

WHY BE A SOUTH TEXAS STATE FAIR SPONSOR

I. GENERAL

This brochure has been prepared especially for individuals and organizations considering sponsoring one or more Fair activities.

The South Texas State Fair is a first class regional Fair presented by the Young Men's Business League of Beaumont, Inc., a 501(C)(4) Business League formed to be of service to the community. The Fair is greatly enhanced by our sponsors who include private citizens, employers, the service industry, retailers, organizations and city and state governments. One of our goals and emphasis is general education and preparation of youth for adulthood with an emphasis on developing Leadership.

Additional purposes include: general education of the public; providing an avenue for some adults to enter open class shows; and enhancing agriculture. The Fair Committee annually decides other specific public education needs.

Support from sponsors means we can charge less at the gate as well as have more to contribute to worthy community causes. If we include our payment of \$100,000+ to Jefferson County, it costs over \$700,000 to produce the fair.

We raise additional capital in various ways including: rental of commercial booth spaces, commissions from carnival sales and joint ventures with local commercial enterprises, (these meet about half of our need), and sponsorships.

So as you can see, it takes a concerted effort and the benevolence of many sponsors to finance this event.

II. COMMON SPONSOR REASONS

Sponsors come in all forms, sizes and walks of life. Sponsors include:

a. Alumni who benefited by the Fair as a youth.

b. A parent whose child is currently involved.

c. An employer, foundation or private citizen who recognizes the value of the education of youth or our general public education programs. Often these sponsors want to keep the gate fees down, allowing more residents to afford the entry fee.

d. A major employer who is concerned about the services available to employees and their families.

e. A retailer or service business that values the exposure gained by acknowledgement of the sponsorship.

III. WHAT DO SPONSORS PAY FOR?

Sponsorships can be a few hundred dollars, or an investment of thousands of dollars. Normally the sponsorship fee is dedicated by the activity being sponsored. For example:

Livestock & Poultry Divisions

a. Basic ribbons given to each exhibitor. (Each youth receives one of four ribbons for each entry (1st thru 4th).

b. Trophies or rosettes are given to top winners in the various youth departments.

c. Premiums paid to each exhibitor. Each youth receives from \$5.00 and up to as much as several hundred dollars for the more major entries. Kids may enter as many different type items as they want; therefore, multiple entries from one youth are not unusual. A typical year will result in \$26,000 to \$35,000 in premiums.

General Fair Activities

d. Special activities such as the "Opening Night Preview", "Kids Day", "Senior Citizens Day", "\$1.00 Night", "Ladies Night," "Buddy Night", and "Cantastic Sunday".

e. Entertainment taking place during the Fair. This may be a show, a stage, or a group of shows. Costs can range anywhere from a few hundred dollars to thousands of

Dollars for an Arena Activity. The Fair operates stages plus from time to time there are strolling acts such as clowns and magicians.

IV. ABOUT THE ORGANIZATION

Our Organization has been around for over 96 years. We are here to stay and intend to become even better at serving our community and preparing today's youth for the challenges of tomorrow.

Historically Fair sponsors and the Fair have had a close relationship. We have gone through an evolutionary process but always with the same joint goal in mind.

Many of the area's business leaders have served as directors of the YMBL since its beginnings in 1917. They often sacrifice their personal needs to lead the organization to action.

If you have any questions or would like additional information, please call Chris Colletti, Executive Vice President, and (409) 832-9991.

