ranch Rodeo skills to the test. We ask them to participate in 3 events where the fast times in each event and overall combined fast times are awarded prizes and added money to total approximately \$8K. We collaborate with the Best of Texas Ranch Rodeo series to send our top-placing teams to a multi-county finale where the "Best in Texas" will be awarded based on their times.

### **Clash of the Counties Event**

MCFA collaborates with the 7 surrounding counties to put on a best of the best team roping. Each county has teams that qualify at a county level and then come to the Montgomery County Fair to vie for a champion title. 30 teams overall compete in a round elimination and fastest team-roping time wins.



# CREATIVE ARTS PROGRAMS

### Pet Parade

This event is a crowd-pleaser for all ages. Exhibitors are encouraged to dress their best with their pet-companion and wow the audience with tricks of all sorts. Annually, we average 15-20 entries.

### Non-Livestock Show and Auction

In 2018, the Junior Non-Livestock Show had ALMOST 1,300 entries. This was quite a large year for this division. The shows include homemaking, woodcrafts, metal crafts, floral designs, photography, needlecraft, painting, horticulture and more. There are 75 items sold during the Junior Non-Livestock Auction bringing in \$221,000!

### **Special Education Show**

The first Friday of our Fair is deemed Special Education Day. We offer a Special Education Show where projects can be exhibited and the top 63 items are purchased in a sale. The Sale is pre-sold to ensure there are buyers for each project and the buyers are encouraged to attend the sale, take photographs and meet the exhibitor and their family! Our hope is to encourage them to be unique and comfortable! In 2018, there were 375 entries in the Special Education Show in categories such as baked goods, arts, handicrafts, woodcrafts, creative arts, horticulture and photography. A total of \$17,325 is given away as prize money to these talented kiddos!

### **Adult Show**

The Adult Show encourages participation by exhibitors that are over 18 and have graduated high school. In 2018, there were 172 entries in the Adult Show in categories such as baked/canned goods, needlecraft, handicraft, fine arts, photography and horticulture. Because the exhibitor entered into the Adult Show, they are qualified to sell their products in the Country Store!

### 65+ Show

The 65 and Older Show promotes involvement in our Senior Citizen's day by offering a competitive show in the categories of canned foods, baked goods, quilting, photography, horticulture, needlework, handicrafts and fine arts. In 2018, the 65+ Show had 89 entries!



# AGRICULTURAL PROGRAMS

### **Livestock Show**

In 2018, the Junior Livestock Show produced 912 entries in the following market categories: Rabbit Show, Broiler Show, Turkey Show, Goat Show, Lamb Show, Steer Show, Breeding Beef Show, Colt Show and Market Barrow Show. As a result, 135 animals were sold in the 2018 Auction for a total of \$856K.

### **Calf Scramble Program**

From being one of the favorite events at the rodeo to the moment the scholarship is awarded, this show is one to make a mark for sure! Students participate in the Calf Scramble at the Rodeo every year in hopes of catching a calf to make their project for the next year. In that year, the kiddos are awarded a certificate in the amount of \$1,750 to purchase a heifer that will be shown at the fair the following year. The students are required to submit monthly reports, track expenses and show the animal to gain overall points. After the show, if the exhibitor completes the program, they will receive an additional \$250. The top 3 overall receive prizes and scholarships to total \$6,000.

### **Replacement Heifer Program**

The Replacement Heifer Program offers students a way to expand their commercial cattle operation or sell beef cattle to grow their college funds. This program challenges participants to keep record-books and to participate in an interview as part of their scoring. They will have a chance to sell their animal – all are sold. In 2018, the Replacement Heifer Auction produced \$74,000 and had 34 entries.

### Ag. Mechanics Program

To provide an opportunity for 4-H and FFA members to display projects constructed in agricultural mechanics labs. Its objective is to promote the development of skills in agricultural mechanics courses through competition and recognize individual and group accomplishments. Prizes are awarded and projects are displayed on the grounds for 2/3s of the fair.



# FAMILY, FUN, HERITAGE, EDUCATION, ENTERTAINMENT, AND EXCITEMENT

There is a little something for everyone at our County Fair! It is the epitome of blending the old with the new, and giving our fair-goers a pleasurable experience, always wanting to come back for more!! The MCFA builds the leaders of tomorrow, with the labor of today. We take pride in knowing that our programs cultivate a strong work ethic and ambition in those that are involved. We allow for the opportunity to work hard and play hard, all to reach a common goal: higher education. In a society where education is more important than it has ever been, it is our passion to provide a means, in which youth from all walks of life can utilize in efforts to reach their goals and dreams. We don't guarantee a win every time, but we do guarantee that you will be a stronger person tomorrow because of the life you experienced today.

Your partnership allows us to continue the legacy that has been building for over 61 years and we look forward to working with you in 2019!!







# FAIR SPONSORS

THANK YOU SPONSORS

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