

## Jumbo Tron \$5000

Only 1 Sponsorship! Includes:

- Your business name or logo will be displayed ABOVE the JUMBOTRON during the concert and 3 rodeo performances. Your business will also be recognized throughout the rodeo by the rodeo announcer during each performance.
- Advertiser will be listed on our daily rodeo program as Exclusive JumboTron Advertiser.
- (8) reserved tickets for each rodeo performance. (8 per night, 24 total.)
- (8) tickets to the concert for the performance on Saturday night.
- Business name on tickets purchased online.

## Concert Sponsorship \$5000

Only 1 Sponsorship! Includes:

Exclusive Package received by advertiser:

- Your business name or logo will be displayed during the Concert.
- Advertiser's name will be listed on all of the Concert Advertising listing business as the Concert Sponsor. (\$5,000-\$6,000 spent on advertising)
- (8) tickets to the concert
- (2) VIP passes to Meet and Greet with Concert Entertainer.
- (2) reserved tickets for each rodeo performance. (2 per night, 6 total.)
- Business name on concert tickets purchased online

## Free Stage \$2000

Contact Tony Holt 208.670.2549

## Pre-Event Sponsor

- Your prepared commercial (subject to fairboard approval) will be broadcast on the JUMBOTRON 30 minutes prior to the start of each nightly performance.
- **Option 1 \$500 - 30 second commercial**
- **Option 2 \$800 - 1 minute commercial**

## Mutton Busting \$2500

- Advertiser's logo will be listed on our Advertising that is distributed through out Southern Idaho as The Mutton Busting Sponsor.
- Advertisers will be announced during event each night.
- Advertisers Logo will be on all T-shirts made for participants
- 2 tickets to each night rodeo.

## Team Sorting \$1500

- Your business name be displayed during the Team Sorting Event.
- Business Name will be listed in the Fair Book.
- Team Sorting Event will be referred to as "Sponsor's" Team Sorting.
- Sponsor can have a representative in attendance hand out awards.
- (2) reserved tickets will be provided to advertiser for each rodeo performance. (2 per night, 6 total.)

## Leaderboard \$2000

1 Only!

- Each time the Leader Board is displayed for each event, your business name will be broadcast as the Exclusive Sponsor.

# Advertising & Sponsorship Opportunities

*The Cassia County Fair and Rodeo has been a social hub of our community for over 100 years. Without the generous time and donations of our community, none of this would be possible. This event is the 3rd week of August. In order to continue to bring the best quality competitors to our rodeo, we feel we need to keep our purse structure at a competitive level. The higher purse money offered, the more likely we are to attract better quality competitors. With your help, we will be able to continue to bring a top quality rodeo to our community.*

**Discounts Available for  
Long Term Sponsor Contracts.**

Contact Trevor at 208-312-4594 or  
email [cassiafair@gmail.com](mailto:cassiafair@gmail.com)

**Thank You,  
Cassia County Fairboard**



## Gold Buckle \$2000

### Sponsorship without tickets \$1500

Advertiser's name will be listed on our daily rodeo program as a Gold Buckle Advertiser.

- (6) reserved tickets will be provided to advertiser for each rodeo performance. (6 per night, 18 total.)
- Your business name will be shown on the JUMBOTRON prior to the event each night.
- (6) tickets to the concert for the performance on Saturday night.
- ½ page ad in Rodeo Program Book.

## Silver Buckle \$1500

### Sponsorship without tickets \$1500

- Advertiser's name will be listed on our daily rodeo program as a Silver Buckle Advertiser.
- (4) reserved tickets will be provided to advertiser for each rodeo performance. (4 tickets per night, total 12 tickets).
- Your business name will be shown on the JUMBOTRON prior to the event each night.
- (4) tickets to the concert for the performance on Saturday night.
- ½ page ad in Rodeo Program Book

## VIP Seating \$1000

(4 available each night of rodeo)

- Seating for 15 in designated seating above chutes,
- 15 meals in Hospitality tent.

## Rodeo Program Book Advertising

- Full Page ad \$500
- ½ page ad \$300
- ¼ page ad \$150

## Hospitality Tent \$2500

- Your business name or logo will be displayed during the 3 rodeo performances
- Business logo will be displayed on the Jumbotron each night of the rodeo. Business will be recognized by Rodeo Announcer each night of the rodeo.
- Business name will be on all Rodeo Advertising.

## Specialty Act \$3000

Includes:

- Your business name will be displayed during the 3 rodeo performances
- Business will be displayed on the Jumbotron each night of the rodeo during the Specialty Act. Business will be recognized by Rodeo Announcer each night of the rodeo.
- Business logo will be on all Rodeo Advertising.
- VIP meet with Specialty Act, possibility of Specialty Act making an appearance at your business during Fair Week.

## Arena Sponsor

Package received by Sponsor:

**Option 1:** \$200.00 – 1 year Contract -

- Name will be listed on our daily rodeo program as an Arena Advertiser.
- (1) 2x4 sign with business name will be placed at the top rail of arena bleachers.

**Option 2:** \$500.00 – 3 year Contract –

- Name will be listed on our daily rodeo program as an Arena Sponsor.
- (1) 2x4 sign with business name will be placed at the top rail of arena bleachers.

## ARENA RECORD BOUNTY \$500

- Advertiser's name will be listed on our daily rodeo program as a Bounty Sponsor.
- Business will be announced during event at least twice.

## Rodeo Event Sponsor \$1000

7 Only! Includes:

- Sponsor's name will be listed on our daily rodeo program as an Event Advertiser.
- The sponsor's name will be broadcast on the JUMBOTRON and announced during the rodeo event.
- A logo flag with your business name or logo will be presented prior to the sponsored event. (Flag provided by sponsor)

## Chute Sponsor \$1000

7 Only! Includes:

- 2'x4' sign with business name will be placed on a Chute Gate for the week of the fair and will be announced by the rodeo announcer at least 3 times during each rodeo performances.

## Replay Sponsor \$800

7 Only! Includes:

- Business name will be shown on the JUMBOTRON and recognition from rodeo announcer during each REPLAY of the event sponsored. (Up to 10x per event depending on total number of entrants in the event)

## Wrist Band Sponsor

\$500 per event or \$2500 for all events

- Your business name printed on wristbands. Wristbands are given with all ticket purchases and are required to be worn into your choice of 6 ticketed events.

## 4H Buckle Sponsor \$150

- Sponsor will be announced at 4H Livestock show as the buckle sponsor.