

**DEADLINE TO RESERVE SPOT: JUNE 15TH**



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. Remember, your Sponsorship donation is a tax write-off.

This event is the August 9th - 16th, 2025.

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. We also use these funds to improve the Fairgrounds and give back to charitable causes throughout the community. In addition to the benefits outlined below, all sponsors will receive an official certificate and a custom gift during Fair week.

Thank you for your consideration,

The Cassia County Fairboard

**Discounts Available for Long Term Contracts w/prepayment. 10% for three years, 20% for 5.**

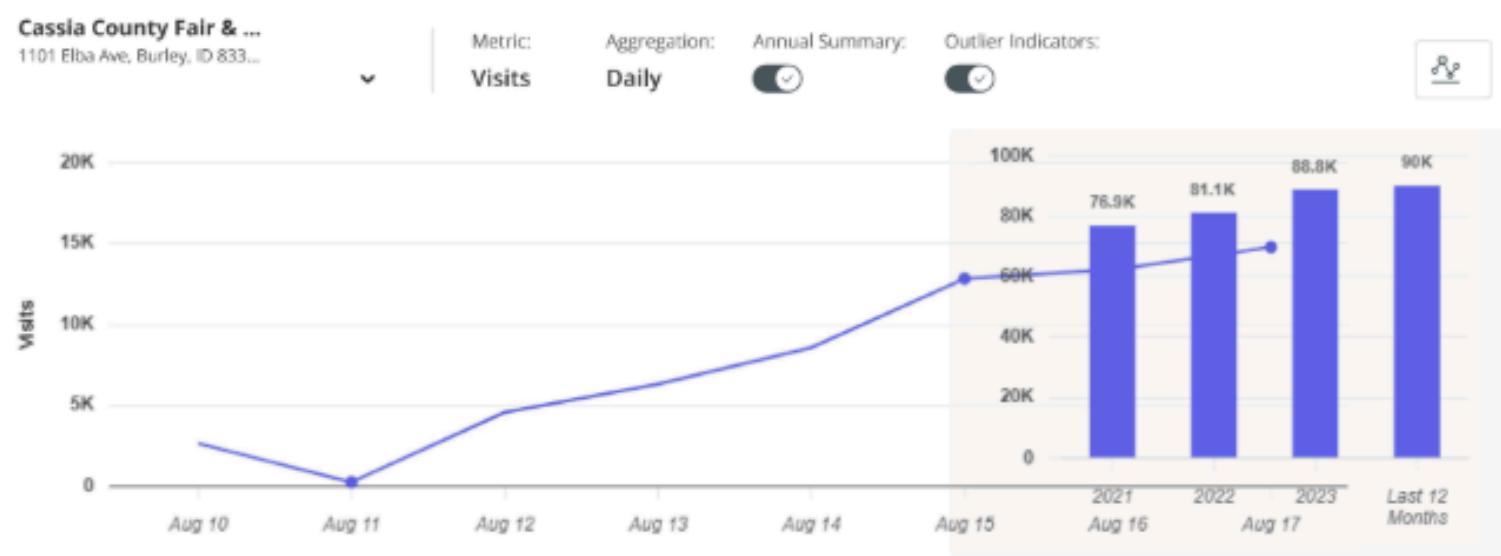
**Questions? Contact Wesley Dalton, Sponsorship Coordinator, at (909) 736-9868**

**or any member of the Fair Board**

[sponsorships@cassiacountyfair.com](mailto:sponsorships@cassiacountyfair.com)

Visits	63.4K	Avg. Dwell Time	126 min
Visits / sq ft	0.05	Panel Visits	5.2K
Size - sq ft	1.2M	Visits YoY	+77.3%
Visitors	34.2K	Visits Yo2Y	+167.7%
Visit Frequency	1.87	Visits Yo3Y	+244.2%

#### Visits Trend



**Above and below are some tracking stats from the PRCA regarding our Fair and Rodeo week.**

Attendance to the Cassia County Fair and Rodeo in 2024 was estimated at 63,400. Up 1100+ from 2023. 34,200 unique visitors (up 2,400 from 2023). Each of those visitors visited about 1.87 times during the week. Staying over two hours on average each time.

We continue to grow as the place to be each year!

## Audience Overview

Cassia County Fair & ...  
1101 Elba Ave, Burley, ID 833...

Dataset:

STI: Popstats

View:

Potential Market

Compare to:

Idaho



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Cassia County Fair & ... Elba Ave, Burley, ID	<b>\$56.7K</b>	16.8%	32.8	White (59.8%)	2.83
Idaho	<b>\$72.2K</b>	30.2%	37.4	White (79.6%)	2.66

### Household Income



\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: STI: Popstats

## Ranking Overview

Cassia County Fair & ...  
1101 Elba Ave, Burley, ID 833...

Benchmark:

Category: Attractions

Metric:

Visits

Nationwide

**353** / 12,060

[View List](#)

Idaho

**6** / 101

[View List](#)

Local: 15mi

**1** / 4

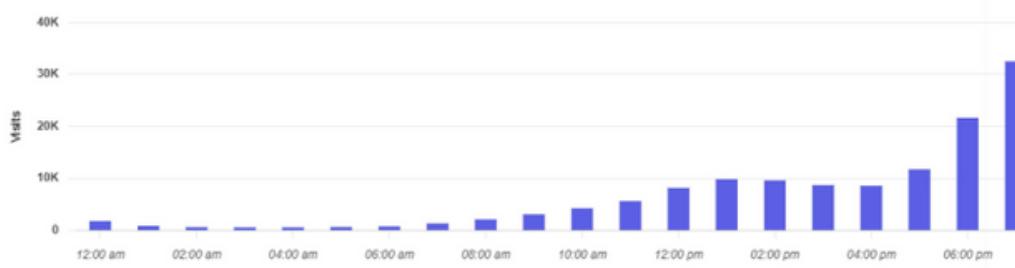
[View List](#)

\* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Aug 1st, 2024 - Aug 31st, 2024

## Hourly Visits

Cassia County Fair & ...  
1101 Elba Ave, Burley, ID 833...

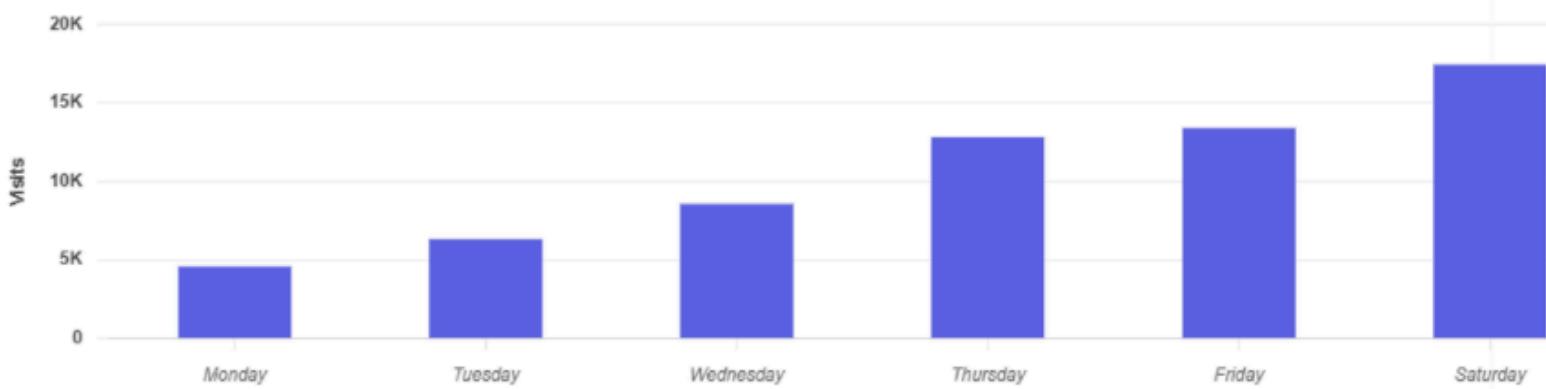
Metric:  
Visits



## Daily Visits

Cassia County Fair & ...  
1101 Elba Ave, Burley, ID 833...

