

JumboTron \$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.
- (10) grandstand tickets for each rodeo performance. (10 per night, 30 total.)
- (10) tickets to the concert for the performance on Saturday night.
- (2) VIP passes to Meet and Greet with Concert Entertainer.
- (10) one day carnival passes for the day of your choice.
- Total ticket value is over \$ 900.00
- Business name on tickets purchased online.
- One VIP Parking Pass for fair week.

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)
- (10) tickets to the concert
- (2) VIP passes to Meet and Greet with Concert Entertainer.
- (10) grandstand tickets for each rodeo performance. (10 per night, 30 total.)
- Business name on concert tickets purchased online

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 \$300 - 30 second commercial**
- **Option 2 \$600 - 1 minute commercial**

Moto Rodeo \$500

- Advertiser's logo will be listed on our Advertising that is distributed through out Southern Idaho as an Event Sponsor.
- Advertisers will be announced during event.
- Advertiser Logo/Banner will be displayed during both nights of the Moto Rodeo Event. (Banner provided by Advertiser)
- Advertisers Logo will be all T-shirts made for the Moto Rodeo Event.

Team Sorting \$1000

- 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.
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2019 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.

RODEO BOOK ADVERTISING-

Back Cover (color)	\$700
Inside Front Cover (color)	\$600
Inside Back Cover (color)	\$600
Full Page	\$400
½ Page	\$200
¼ Page	\$100

**Thank You,
2019 Cassia County Fairboard**



= Gold Buckle \$1000

Includes:

- Advertiser's name will be listed on our daily rodeo program as a Gold Buckle Advertiser.
- (8) reserved tickets will be provided to advertiser for each rodeo performance. (8 per night, 24 total.)
- Your business name will be shown on the JUMBOTRON prior to the event each night.
- (8) tickets to the concert for the performance on Saturday night.
- (8) one day carnival passes for the day of your choice.
- *Total ticket value is over \$ 700.00*
- *Rodeo Book add- on discount. ½ page for \$150 or ¼ page for \$75*

Silver Buckle \$500

Includes:

- 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.
- 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.
- (4) one day carnival passes for the day of your choice.
- *Total ticket value is over \$ 350.00*
- *Rodeo Book add- on discount. ½ page for \$150 or ¼ page for \$75*

Leaderboard \$400

1 Only!

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

Free Stage \$2000

Exclusive Sponsorship of Free Stage

Ask for more details

Hospitality Tent \$2500

Includes:

- Your business name or logo will be displayed during the 3 rodeo performances
- (10) grandstand tickets for each rodeo performance. (10 per night, 30 total.)
- 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
- (10) grandstand for each rodeo
- 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: \$450.00 – 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.

Rodeo Event Sponsor \$400

7 Only! Includes:

- Package received by advertiser:
- 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 \$500

10 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 \$400

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

\$300 per event or \$1000 for all events

- Your business name printed on wristbands. Wristbands are given with all ticket purchases and are required to be worn into the following events:
- Saturday Night Concert
- Thursday Night Rodeo
- Friday Night Rodeo
- Saturday Night Rodeo
- Friday & Saturday Horse Races