

EL PASO COUNTY



COMMISSIONERS:
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COMMUNITY SERVICES DEPARTMENT

PARKS ~ RECREATION & CULTURAL SERVICES ~ ENVIRONMENTAL SERVICES
VETERANS SERVICES ~ CSU EXTENSION



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www.elpasocountyfair.com



Partner with the
El Paso County Fair
in promoting your
business.

July 24—31, 2010

Sponsorship opportunities: Radio, Television, Print Ads, Signage/Banners, Website, Fair Guide, Newspaper Ads, Announcements at Fair, Products or Service Coupons on tickets and Merchandising.

Communities represented: Black Forest, Calhan, Cascade, Chipita, Cimarron Hills, Colorado Springs, Crystal Hills, Eastonville, Edison, Elbert, Ellicott, Falcon, Fort Carson, Fountain, Green Mountain Falls, Manitou Springs, Monument, Palmer Lake, Peterson AFB, Peyton, Ramah, Rockrimmon, Rush, Schriever AFB, Security, Stratmoor Hills, Truckton, USAF Academy, Widefield, Woodmoor, and Yoder.

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Welcome to the El Paso County Fair

The El Paso County Fair is a county-wide event that celebrates our County's history, culture and heritage. The Fair provides a wide variety of 4-H activities, local arts and crafts, educational classes, environmental information, vendor opportunities, special events and fun and games for the whole family. Become a partner of this year's fair and "Catch the Spirit of Tradition" and share your message during an eight-day schedule of events.



Catch the Spirit of Tradition

July 24-31, 2010

4-H Shows & Exhibits
 Draft Horse Pull
 Great Cat Adventure
 Demolition Derby
 Rodeo Events
 Demolition Derby
 Backseat Driver Contest
 Gold Canyon Gunfighters

Extreme Truck Racing
 Auto Races
 Arts & Crafts
 Got Talent Contest
 Pets Overboard
 Over 75 vendors
 Circus Boy
 Petting Zoo

► **To Sponsor please call: Dana Nordstrom
 (719) 520-6972**

Daily Sponsors (8) \$2,000

- *Military Appreciation Day, Western Heritage Day, Furry Friends Day, Youth Day, Dollar Day, Fiesta Day, Senior Day and American Heroes Day.*
- Sponsor logo on County Fair website
- Sponsor banner at south main entrance on the respective day (banners provided by sponsor)
- Sponsor logo on daily schedule
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- 10-Second promotional announcement at Fair – 4 times a day
- 20- one day Fair passes



Got Talent \$1,500

- Sponsor logo on County Fair website
- Sponsor banners at Event (banners provided by sponsor)
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- Sponsor publicly thanked during Got Talent Contest
- 15-one day Fair passes



Nature Center Programs \$1,000

- Sponsor logo on County Fair website
- Sponsor banner at exhibit (banners provided by sponsor)
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- Sponsor thanked a minimum of two times during each Event
- 10- one day Fair passes



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Great Cat Adventure \$3,500

- Sponsor logo on County Fair website
- Publicly thanked at each exhibit performance
- Sponsor banners at exhibit (banners provided by sponsor)
- Sponsor logo on daily schedules
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- 25-one day Fair passes



Pets Overboard \$3,000

- Sponsor logo on County Fair website
- Publicly thanked at each exhibit performance
- Sponsor banners at exhibit (banners provided by sponsor)
- Sponsor listing on daily schedules
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- 25-one day Fair passes



Gold Canyon Gunfighters \$2,500

- Sponsor logo on County Fair website
- Publicly thanked at each exhibit performance
- Sponsor banners at exhibit (banners provided by sponsor)
- Sponsor listing on daily schedules
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- 20-one day Fair passes



Wagon Train /Ranch Rodeo \$2,000

- Sponsor logo on County Fair website
- Publicly thanked at performance
- Sponsor banners at Event (banners provided by sponsor)
- Sponsor listing on daily schedules
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- 20-one day Fair passes



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Cash Sponsorship Levels

Platinum Sponsor (Exclusive) \$7,500

- Sponsor Logo on all print ads
- Sponsor logo on all posters in prominent location
- Sponsor logo on County Fair website
- Free inside or outdoor vendor booth
- Free Chute Gate
- Ten company banners strategically located at County Fair (banners provided by sponsor)
- 10-second promotional announcement at Fair – 4 times per day
- Full Page black and white ad in the Fair Guide (printed by Ranchland News)
- Sponsor logo on front page of County Fair Ads in The Gazette
- 100-one day Fair passes / 50 Event passes
- Sponsor logo on all daily schedules distributed to Fair attendees
- Platinum sponsor plaque awarded at VIP Reception
- Publicly thanked at Board of County Commissioner Meeting
- Publicly thanked at all major grandstand events

Gold Sponsor \$5,000

- Sponsor logo on all posters in prominent location
- Sponsor logo on County Fair website
- Free outdoor vendor booth
- Five company banners strategically located at County Fair (banners provided by sponsor)
- 10-second promotional announcement at Fair – 2 times per day
- Half Page black and white ad in the Fair Guide (printed by Ranchland News)
- 50-one day Fair passes / 20 Event passes
- Sponsor logo on all daily schedules distributed to Fair attendees
- Gold sponsor plaque awarded at VIP Receptions
- Publicly thanked at Board of County Commissioner Meeting



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Cash Sponsorship Levels Special Events & Shows

Demolition Derby \$5,000

- Sponsor logo on County Fair website
- Announcer will publicly thank sponsor a minimum of four times during event
- Four company banners strategically located at County Fair (banners provided by sponsor)
- 10-second promotional announcement day of Event
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- 20-Event /Fair passes
- Sponsor coupon or logo provided on back of Event ticket
- Sponsor logo on daily schedule the day of Event



Auto Races \$5,000

- Sponsor logo on County Fair website
- Announcer will publicly thank sponsor a minimum of four times during event
- Four company banners strategically located at County Fair (banners provided by sponsor)
- 10-second promotional announcement day of Event
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- 20-Event / Fair passes
- Sponsor coupon or logo provided on back of Event ticket
- Sponsor logo on daily schedule the day of Event



Off Road Extreme Truck Racing \$4,000

- Sponsor logo on County Fair website
- Announcer will publicly thank sponsor a minimum of four times during event
- Two company banners strategically located at County Fair (banners provided by sponsor)
- 15-Event /Fair passes
- Sponsor coupon or logo provided on back of Event ticket
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- Sponsor logo on daily schedule the day of Event



Bloodless Bullfight / Rodeo \$4,000

- Sponsor logo on County Fair website
- Announcer will publicly thank sponsor a minimum of four times during event
- Two company banners strategically located at County Fair (banners provided by sponsor)
- 15-Event /Fair passes
- Sponsor coupon or logo provided on back of Event ticket
- Sponsor logo in the Fair Guide (printed by Ranchland News)
- Sponsor logo on daily schedule the day of Event



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