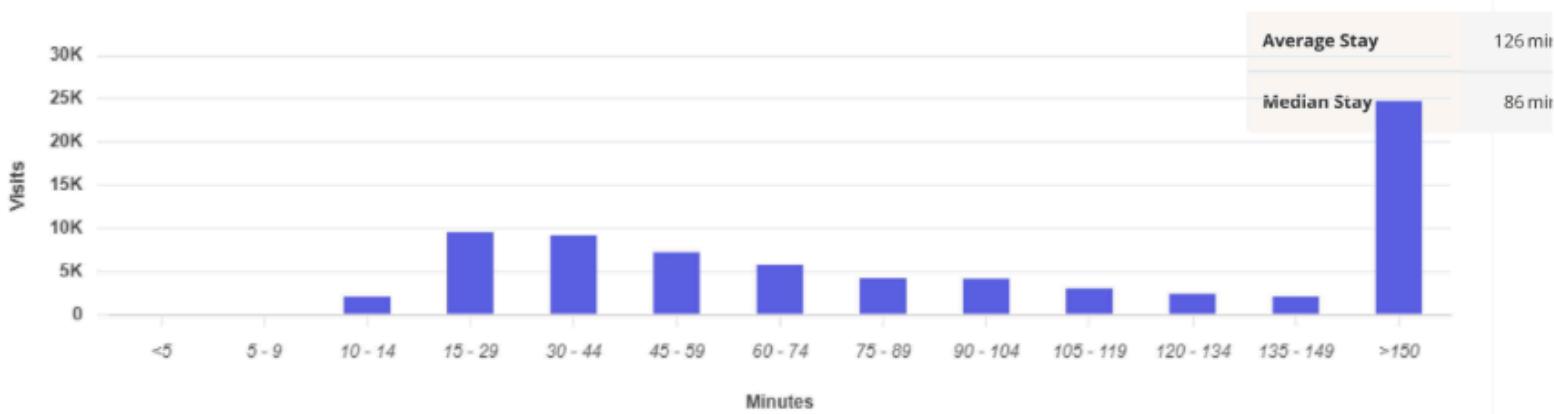
Metric:  
Visits



## Visit Duration

Cassia County Fair & ...  
1101 Elba Ave, Burley, ID 833...

Metric:  
Visits



**People stay at the Fairgrounds over 2 hours on average. Saturday is our busiest day (18,000 visits), but even on our slowest Day (Monday) we have 5000 visits, and it climbs from there!**

**Please advertise with us and be seen by these visitors! Year round signs are getting the attention of nearly 100,000 visits in the calendar year.**

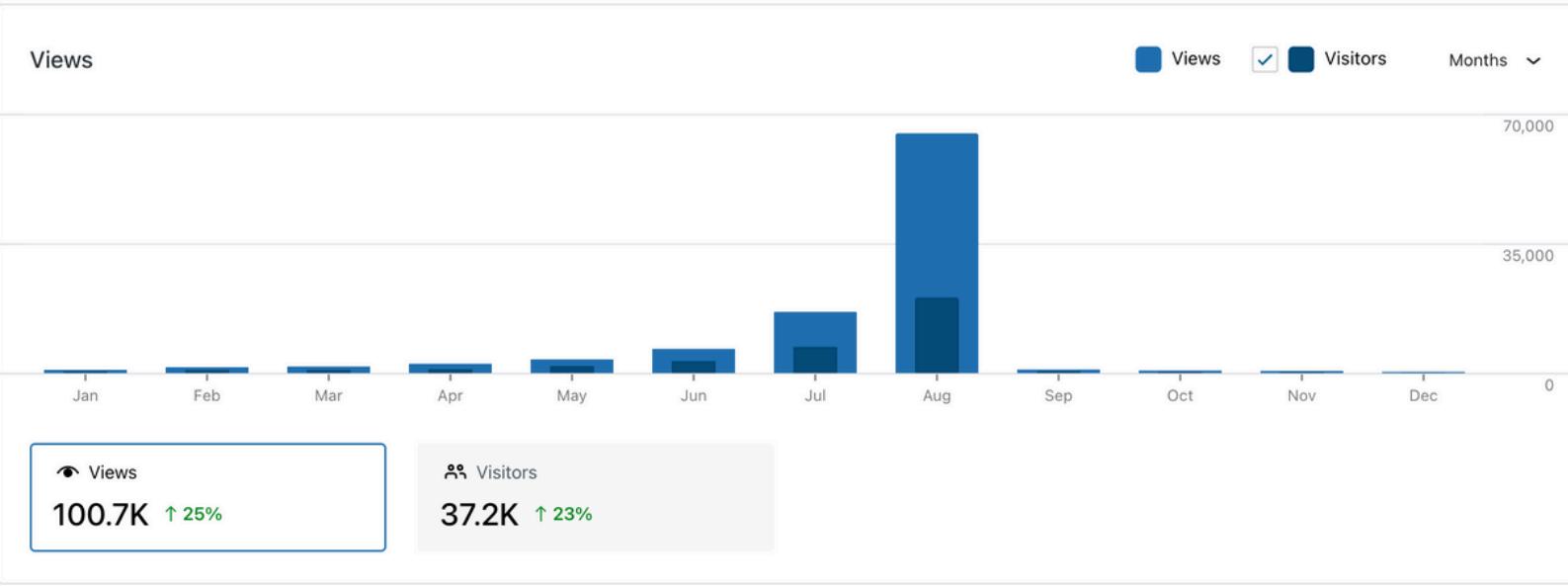
# 2024 Website Stats

## You want to be on CassiaCountyFair.com!

Jan 1 - Dec 14

Jan 1 - Dec 14, 2024

Last update: 11:39 AM (Updates every 30 minutes)



### Posts & pages

Home page / Archives
Tickets
Calendar 2024
Rodeo
Carnival
Leadership and Sponsor Float Pictures
Concert
Activities
Motorcycle & ATV Rodeo
Open Class Exhibits

