

# Yuma County Fair, Inc.

## Sponsorship opportunities

We combined our sponsorship investment value. What does this mean to you? You will pay one price and your business banner and name will be displayed at the 1<sup>st</sup> Annual Yuma County Fair Fall Fest and the 71<sup>st</sup> Annual Yuma County Fair. There's no question about it, this is the **IDEAL CHOICE!**

The Yuma County Fair Fall Fest is on **Oct. 6<sup>th</sup> – Oct. 9<sup>th</sup>, 2022** and the Annual Spring Fair is on **April 4<sup>th</sup> – 9<sup>th</sup>, 2023**.

The attendance to our Fall Fest was approximately 20,000 and our Spring Fair is approximately 25,000 people daily. Even though we didn't have the Livestock show during our 2021 Fair Fall Fest, the attendance was still high.

### SPONSORSHIPS OPTIONS & PACKETS

#### Corporate Sponsorship Level 3: Best in Show Sponsorship (main sponsorship-limit 4)

*The corporate sponsorship gives your business the most exposure during and after the fair. During the fair, all vendors, participants, families, employees, contractors and entertainers will see your banners! After the fair, your company logo will be displayed on our website's main page for a year. The corporate sponsorship is limited to 4 sponsors.*

Investment \$15,000

- Business banners\* (5'X7') are displayed at all of our main entrances (3) to the fairgrounds. With the option to place one of the three (3) banners at the corner of 32<sup>nd</sup> and Pacific Avenue (new).
- The logo placed on ads, flyers, TV commercials, etc.
- "Dinner on us": access to dinner for 4 each night in our fair Board Room.
- Announcement of sponsorship during any advertising (radio, tv, social media, etc.).
- Will be Placed on the "Best in Show" display for the public to see, the display will be located outside the boardroom, located close to the main stage, the beer garden and our theatre building.
- VIP passes (4) for headliner concert including meet and greet with the headliner – subject to change, depending on headliner.
- **New:** Company logo will be displayed on our website (main page) for the year.  
(Our website was redesigned in 2021!)

#### Fair Fall Fest Passes

- 5 weekly passes (each pass good for the week of the fair).
- 10 daily passes (good for any day of the fair).
- 3 priority parking passes (each pass good for the week).

#### Spring Fair Passes

- 10 weekly passes (each pass good for the week of the fair).
- 20 daily passes (good for any day of the fair).
- 5 priority parking passes (each pass good for the week).

\*All banners are provided by the sponsor; may be picked up a week after the fair ends.

## Demolition Derby Sponsorship (3 levels)

*The Demolition Derby is one of the most popular events during our Annual Fair, it draws the most people to the grounds, up to 10,000 people come out just to watch and enjoy the Demolition Derby!*

### • Derby Banner\*:

- Investment - \$400
- Display one 3'x5' business banner around the bleachers.
- Will be on display the entire week of the fair, including during the demolition derby.

#### Fair Fall Fest Passes

- 4 admission tickets, use any day of the fair.

#### Spring Fair Passes

- 8 admission tickets, use any day of the fair.

### • Derby Banner\*:

- Investment - \$900
- One 5'x7' display space for business and/or organization sign or banner.
- Will be on display the entire week of the fair, including during the demolition derby.

#### Fair Fall Fest Passes

- 1 weekly admission passes (each pass is good for the week of the fair).
- 1 priority parking pass, good for the week of the fair.

#### Spring Fair Passes

- 2 weekly admission passes (each pass is good for the week of the fair).
- 2 priority parking passes, good for the week of the fair.

### • Derby Main/Award Sponsor

- Investment - \$3,750
- Up to 3, 3'x5' display spaces for business and/or organization sign or banner\*.
- Will be on display the entire week of the fair.
- Announcements of sponsorship during the demolition derby.
- Placement of business logo on any advertisement (Flyers, Social Media, TV, etc.)
- Sponsor announcement during demolition derby media coverage. (Radio & TV)
- Placement of business logo on award plaques that are given to 1st, 2nd and 3rd Place.
- Be announced and displayed as the main sponsor of the event.
- **NEW:** Company logo will be displayed on our website before, during and after the fair. (Our website was redesigned in 2021!)

