



## **Routt County Fair Advisory Board**

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PO Box 1000 / 398 S. Poplar St., Hayden, CO 81639  
970-276-3068 (P) ~ (970)-819-9568 (M)  
info@routtcountyfair.org ~ www.routtcountyfair.org



Partner with one of the Yampa Valley's oldest events!

The 2020 Routt County Fair will be held August 13-16 on the same tract of land where it began in 1914. Strong on western entertainment, the Routt County Fair maintains the glory, commitment and integrity of the Yampa Valley's spirit. The Routt County Fair offers fun-filled, family oriented activities and events enjoyable for all audiences.

As a sponsor of the Routt County Fair, your generosity goes toward honoring traditions and creating opportunities for families and youth to enjoy, and participate in our community's heritage. Routt County Fair pride runs deep in the Yampa Valley as proven in our Home Art's Department (Exhibition Hall) where we consistently exceed 1,200 entries. That's more than Moffat, Eagle, Jackson, and Rio Blanco counties...COMBINED!

Not only will your sponsorship create positive community relations and brand awareness in a non-traditional way, your sponsorship benefit package could also help you reward hard working employees and loyal customers. Whatever your business goals, we have a variety of ways for you to be involved.

Call 970-276-3068 or email [info@routtcountyfair.org](mailto:info@routtcountyfair.org) for more information and to sign on! Visit us at [www.routtcountyfair.org](http://www.routtcountyfair.org) and follow us on Facebook, Twitter, Instagram and Snapchat!

Best Regards,

### **Routt County Fair Advisory Board**

Dave Long, President

Don Hayes, Vice President

Linda Long, Secretary/Treasurer

Tina Decker

B.J. Diehl

Lane Iacovetto

Lynn Powell

Ben Vannoy

Jill Delay, *Fairgrounds Manager/  
Fair Coordinator*



# SPONSORSHIP

## DIAMOND \$5000 New

- ~ Logo on fair book cover
- ~ Mentions in all radio advertising
- ~ Logo and link on website homepage
  - ~ Logo on Fair t-shirt
- ~ 12 passes to ticketed event(s)
- ~ Full-page fair book ad\*
- ~ 2 Banner placements (sponsor provides)
- ~ Reserved VIP Parking
- ~ Recognition in Fair social media
  - ~ Exhibitor space
- ~ Logo and link on sponsor webpage
- ~ Recognition on "official" sponsor list(s)
- ~ Commercial announcement at ticketed events

## PLATINUM \$3000

- ~ Full-page fair book ad\*
- ~ 2 Banner placements (sponsor provides)
- ~ Logo and link on website homepage
- ~ Recognition in Fair social media
- ~ Commercial announcement at ticketed events
- ~ Exhibitor space
- ~ 8 passes to ticketed event(s)
- ~ Logo and link on sponsor webpage
- ~ Recognition on "official" sponsor list(s)

## GOLD \$1500

- ~ Roadside Banner (sponsor provides)
- ~ Half-page fair book ad\*
- ~ 4 passes to ticketed events
  - ~ Exhibitor space
- ~ Recognition on "official" Sponsor list(s)
- ~ Logo and link on sponsor webpage

## SILVER \$1000

- ~ Rail Banner (sponsor provides banner)
- ~ Quarter-page fair book ad\*
- ~ 2 passes to ticketed events
- ~ Recognition on "official" Sponsor list(s)
- ~ Logo and link on sponsor webpage

## BRONZE \$500

- ~ Business card fair book ad\*
- ~ Recognition on "official" Sponsor list(s)
- ~ Name on sponsor webpage

## COPPER \$250

- ~ Recognition on "official" Sponsor list(s)
- ~ Name on sponsor webpage

\*Fair book ads must be received by **APRIL 8** to be included in the Fair Book.