### Views

31,947
15,893
8,631
7,967
5,352
4,383
4,102
3,475
2,670
1,423

### Referrers

Search Engines

Facebook

Instagram

### All-time stats

Views

Views

Visitors

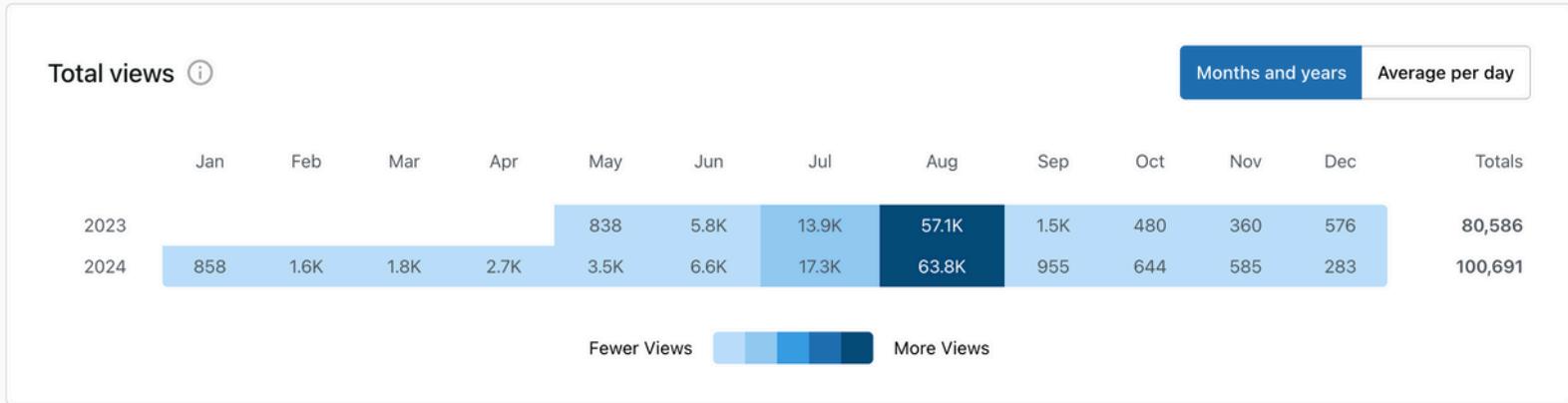
181,279

67,444

# 2024 Website Stats

## You want to be on CassiaCountyFair.com!

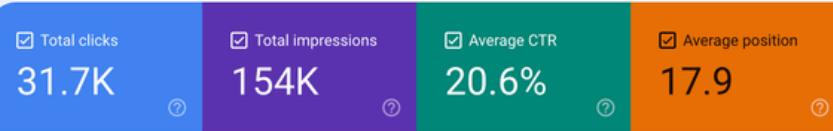
### All-time insights



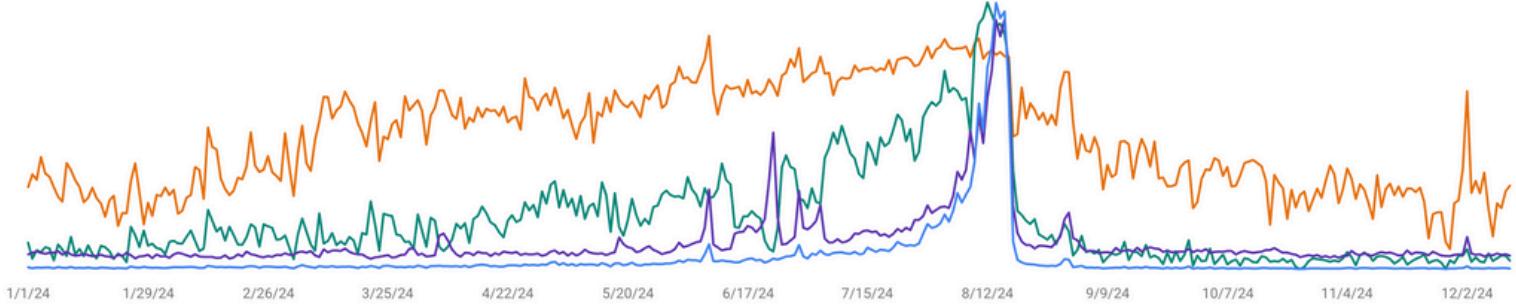
### Performance on Search results

[EXPORT](#)

24 hours 7 days 28 days 3 months [✓ Custom](#) [Search type: Web](#) [+ Add filter](#) [Reset filters](#) Last updated: 3 hours ago



### Google Search Website Data



### Top pages

	<a href="#">↓</a> Clicks	Impressions	CTR
<a href="https://cassiacountyfair.com/">https://cassiacountyfair.com/</a>	19,004	83,917	22.6%
<a href="https://cassiacountyfair.com/2024calendar/">https://cassiacountyfair.com/2024calendar/</a>	  	3,716	33,464
<a href="https://cassiacountyfair.com/rodeo/">https://cassiacountyfair.com/rodeo/</a>		2,422	64,660
<a href="https://cassiacountyfair.com/concert/">https://cassiacountyfair.com/concert/</a>		1,694	62,939
<a href="https://cassiacountyfair.com/tickets/">https://cassiacountyfair.com/tickets/</a>		1,664	53,600
<a href="https://cassiacountyfair.com/carnival/">https://cassiacountyfair.com/carnival/</a>		1,274	50,935
<a href="https://cassiacountyfair.com-parade/">https://cassiacountyfair.com-parade/</a>		1,109	32,819
<a href="https://cassiacountyfair.com/activities/">https://cassiacountyfair.com/activities/</a>		700	36,029
<a href="https://cassiacountyfair.com/motocycle-atv-rodeo/">https://cassiacountyfair.com/motocycle-atv-rodeo/</a>		436	9,337
			4.7%

