

Yuma County Fair, Inc.

Sponsorship Opportunities

The 1st Annual Yuma County Fair Fall Fest is scheduled for October 6th – October 9th and the 71st Annual Yuma County Fair is scheduled for April 4th – April 9th. The investment value listed on this document is for each of the events, not both.

Corporate Sponsorship Level 3: Best in Show Sponsorship (main sponsorship)

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 \$10,000

- Business banners* (5'X7') are displayed at all of our entrances to the fairgrounds.
- 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.
- 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).
- **NEW:** Company logo will be displayed on our website (main page) for the year.
(Our website was redesigned in 2021!)

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 - \$250.00
- Display one 3'x5' business banner around the bleachers.
- Will be on display the entire week of the fair, including during the demolition derby.
- 4 admission tickets, use any day of the fair.

• Derby Banner*:

- Investment - \$550.00
- 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.

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

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

• **Derby Main/Award Sponsor**

- Investment - \$2,500.00
- 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.
- 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)
- **NEW:** Company logo will be displayed on our website before, during and after the fair.
(Our website was redesigned in 2021!)

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 - \$3,500.00
- One 5'x7' banner* of sponsorship displayed on or around the stage.
- Sponsorship mentioned in any entertainment advertising (Radio, TV, social media, Flyers, etc.)
- 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)
- **NEW:** Company logo will be displayed on our website before, during and after the fair.
(Our website was redesigned in 2021!)

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 - \$2,000.00
- One 5'x7' banner* of sponsorship displayed around the beer garden.
- 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 week)
- **NEW:** Company logo will be displayed on our website before, during and after the fair.
(Our website was redesigned in 2021!)

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

Theatre & Commercial Building Sponsorship

- Investment - \$3,000.00
 - One 5'X10' banner on main stage.
 - Signage on main entrance
 - 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)
 - **NEW:** Company logo will be displayed on our website before, during and after the fair.
(Our website was redesigned in 2021!)
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Miscellaneous Sponsorships

Level 1: Friend of the Fair Sponsorship

- Investment - \$500.00
- One 3'X5' banner* alongside the parking lot
- 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
- 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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