#### Fair Fall Fest Passes

- 2 weekly admission passes (each pass is good for the week of the fair),
- 4 admission tickets (use any day of the fair), and
- 1 priority parking passes (each pass good for all week)

#### Spring Fair Passes

- 4 weekly admission passes (each pass is good for the week of the fair),
- 8 admission tickets (use any day of the fair), and
- 2 priority parking passes (each pass good for all week)

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## Main Entertainment Stage Sponsorship

*Our main stage was recently expanded, so it doubled in size. It is filled with daily entertainment throughout the week and the days of the fair, that's right, daily entertainment! The daily entertainment draws various populations at different times of the day and into the night. Our main stage is visited by over 30,000 people, including the attendance to our Headliner.*

- Investment - \$5,250
- One 5'X7' banner\* of sponsorship displayed on or around the stage.
- Sponsorship mentioned in any entertainment advertising (Radio, TV, social media, Flyers, etc.)
- **NEW** - Company logo will be displayed on our website before, during and after the fair.  
(Our website was redesigned in 2021!)

### Fair Fall Fest Passes

- 4 weekly passes (each pass good for the week of the fair)
- 2 priority parking passes (each pass good for the week of the fair)
- 4 daily passes (each pass good for any day of the fair)

### Spring Fair Passes

- 8 weekly passes (each pass good for the week of the fair)
- 4 priority parking passes (each pass good for the week of the fair)
- 8 daily passes (each pass good for any day of the fair)

## Beer Garden Signage Sponsorship

*The beer garden is located right next to our main stage. Our beer garden will be visited by thousands of people throughout the week, the busiest days are the demolition derby day, livestock shows, headliner and hypnotist.*

- Investment - \$3,000.00
- One 5'X7' banner\* of sponsorship displayed around the beer garden.
- **NEW:** Company logo will be displayed on our website before, during and after the fair.  
(Our website was redesigned in 2021!)

### Fair Fall Fest Passes

- 1 weekly passes (each pass is good for the week of the fair)
- 4-day passes (good for any day of the fair)
- 1 priority parking pass (good for the whole wee)

### Spring Fair Passes

- 2 weekly passes (each pass is good for the week of the fair)
- 8-day passes (good for any day of the fair)
- 1 priority parking pass (good for the whole wee)

## Theatre & Commercial Building Sponsorship

- Investment - \$4,500.00
- One 5'X10' banner on main stage.

\*All banners are provided by the sponsor; may be picked up a week after the fair ends.

- Signage on Theatre Building main entrance
- **NEW:** Company logo will be displayed on our website before, during and after the fair.  
(Our website was redesigned in 2021!)

#### **Fair Fall Fest Passes**

- 4 weekly passes (each pass good for the week of the fair)
- 2 priority parking passes (each pass good for the week of the fair)
- 4 daily passes (each pass good for any day of the fair)

#### **Spring Fair Passes**

- 8 weekly passes (each pass good for the week of the fair)
- 4 priority parking passes (each pass good for the week of the fair)
- 8 daily passes (each pass good for any day of the fair)

### **Miscellaneous Sponsorships**

#### **Level 1: Friend of the Fair Sponsorship**

- Investment - \$500.00
- One 3'X5' banner\* alongside the parking lot
- Spring and Fall Passes:
- 1 weekly pass (good for the week of the fair)
- 4 daily passes (each pass good for any day of the fair)

#### **Level 2: Blue Ribbon Sponsorship**

- Investment \$1,000.00
- One 5'X7' banner\* alongside the parking lot
- Spring and Fall Passes:
- 2 weekly passes (each pass good for the week of the fair)
- 8 daily passes (good for any day of the fair)
- 1 priority parking pass (good for the week of the fair)

### **Annual Sponsorship**

#### **Trash Can Sponsorship**

- Investment \$1,500.00
- Signage on trashcans, up to 50
- 2 weekly passes (each pass good for the week of the fair)
- 8 daily passes (good for any day of the fair)
- 1 priority parking pass (good for the week of the fair)

The trashcan sponsorship is one a year-round sponsorship, the sponsorship is available for renewal during the Fair Fall Fest, so your company logo will be displayed at various locations throughout the grounds and during the fair and year-round events.

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