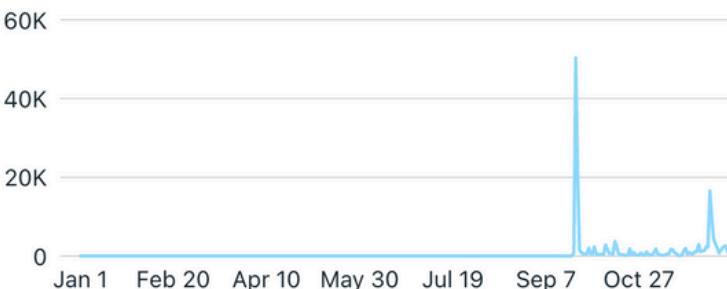
# 2024 Social Media Stats

## Connect With Our Online Following!

Views ⓘ

Export ▾

181.2K



Reach ⓘ

Export ▾

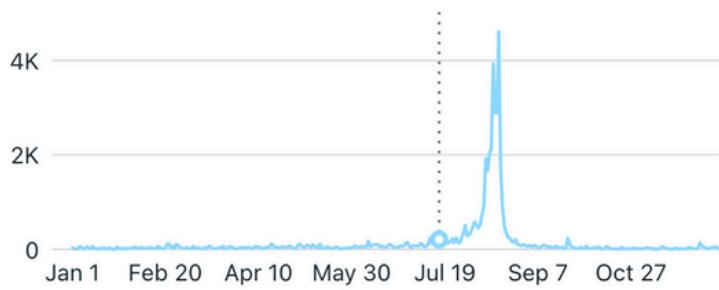
944.9K ↑ 1.1K%



Visits ⓘ

Export ▾

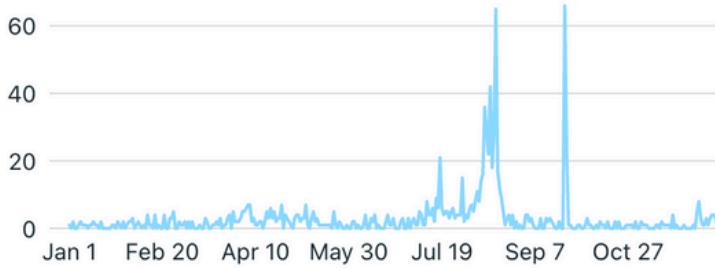
48.5K ↑ 41.5%



Follows ⓘ

Export ▾

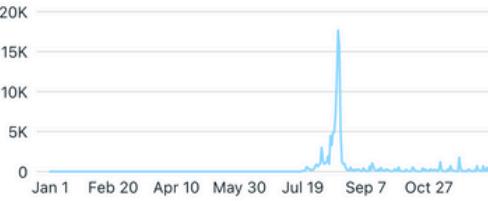
995 ↑ 53.1%



Views ⓘ

Export ▾

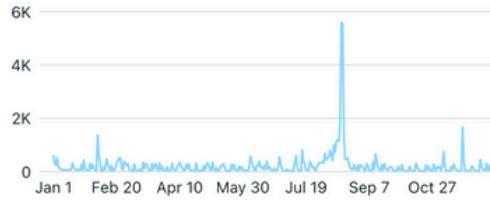
118.3K



Reach ⓘ

Export ▾

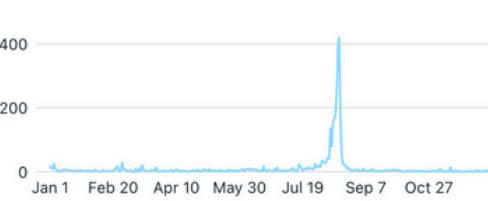
23.1K ↑ 73.8%



Visits ⓘ

Export ▾

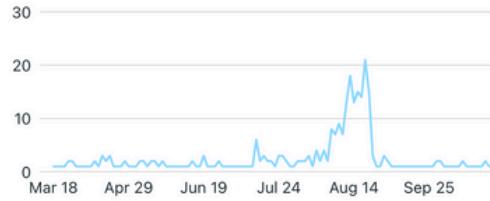
3.6K ↑ 11.8%



Follows ⓘ

Export ▾

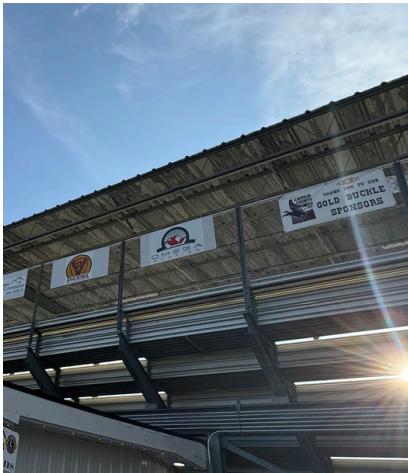
302



**Total Followers as of 12/24:**

**8,569**

# 2025 SPONSORSHIP LEVELS - 1



## GOLD BUCKLE SPONSOR

- Name will be listed on our daily rodeo program as a Gold Buckle Sponsor.
- 4 reserved tickets will be provided to advertiser for each rodeo performance. (12 total)
- Your business name will be cycled through the smaller JUMBOTRON during the rodeo performances on Thursday, Friday & Saturday.
- 6 tickets to the Saturday Night Concert.
- 1/2 page ad in the Fair and Rodeo Magazine
- 2 by 4 sign on the top/back of the grandstands, **up year-round & lit at night!**
- **For an additional fee, we will print your sign double sided - viewable from inside the arena as well, through the chain link. (+\$100 if renewing, \$200 for new)**
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)

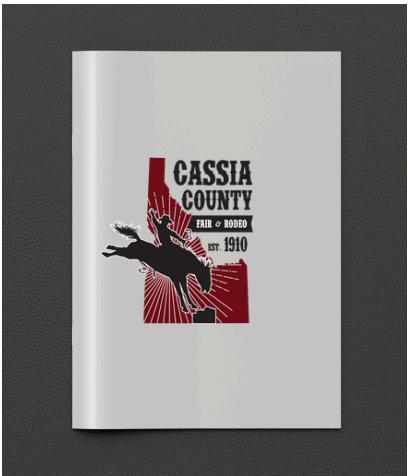
**\$2200 - No Limit**



## SILVER BUCKLE SPONSOR

- Name will be listed on our daily rodeo program as a Silver Buckle Sponsor.
- 4 reserved tickets will be provided to advertiser for each rodeo performance. (total 12 tickets).
- Your business name will be cycled through the smaller JUMBOTRON during the rodeo performances on Thursday, Friday & Saturday.
- 4 tickets to the Saturday Night Concert
- 2 by 4 sign on the top/back of the grandstands, up year-round & lit at night!
- **For an additional fee, we will print your sign double sided - viewable from inside the arena as well, through the chain link. (+\$100 if renewing, \$200 for new)**
- 1/4 page ad in Fair and Rodeo Magazine
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)

**\$1700 - No Limit**



## RODEO BOOK ADVERTISING

- This digital book as well as information about the Fair and Rodeo and community. The Sponsor provides Ad.
- Full Page Ad \$400
- 1/2 Page Ad \$200
- \$1/4 Page Ad \$100
- The **Rodeo Book/Magazine will be DIGITAL** this year! QR Codes will be placed on large signs throughout the fairgrounds and stands all week long for scanning and viewing on phones.
- The QR Code will be prominently featured and passed out on the printed Rodeo 1-Page program to everyone entering the Grandstands each night.

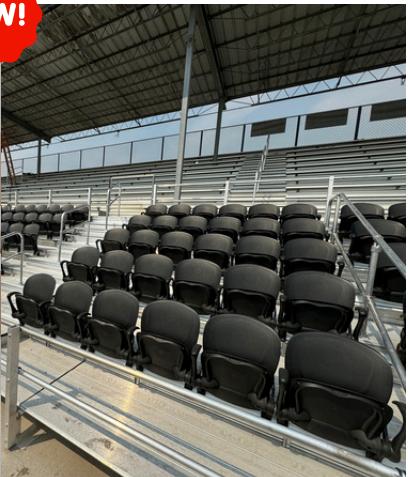
**\$100 to \$400 - No Limit**

# 2025 SPONSORSHIP LEVELS - 2

	<p><b>HOSPITALITY TENT - KEEP THE COWBOYS FED!</b></p> <ul style="list-style-type: none"><li>• Your business name or logo will be displayed during the 3 rodeo performances and looped on the small jumbotron.</li><li>• 10 grandstand tickets for each rodeo night. (30 total.)</li><li>• Business will be recognized by Rodeo Announcer each night of the rodeo.</li><li>• Provide us with 2 banners and we will hang 1 by the Hospitality Tent and 1 by the main Arena entrance</li><li>• Your Name and logo will be listed on our website under the list of sponsors</li><li>• Your Name will be hyperlinked to your site, promoting your SEO</li><li>• We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)</li></ul> <p><b>\$2600, No Limit</b></p>
	<p><b>FREE STAGE SPONSOR</b></p> <ul style="list-style-type: none"><li>• Sponsorship of the Free Stage Entertainment area.</li><li>• Signage can fill the background of the stage (See picture) and be placed on backs of bleachers</li><li>• Local Artists perform here from 1PM to 7PM, Wednesday - Saturday.</li><li>• On our social media and website, it will be referred to as Sponsor's Free stage and you will be linked and tagged online.</li><li>• Your Name and logo will be listed on our website under the list of sponsors</li><li>• Your Name will be hyperlinked to your site, promoting your SEO</li><li>• Help us pay the local artists</li></ul> <p><b>\$1500, Limit 1</b></p>
	<p><b>PRE-RODEO VIDEO SPONSOR</b></p> <ul style="list-style-type: none"><li>• Your prepared commercial (subject to Fairboard approval) will be broadcast on the JUMBOTRON between 7:15PM and 7:45PM<ul style="list-style-type: none"><li>◦ Option 1 \$600 - 30 second commercial</li><li>◦ Option 2 \$900 - 1 minute commercial</li></ul></li><li>• Your Name and logo will be listed on our website under the list of sponsors</li><li>• Your commercial will be shared on our CCFR Youtube Channel and FB+IG in the months following the CCFR</li></ul> <p><b>\$600 - \$900, Limit 6, 2 Per Rodeo Night)</b></p>

# 2025 SPONSORSHIP LEVELS - 3

NEW!



