



**PARK COUNTY FAIR
2022 SPONSOR
ADVERTISING
PACKAGES**

Dear Community Member,

The Park County Fair is our community's longest running event and the World's Highest Rodeo.

Showing your support by becoming a sponsor has its advantages. It is the perfect way to reach the community and increase sales, create awareness and most importantly enhance your public image.

The Fair celebrates the accomplishments of our local 4-H youth through shows, displays and our Junior Livestock Auction, and showcases community talent through the open divisions. Our Fair continues to grow each year and with the addition of what is being called "one of the best arenas in the state!" This year we look forward to hosting a Colorado ProRodeo Association Rodeo Event.

It is with the help of our amazing sponsors that we can continue putting on and growing our Fair. The Park County Fair strives to be an all-encompassing family event.

We invite you to help support the future of our youth and ag-tourism in Park County by becoming a 2022 Sponsor. All donations help us to continue to provide a wholesome, educational venue for the youth and community of Park County.

For more information regarding sponsorships or for the Fair in general, please contact our Fair Administrator, MacKenzie Rohman.
mackenzierohman@gmail.com

We are extremely excited for another wonderful year and appreciate your support!

Warm Wishes,
The Park County Fair Board

Johnny Green-President
Britt Stubblefield, DVM- Vice President
John Everest- Treasurer
Adam Shirley, Jason Gemmer, Chet Lawrence,
Emily Bowers- Secretary/ Royalty Coordinator
Tara Zuber, Nicole McChesney
MacKenzie Rohman- Fair Administrator

Title Sponsor

\$7,500

- Top Sponsorship of the Fair: "Park County Fair presented by Your Company Name"
- 6 Banners hung strategically around Fairgrounds
 - 4 - 4' x 6' and 2 - 4' x 4' Banners supplied by Fair Board
 - Posted for the duration of the Fair. Artwork is supplied by the Sponsor
- Premium publicity in Fair Advertising: (deadline sensitive)
 - Full-page ad in Fair Program
 - Logo displayed on ads featured in Fencepost Magazine, Ute Country News, Summer In the Park
 - Logo on all fair posters, Fairbook and flyers
 - Mentions & promotions on all social media platforms
- Sponsor logo with a link to sponsor website posted on the homepage of Parkcofair.com
- Announcements over PA System throughout Fair week and during Special Events. Logo rotated on television screens in Fair Barn Show Arena daily
- Company logo on the arena flag
- 10 VIP Passes to ticketed CPRA Rodeo

FREE 10' x 10' vendor booth space in Vendor Alley to promote your business

Stage Sponsor

\$5,000 Package

- Sponsorship of the Outdoor Stage and one of the Live Entertainment Acts
- 3 - 4' x 6' banners supplied by the Fair Board posted on the Outdoor Stage and strategically around the fairgrounds for the duration of the fair. Artwork supplied by the Sponsor.
- Three-quarter page ad in the Fair Program
- Publicity in all ads featuring your sponsored act
Mentions & promotions on all social media platforms
- Sponsor's logo with a link to your website posted on Parkcofair.com
- Announcements over the PA system throughout fair week and during special events. Your logo rotated on television screens in the Fair Barn Show Arena with headlining act advertisement on the day before and day of sponsored act
- 6 VIP Passes to ticketed CPRA Rodeo

FREE 10' x 10' vendor booth space in Vendor Alley to promote your business

Rodeo Sponsor

\$2,500 Package

- Sponsorship of one Rodeo Events:
Friday Night Park County Fair CPRA Rodeo
Saturday Night Park County Fair CPRA Rodeo
Sunday Kids Rodeo
- 2 - 4' x 6' arena banner. Banners are supplied by the Fair Board and posted for the duration of the fair. The artwork is supplied by the Sponsor.
- Half-page ad in the Fair Program
- Publicity in all ads featuring your sponsored event
Mentions & promotions on all social media platforms
- Sponsor's logo with a link to your website posted on Parkcofair.com
- Announcements over the PA System throughout fair week and during special events. Your logo rotated on television screens in fair barn show arena with event advertisement on the day before and day of the sponsored event.
- Company logo on the arena flag
- 4 VIP Passes to ticketed CPRA Rodeo

FREE 10' x 10' vendor booth space in Vendor Alley to promote your business

Show Sponsor

\$2,000 Package

- Sponsorship of one Show Event (5 Total Sponsors):
Beef, Swine, Sheep, Goat, and Open Show
- 2- 4x 6' arena Banners. Banners are supplied by the Fair Board and posted for the duration of the Fair. 1 banner will be located in 1 of 5 prime spots in the Fair Barn Show Arena and will remain up throughout the duration of Fair and throughout the year. The artwork is supplied by the Sponsor.
- Half-page ad in the Fair Program
- Publicity in all ads featuring your sponsored event mentions & promotions on all social media platforms
- Sponsor's logo with a link to your website posted on parkcofair.com
- Announcements over the PA System throughout fair week, during special events and before and during the Show you chose to sponsor. Your logo rotated on television screens in the Fair Barn Show Arena with event advertisement on the day before and day of the sponsored event.
- 2 VIP Passes to Ticketed CPRA Rodeo