**Event sponsor exclusivity is available.**

**Please contact the Fair Office.**

**(970) 276-3068 or [jdelay@co.routt.co.us](mailto:jdelay@co.routt.co.us)**



## 2020 ROUTT COUNTY FAIR SPONSORSHIP OPPORTUNITIES INCLUDE

- Adopt-A-Pig
- Adult Pig Scramble
- Barn Dance w/live band
- Bonfire w/live music
- Demolition Derby
- Dress Your Animal Contest
- Family Entertainment: (NEW: bounce houses, cornhole, tic tac toe, sand box, bubble station, cake walk, etc.)
- Freestyle Reining/Dressage
- Home Arts
- Lawn Mower Races (NEW)
- Mini Bronc Riding
- Miniature Golf (NEW)
- Mutton Bustin'
- Open Barrel Race
- Open Draft Horse Contest
- Open Horse Show
- Parade
- Power Wheels Derby (NEW)
- Pretty Baby Contest
- Ranch Rodeo (NEW)
- Ranch Sorting
- Wine & Beer Contest
- Youth Bull Riding

**Previous year event sponsor gets first right of refusal.**

**COMMITMENTS ARE DUE THE LAST BUSINESS DAY IN FEBRUARY.**

*If commitment is not secured by previous sponsor as of the due date, the event becomes available.*

# ADVERTISING

## FAIR BOOK ADS

Back Cover	\$700
Inside Front Cover	\$450
Inside Back Cover	\$375
Full Page (7.5W X 10.25H)	\$200
Half Page (7.5W X 5.1H)	\$175
Quarter Page (3.6W X 5.1H)	\$100
Business Card (3.25W X 2.25H)	\$50
Brand (must be electronic file to be included)	\$20
4H/FFA Thank You Ad (4H/FFA Youth Only-ONE THANK YOU PER AD)	\$20

## BANNERS

(sponsor provides banner)

<b>Roadside</b> (on fence along Poplar St.)	\$350
<b>Grandstands</b> (back of grandstands at main entrance)	\$325
<b>Livestock Barn</b> (inside multi-purpose barn west end)	\$300
<b>Bucking Chute</b> (on bucking chute, limited)	\$300
<b>Rail Banner</b> (on inside rail of arena)	\$250

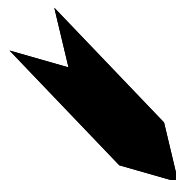
## Combo

Combine a full page Fair Book Ad with a Banner and receive 20% discount!

**For maximum recognition and advertising in the Fair Book, all information must be received by April 8**

## RETURN TO:

**ROUTT COUNTY FAIR**  
PO Box 1000  
Hayden, CO 81639-1000  
jdelay@co.routt.co.us



**Fairbook Advertising  
DUE APRIL 8**

**4H & FFA MEMBERS RECEIVE 25%  
DISCOUNT ON NON-COMMERCIAL ADS  
QUARTER PAGE SIZE OR LARGER!**

- ~ Routt County Fair DOES NOT CREATE OR MAKE CHANGES TO ADS
- ~ Ads must be submitted in the correct size and format (.jpg, .png, .pdf)
- ~ Routt County Fair is not responsible for presentation of ads not submitted in this format
- ~ Not applicable to Business Card Ads, simply submit your business card

BUSINESS/ORGANIZATION NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB: \_\_\_\_\_

### SPONSORSHIP SUPPORT

(please indicate level, see page 2)

- \_\_\_\_\_ Diamond
- \_\_\_\_\_ Platinum
- \_\_\_\_\_ Gold
- \_\_\_\_\_ Silver
- \_\_\_\_\_ Bronze
- \_\_\_\_\_ Copper
- \_\_\_\_\_ Other (prizes, event supplies, in-kind, etc.)

Specific Event? \_\_\_\_\_

Payment included \_\_\_\_\_ Bill Me

**Email and mailing address required**

### ADVERTISING SUPPORT

(please indicate size, see above)

- \_\_\_\_\_ Fair Book Ad Size
- \_\_\_\_\_ Banner Location
- \_\_\_\_\_ Combo

\_\_\_\_\_ Payment included \_\_\_\_\_ Bill Me

**Email and mailing address required**



**AUGUST 7★9  
OPEN HORSE SHOW**



**AUGUST 10★15  
4★H SHOWS AND ACTIVITIES**



**AUGUST 13★16  
ROUTT COUNTY FAIR**



Routt County Fair Advisory Board  
PO Box 1000  
Hayden, CO 81639

**106th Annual Routt County Fair**  
**"See It For Yourself!"**