## GRANDSTANDS BOX SEATS - ALL WEEK LONG!

- Our new grandstands have box Seating! Want to make it your own all week long? This is your sponsorship!
- Includes 30 tickets for EACH night of Fair Week including the Concert, Moto Rodeo 2x, Horse Races 2x, Team Sorting and Rodeo 3x. *(Keep in mind that the front row's 6 are impacted visually by the chain link fence, we recommend children or coolers etc go here)*
- Your org can put up posters, banners, decor (sponsor provided) along the fence lines of your box as long as it does not obstruct others' views of the Arena.
- These seats are also much nicer and have backs, offer a little more privacy and spot ownership in the front rows.

\$4,500 Per Box/Week, Limit 19, you can pick your spot on a first come, first serve basis, spot priority given to renewing sponsors



## 24/7/365 BILLBOARD SPONSOR

- 12 Tickets to a rodeo night
- 12 Tickets to the Hospitality tent
- We will create a permanent, wood billboard along the south section of the fair fence which will stay up and be viewable from Main street year round.
- **For a one-time added fee of \$250 we will install solar spotlights across the top of your billboard so it is viewable at night.**
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 7,000 total followers locally) **\$3,200 per year, No Limit**



## 4H OUTDOOR PAVILION BANNER

- \$300.00 - 1 year Contract
- \$700.00 - 3 Year Contract
- You provide a banner with business name and we will place it in the Outdoor Show ring/Jack Funk Pavilion area and it will be up Aug 8th - August 18th. Sign may include your logo and your name or just your name.
- Up to 3ft by 8ft
- Your name will be listed as a Sponsor on our website and linked to your website for SEO
- Included in Bulk Social Media Shoutout

**\$300 or \$700, No Limit**

[sponsorships@cassiacountyfair.com](mailto:sponsorships@cassiacountyfair.com)

[Cassiacountyfair.com/become-a-sponsor/](http://Cassiacountyfair.com/become-a-sponsor/)

1101 Elba Avenue, Burley, ID 83318

# 2024 SPONSORSHIP LEVELS - 4



## 4H OPEN CLASS BUILDING BANNER

- \$300.00 – 1 year Contract
- \$700.00 - 3 Year Contract
- You provide a banner with business name and we will place it inside the 4H Open Class Building and it will be up August 8 - 18th.
- Up to 3ft by 8ft
- Your name will be listed as a Sponsor on our website and linked to your website for SEO
- Included in Bulk Social Media Shoutout

**\$300 or \$700, No Limit**



## CENTRAL PICNIC TABLES BANNER

- \$300.00 – 1 year Contract
- \$700.00 - 3 Year Contract
- You provide a banner with business name and we will place near the central dining area and it will stay up all Fair Week. Sign may include your logo and your name or just your name.
- Up to 3ft by 8ft
- Your name will be listed as a Sponsor on our website and linked to your website for SEO Included in Bulk Social Media Shoutout

**\$300 or \$700, No Limit**



## MUTTON BUSTIN MAIN SPONSOR

- The announcer will refer to the Sponsor consistently
- Your Name and logo will be listed on our website under the list of sponsors as well as the Mutton Bustin webpage.
- Your Name on our website will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship (over 7,000 total followers locally)
- Your Banner will be on the Mutton Chute trailer
- Your logo will cycle through the rodeo events on the small jumbotron as well as up on big jumbo during mutton bustin.
- Consider pairing with a Pre-Rodeo Video Sponsor and add a play of your commercial for \$600?

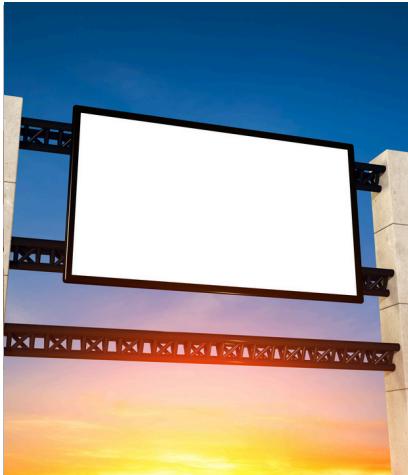
**\$3500, Limit 1**

[sponsorships@cassiacountyfair.com](mailto:sponsorships@cassiacountyfair.com)

[Cassiacountyfair.com/become-a-sponsor/](http://Cassiacountyfair.com/become-a-sponsor/)

1101 Elba Avenue, Burley, ID 83318

# 2024 SPONSORSHIP LEVELS - 5



## RODEO VIDEO COMMERCIAL SPONSOR

- Your prepared commercial (subject to Fairboard approval) will be broadcast on the JUMBOTRON and heard throughout the Arena Speaker System during each night of the rodeo during transitions between events. At some point between 8PM and 10PM.
  - Your Name and logo will be listed on our website under the list of sponsors
  - 30 Second Maximum
  - Once per night. All three nights.
  - Dedicated Social Media Post + Youtube
- \$1200, Limit 3**



## GROUNDS BANNER SPONSOR

- \$300.00 – 1 year Contract
- \$700.00 - 3 Year Contract
- You provide a banner with business name and we will place near central walking areas and it will stay up all Fair Week. Up August 8-18th.
- Up to 3ft by 8ft
- Your name will be listed as a Sponsor on our website
- Included Logo in Bulk Social Media Shoutout

**\$300 or \$700, No Limit**



## PRCA PRO RODEO MAIN TITLE EXCLUSIVE SPONSOR

- 24/7/365 Billboard along south lawn (\$3200 value)
- A Grandstands Seating Box
- Sponsor's 30 second video commercial will be shown once per night of the three nights of rodeo, between 8PM and 10PM
- Full Page Magazine Add + Logo use on covers
- Flag ran throughout each rodeo night
- 3 Grounds Banners and Arena Banners
- Bring in the barrels... AND MORE!
- Click here for full Details as there is SO MUCH MORE
  - <https://docs.google.com/document/d/1JXM8n5AFgzn1s8jruY1p6OrbsrQMEGnyODhXwNK3ziI/edit?usp=sharing>

**\$15,000, Limit 1**

# TOWER SPONSOR LEVELS - 6



## 3 YEAR, YEAR ROUND TOWER SPONSOR - NORTH SIDE

- Same top-quality, long lasting billboard material as our 24/7/365 billboards along the South Lawn will be permanently affixed to the red highlighted section, left.
- Spot is roughly 7ft wide by 4ft tall.
- Permanency of installation, quality of materials and difficulty of installation require a 3 year prepayment.
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Included Logo in Bulk Social Media Shoutout
- Visible at all Cassia Fairgrounds Events for three yrs, year-round

**\$3,000, Limit 1**



## 3 YEAR, YEAR ROUND TOWER SPONSOR - SOUTH SIDE

- Same top-quality, long lasting billboard material as our 24/7/365 billboards along the South Lawn will be permanently affixed to the red highlighted section, left.
- Spot is roughly 7ft wide by 8ft tall.
- Permanency of installation, quality of materials and difficulty of installation require a 3 year prepayment.
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Included Logo in Bulk Social Media Shoutout
- Visible at all Cassia Fairgrounds Events for three yrs, year-round AND from drivers along Main Street, Burley.