Associate Sponsor

\$1,500 Package

- Sponsorship of Arena or Arena Event:
 - Fair Barn Show Arena
 - South Horse Arena
 - Drill Team Performance
 - Barrel Racing
- 2 - 4' x 6' Banners supplied by Fair Board posted in the chosen Arena and strategically around Fairgrounds for duration of the Fair. Artwork supplied by Sponsor.
- Quarter page ad in Fair Program
- Publicity in all ads featuring your sponsored event
 - Mentions & Promotions on All Social Media Platforms
- Sponsor logo with link to website posted on Parkcofair.com
- Announcements over PA System throughout Fair week and during Special Events
- 2 VIP Passes to ticketed CPRA Rodeo

Supporting Sponsor

\$1,000 Package

- Sponsorship of one Fair Special Event
 - Tiny Tots Livestock Show
 - Open Gymkhana
 - County Shoot
 - Arena Barrels
 - Event Tent
 - Livestock Tent
- 1- 4'x 6' sign supplied by the Fair Board posted in the Arena, Tent or Barn for duration of Fair. Artwork supplied by sponsor. County Shoot sponsor banner will be displayed at Como Shooting Range and Fairgrounds
- Eighth page ad in Fair Program
- Sponsor logo with link to sponsor website posted on Parkcofair.com
- Publicity in all ads featuring your sponsored act
 - Mentions & Promotions on All Social Media Platforms
- Announcements over PA System throughout Fair week and during Special Events. Logo rotated on television screens in Fair Barn Show Arena day of sponsored event
- 2 Passes to ticketed CPRA Rodeo

Friends of the Fair

\$500 Package

- Sponsorship of one Fair Event or Area:
Examples include but are not limited to
Mutton Busting
Stick Horse Rodeo
Greased Pig Catch Open Exhibits
Bleachers
Small Animal Barn
- 1 – 4' x 6' Banners supplied by the Sponsor posted in the Arena, Tent, Barn for the duration of the Fair.
(Banners can be purchased through the Fair Board)
- Sixteenth page ad in Fair Program
- Mentions & Promotions on All Social Media Platforms
- Sponsor logo with link to website posted on Parkcofair.com
- Sponsorship announced over Fair PA System day of sponsored event or on day chosen by Sponsorship Committee

Royalty Sponsor

\$500 Package

- Sponsorship of the Park County Royalty Program Help the Royalty Court promote Park County and the Park County Fair at festivals and events around Colorado
- 1 - 4'x6' Banners supplied by the Sponsor posted in the Arena, Tent, Barn for the duration of the Fair. (Banners can be purchased through the Fair Board)
- Sixteenth page ad in Fair Program
- Sponsor logo with link to sponsor website posted on Royalty Page of Parkcofair.com
- Mentions and Promotions on all social media platforms
- Announcements over PA System throughout Fair Week and during Royalty Contest.

Royalty In-Kind Sponsor

In- Kind Sponsorship can be provided through hair or makeup services, clothing or accessory donation. Donations made that exceed \$500 can place a banner at the Fair, all other donations in the form of goods or services will be listed on the In-kind Donation Banner.

In-kind will receive mentions on Social Media pertaining to the Royalty girls and the donation received.

In-Kind Donations

Want to have a great impact at a small cost?

In-kind donations will be accepted and appreciated to help improve the overall function of the Park County Fair. All In-kind donors are encouraged to contact the Fair Board Representatives for details.

In-kind donors with a \$50.00 value will receive:

- Business or personal name listed in the Fair Program if the donation is received before the printing deadlines
- Donator listed on parkcofair.com
- In-kind donors listed on a banner in the Fair Barn
- Sponsorship announced randomly during the Fair over PA System

Suggested In-kind donations:

Arena Panels, Printing Services, Paint, Cleaning Services, Gift Cards(Murdoch's/ Big R), Silent Auction Items, Horse Show Equipment, Sound Equipment, Lumber, Arena Sand.

Royalty Services: Hair, Make-up, Clothing

Equipment and/or labor is greatly appreciated

2021 MARKET GRAND CHAMPIONS



2022 Title Sponsor



PARK COUNTY FAIR

**Po Box 1215
Bailey, CO 80421**

MacKenzie Rohman, Administrator

**Parkcofair.co@gmail.com
303-775-5590**

**880 Bogue Street
Fairplay, CO 80440**