**\$6,000, Limit 1**



## 3 YEAR, YEAR ROUND TOWER SPONSOR - WEST SIDE

- Same top-quality, long lasting billboard material as our 24/7/365 billboards along the South Lawn will be permanently affixed to the red highlighted section, left.
- Spot is roughly 7ft wide by 8ft tall.
- Permanency of installation, quality of materials and difficulty of installation require a 3 year prepayment.
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Included Logo in Bulk Social Media Shoutout
- Visible along Elba Ave for three yrs, year-round

**\$2000, Limit 1**

[sponsorships@cassiacountyfair.com](mailto:sponsorships@cassiacountyfair.com)

[Cassiacountyfair.com/become-a-sponsor/](http://Cassiacountyfair.com/become-a-sponsor/)

1101 Elba Avenue, Burley, ID 83318

# 2025 SPONSORSHIP LEVELS - 7



## TEAM SORTING SPONSORSHIP

- Your business name be displayed during the Team Sorting Event.
- 1/4 Page Fair and Rodeo Magazine Spot
- Team Sorting Event will be referred to as "Sponsor's" Team Sorting online and by event announcer.
- Sponsor can have a representative in attendance hand out awards.
- 2 reserved tickets will be provided to advertiser for each rodeo performance. (6 total.)
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)

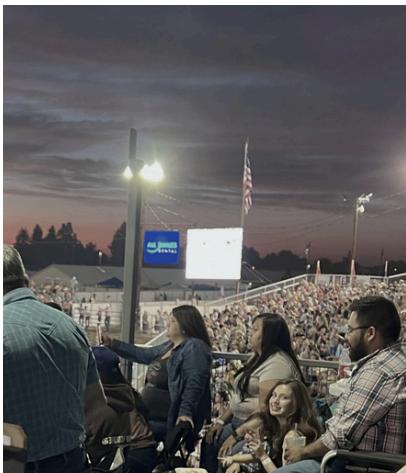
**\$1700, Limit 2**



## ARENA SPONSOR

- \$350.00 - 1 year Contract
- \$800.00 - 3 Year Contract
- Want Your Sign Up All Year instead of just Fair Week? Add +\$650 (\$1000 total) These signs will also have the best spots (CCFR discretion)
- For an additional fee, we will print your sign double sided - viewable from outside the arena as well, through the chain link. (+\$100 if renewing, \$200 for new)
- 2x4 sign with business name will be placed at the top rail of arena bleachers. Sponsor must provide CCFR with logo. Up August 8th - 18th unless upgraded.
- Your name will be listed on our website.
- Included in Bulk Social Media Shoutout
- Your Name on our website will be hyperlinked to your site, promoting your SEO
- Your name will be listed on the Arena Sponsors Page of the CCFR Magazine.

**\$350 for 1 Year, \$800 for 3, +650 if year round**



## LEADERBOARD SPONSORSHIP

- Each time the Leader Board is displayed for each event, your business logo will be broadcast as the Exclusive Sponsor.
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)
- 6 Rodeo Tickets to a night of your choice

**\$2,300, Limit 1**

# 2025 SPONSORSHIP LEVELS - 8



## CONCERT SPONSORSHIP

- Your business name or logo will be displayed during the Concert.
- Name will be listed on all of the Concert Advertising as the Concert Sponsor including radio ads, social media ads, announcer & website recognition.
- 8 tickets to the concert
- 2 VIP passes to Meet and Greet with Concert Entertainer (if allowed)
- 2 reserved tickets for each rodeo performance. (6 total.)
- 33x8 Banners (Sponsor Provided) will be placed near the stage
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do multiple Social Media posts highlighting your sponsorship of the Concert (over 8,000 total followers locally) in promotion of the concert.
- Your Business logo printed on all Concert Wristbands. (required for entry into the Arena)

**\$5,500, Limit 2**



## JUMBOTRON SPONSORSHIP

- Your logo will be cycled through the smaller JUMBOTRON during the rodeo performances on Thursday, Friday & Saturday.
- Your business will also be recognized throughout the rodeo by the rodeo announcer during each performance as the Jumbotron Sponsor.
- Advertiser will be listed on our daily rodeo program as Exclusive JumboTron Advertiser.
- 8 reserved tickets for each rodeo performance. (24 total)
- 8 tickets to the concert for the performance on Saturday night.
- 2 VIP passes to Meet and Greet with Concert Entertainer. (if applicable)
- 8 one day carnival passes for the day of your choice.
- Total ticket value is \$ 600.00
- Business name on tickets purchased online.
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)

**\$5,500, Limit 1**

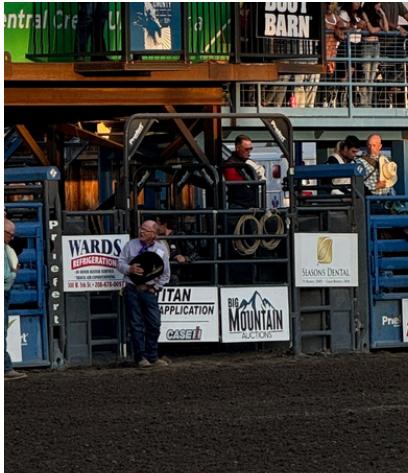


## 4H INDOOR PAVILION BANNER

- \$300.00 – 1 year Contract
- \$700.00 - 3 Year Contract
- You provide a banner with business name and we will place it inside the Sale Barn/Indoor showing and it will stay up Aug 8-18th.
- Up to 3ft by 8ft
- Your name will be listed as a Sponsor on our website
- Included in our Bulk Social Media Shoutout

**\$300 or \$700, No Limit**

# 2025 SPONSORSHIP LEVELS - 9



## OUTGATE CHUTE SPONSOR

- 2'x4' sign with business name will be placed on a Outgate and there year-round.
- Will be announced by the rodeo announcer at least 2 times during each rodeo performances.
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Logo Included in Bulk Chute Sponsor Gratitude Shoutout and tagged
- Streamed live and up close by cameramen on jumbotron during those relevant events

**\$1,500, Limit 2**



## BUCKING CHUTE SPONSOR

- 2'x4' sign with business name will be placed on a Chute Gate and there year-round.
- Will be announced by the rodeo announcer at least 3 times during each rodeo performances.
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Logo Included in Bulk Chute Sponsor Gratitude Shoutout and tagged

**\$1,500, Limit 6**



## TIMED EVENT CHUTE SPONSOR

- Closed gates during the Rough Stock Rodeo Events - great visibility!
- Opened during the Timed Events, but that is why we will use a double sided banner so it is still visible
- 2 ft tall so as not to obstruct views of those sitting when retracted during timed events by 8 ft wide.
- Will be announced by the rodeo announcer at least 2 times during each rodeo performances.
- Banner provided by CCFR - **Up Year Round!**
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Logo Included in Bulk Chute Sponsor Gratitude Shoutout and tagged
- Your two stickers will replace the fading white Ram ones on the Timed Event Chutes
- There is lots of attention on this spot during the timed events as that is where steers are released for roping/wrestling/tieing.
- Streamed live and up close by cameramen on jumbotron during those relevant events
- Stickers are about 2 ft tall by 1ft wide (CCFR Provides)

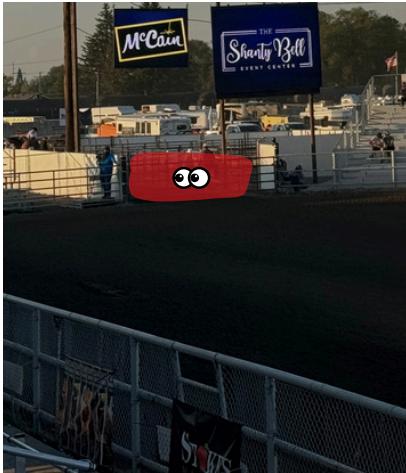
**\$1500, Limit 2**

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# 2025 SPONSORSHIP LEVELS - 10



## INGATE CHUTE SPONSOR

- Closed for maximum visibility during some events, open with less visibility during others.
  - that's why it will be a double sided sign
- Highlighted Area in picture to left
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Logo Included in Bulk Chute Sponsor Gratitude Shoutout and tagged
- Nightly Announcer Recognition
- Up Year Round
- Size 4 ft tall by 8 ft wide

**\$1500, Limit 1**



## WRIST BAND SPONSOR

- Your business logo printed on wristbands.
- Wristbands are given with all ticket purchases and are required to be worn.
- Choose all, some, or one from among Beer Garden and/or Rodeo Nights (x3)
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)

**\$600 Per Rodeo, \$300 for Beer Garden**



## RODEO EVENT SPONSOR

- Sponsor's name will be listed on our daily rodeo program as an Event Advertiser.
- Events are Saddle Bronc, Team Roping, Tie Down, Steer Wrestling, Bareback, Bull Riding, Ladies Breakaway Roping, and Barrel Racing
- The sponsor's name will be broadcast on the JUMBOTRON and announced during the rodeo event.
- Your business name will be cycled through the smaller JUMBOTRON during the rodeo performances on Thursday, Friday & Saturday.
- A logo flag with your business name or logo will be presented prior to the sponsored event. (Flag provided by CCFR)
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)

**\$1500, Limit 8**

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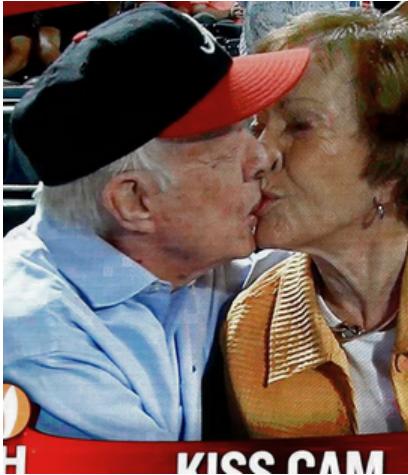
# 2025 SPONSORSHIP LEVELS - 11



## PARADE SPONSOR

- Your business's banner will lead the parade, carried by two individuals of your choosing. Banner will say "Cassia County Fair and Rodeo Parade Sponsored by X"
- Your Float will be the first in the parade
- Your business will be tagged in the Parade's Facebook live stream on our Facebook page (1,700+ views in 2023, 14,200+ views in 2024)
  - The live stream will start with a shoutout to the sponsor
- We will include and tag your business in all promotion or information related to the parade.
- You will be listed as the parade sponsor on <https://cassiacountyfair.com/parade/> as well as on our website's list of sponsors. A Hyperlink will be provided.

**\$1,500, Limit 1**



## KISS CAM

- Your business will be highlighted by the announcer during a the rodeo nights during the Kiss Cam Section
- Your business logo will be presented on the arena screen during the Kiss Cam time.
- Includes two grandstands tickets per event sponsored
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the kiss cam (over 8,000 total followers locally)

**\$1500, Limit 1**



## NATIONAL ANTHEM SPONSOR

- Your organization will be recognized by the announcer when mentioning the National Anthem.
- You can choose to have the singer of the national anthem at the night's event wear your swag while singing during this high visibility event
- Your logo will be cycled through the smaller JUMBOTRON during the rodeo performances on Thursday, Friday & Saturday.
- You will be shouted out and tagged in a social media post
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO

**\$500, Limit 5**

# 2025 SPONSORSHIP LEVELS - 12



## ANNOUNCER STAND SPONSOR

- A Large Banner made from your logo in the Arena
- A logo sign on the announcer stand
- Announce during all three nights of rodeo that Boot Barn is the Rodeo's Announcer Sponsor
- Play a 30 Second video ad during the rodeo, between 8PM and 10PM.
- Logo included and business tagged in a bulk social media shoutout.
- You will be listed as a sponsor on our website logo slideshow as well as on our website's list of sponsors. A Hyperlink will be provided.

**\$1,500, Limit 1**



## BLACK WIDOW SPONSOR

- Your 2, 2x4 Signs will be on both sides of the Black Widow Machinery
- The Black Widow is brought out to prepare the dirt throughout Fair and Rodeo Week, including during the main Rodeo Nights.
- Slight possibility that the Announcer will see the Black widow signs and give you a shoutout, but not a guarantee.
- You will be listed as a sponsor on our website logo slideshow as well as on our website's list of sponsors. A Hyperlink will be provided.
- Logo Included in Bulk Sponsor Thank You Social Media post and tagged.

**\$400, Limit 1**



## BARREL MAN/CLOWN SPONSOR

- 8 tickets for Thursday Rodeo, 8 Tickets for Friday Rodeo, 8 Tickets for Saturday Rodeo, 8 Tickets for Concert. (\$600 Value)
- A bio and picture of our Barrel Man/Rodeo Clown will be included on the website's rodeo page and your logo will be present and it will be mentioned that you were the sponsor. <https://cassiacountyfair.com/rodeo/>
  - This will also be in the CCFR Magazine and your logo will be mentioned there.
- You will be listed as a sponsor on our website logo slideshow as well as on our website's list of sponsors. A Hyperlink will be provided.
- Logo Included in Bulk Sponsor Thank You Social Media post and tagged.
- Your name will be printed on each Day Program which is handed out to everyone as they take their seats for the Rodeo free of charge, as the Barrel Man Sponsor
- Dedicated Social Media Post announcing clown for the year will have a shoutout to you
- Slight possibility that the Announcer will give you a shoutout, but not a guarantee.

**\$1600, Limit 1**

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# 2025 SPONSORSHIP LEVELS - 13



## BULL FIGHTERS SPONSOR

- Bring in the bull fighters and drive them around each night in your branded vehicle
- Introduced by the announcer
- Listed on Day sheet Program, handed out to all as they enter the Arena
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Dedicated Social Media Post shoutout
- 6 Rodeo Tickets per Rodeo Night (18 Total)

**\$2,000, Limit 1**



## PARKING LOT SPONSORS

- Three custom banners (3ft by 8ft) with your logo, thanking you for providing free parking. Displayed at entrances/exits to the parking area.
- Your banners will be strategically placed around the parking area, ensuring every driver (and those walking by) sees your company's support and generosity. The banners will be double sided so that people outside and inside the parking area can see your sponsorship
- You will be shouted out and tagged in a bulk social media post
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO

**\$2500 Per Lot, Limit 3**



## EXCLUSIVE CARNIVAL SPONSOR

- 8 Large Double Sided, 3x8 Vinyl Banners will be placed along the Fence by the Carnival and main traffic ticket booth areas recognizing you as Carnival Sponsor. Banners provided by CCFR with use of your logo.
- You will be shouted out and tagged in all Carnival related social media posts
- Your logo will be found throughout our website
- You will also be shouted out and tagged in a bulk social media post
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- The Carnival Webpage will have your logo and information
  - <https://cassiacountyfair.com/carnival/>
- The Carnival Page of the CCFR Magazine will have "Presented by" your Logo

**\$3,600, Limit 1**

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# 2025 SPONSORSHIP LEVELS - 14



NEW!

## CHUTE STICKERS

- During Rough Stock Events like Bull riding, bareback, and Saddle Bronc Riding, your "Bumper Sticker" sized sticker will be placed on the inside of the Chute.
- Often the cameramen will live stream the inside of the Chute directly to the Jumbotron for everyone to see and your logo/sticker will be in the background.
- Up to 15 stickers per chute. 6 Total Chutes.
- Stickers placed on top two bars only for maximum visibility
- Recommend getting at least two stickers per chute for maximum visibility
- Up July 2025 - July 2026.
- 12 inches long by 4 inches tall.
- Printed by CCFR.

1 for \$50, 2 for \$75, 3 for \$100 | Limit 90



NEW!

## SOUTH STAIRWAY BANNER

- 1 sided
- Banner will be on angle climbing up the stands, very visible from Southern/Central Grandstands
- Up August 8-18th
- You will be shouted out and tagged in a bulk social media post
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Printed and Designed by CCFR with your logo and approval

\$1000, Limit 1



NEW!

## SOUND SYSTEM SPONSOR

- The Fairboard is looking at infrastructure upgrades for the sound system throughout the Fairgrounds.
- If your business or a business you know of would be interested in trading the installation of the sound system throughout the Non-Arena areas of the Fairgrounds, we would love to speak with you and come up with a trade or deal for you to be our Sound System Sponsor.
- A system already exists but only in the central area behind the Grandstands and Fair Office and Ticket Office. It needs expanded throughout the grounds and buildings as well as upgraded where it currently exists.
- We would love to work with you to create a mutually beneficial agreement for years to come!

\$TBD

# 2025 SPONSORSHIP LEVELS - 14



## BUILDING SPONSORS - 5 YEARS

- Two Permanent, Metal Signs per building will be fastened to the exterior top of the building of your choice. Near entrances/main viewing areas. Up Year round for 5 years.
  - Buildings included: Art Building, Jack Funk Outdoor Pavilion, Indoor Sale Barn, 4H Building, Dairy Barn, Commercial Building,
  - Signs will be roughly 2 feet tall by 3 feet wide
  - Signs will say "BUILDING NAME Presented by SPONSOR LOGO"
  - Signs will be installed in August of 2025 and removed in August 2030 if not renewed. (before CCFR week)
  - On our website's Calendar and social media posts, when referencing those locations, it will say your name.

\$3,500, Limit 6, One Time Fee



## ARENA FENCE SPONSORS

- 1 ft tall by 8 ft wide, double sided
- Printed by CCFR
- Located along Arena fence bottom half so as not to disrupt views of the Arena - Great spot!
- Logo on the two ends with name of org in the middle taking up rest of space. Full color.
- Your Name will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- Logo Included in Bulk Sponsor Gratitude Shoutout and tagged
- Sponsors Can order multiple
- Up Aug 8-18th

\$600, Limit 25



## REPLAY SPONSOR

- Business name will be shown on the big JUMBOTRON during replays.
- 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)
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 7,000 total followers locally)
- Name included in Daily Rodeo Program

\$900, Limit 8

# 2025 SPONSORSHIP LEVELS - 15

 <b>NEW!</b>	<p><b>ELECTRONIC BILLBOARD SPONSOR</b></p> <ul style="list-style-type: none"><li>• Your Logo will be cycled through our Electronic Billboard</li><li>• On the highly traffic'd corner of Elba and Main Street, Burley</li><li>• Cycling Through Billboard the month preceding and during Fair and Rodeo Week</li><li>• Name + Logo present and linked on our website + social media</li></ul> <p><b>\$1000, Limit 10</b></p>
 <b>NEW!</b>	<p><b>GOLF CART MOBILE BILLBOARD SPONSOR</b></p> <ul style="list-style-type: none"><li>• Do you have a Golf Cart in great condition? Consider donating it for use of the Fairboard during Fair and Rodeo Week.</li><li>• Golf Cart will be stored next to the Fair Office when not in use. Key will be locked in the Fair Office when not in use.</li><li>• Golf Cart will be “decked out” with your logo printed large and hung in several places so that it serves as a mobile billboard. Prints provided by CCFR.</li><li>• Your Golf Cart will be helpful as we get from one side of the Fairgrounds to another to quickly address questions and concerns and help keep the Cassia County Fair and Rodeo Running Smoothly</li><li>• Need at Fairgrounds August 8th-18th</li><li>• Name and Logo present &amp; linked on our website + social media</li></ul> <p><b>\$0, Limit 2</b></p>
 <b>NEW!</b>	<p><b>RESTROOMS SPONSOR</b></p> <ul style="list-style-type: none"><li>• Your 8.5x11 ad (Designed by CCFR and printed by CCFR, with your approval) will be placed along the interior door of each stall of all the restroom stalls throughout the Fairgrounds.</li><li>• This includes the Porta potties.</li><li>• Restroom buildings will have the page printout inserted into affixed plastic paper advertisement holders. (19 total stalls)</li><li>• Porta potties will be nicely taped to the interior door. (around 25). Since the porta potties don't have the nice plastic holders, these pages will be laminated.</li><li>• Maximum visibility when people are “resting” and sitting in the restroom stalls.</li><li>• Restroom buildings will also have the Advertisement paper placed near the hand washing stations/sinks for visibility there. Placed in plastic holders.</li><li>• Your ad will be the sole focus of tens of thousands of restroom visitors!</li><li>• Name + Logo present and linked on our website + social media</li><li>• Dedicated Social Media Shoutout</li></ul> <p><b>\$5000, Limit 2</b></p>

[sponsorships@cassiacountyfair.com](mailto:sponsorships@cassiacountyfair.com)

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# 2025 SPONSORSHIP LEVELS - 16



## FIREWORKS SPONSOR

- We are wanting to do a big fireworks show after the Thursday Night Rodeo
- Announcer recognition during the rodeo and at the end and beginning of the fireworks show
- Your logo cycled through the small jumbotron on all three rodeo nights.
- 3 Free Grounds Banners Recognizing you as fireworks sponsor
- A Dedicated social media post from our social media recognizing you
- Your Logo and mention on the Facebook Event
- Logo and website link placed throughout our website
- 10 Hospitality Tent Tickets + 10 Rodeo Tickets (All for Thursday)
- Your name anywhere fireworks is mention on our website/socials
- Recognition in the Rodeo Book + Day Sheet

**\$10,000, Limit 2**



## BOUNTY SPONSOR

- When/If the Rodeo Athlete breaks an Arena Record, you get credit for paying the Athlete an extra award
- Logo and Website link placed throughout our website
- Recognition from the jumbotron when/if a record is broken
- recognition from announcer when/if a record is broken
- Dedicated Social media post

**\$1,000 Limit 1**



## SPECIALTY ACT

- 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 and cycled through throughout the rodeo on the smaller jumbotron.
- Business will be recognized by Rodeo Announcer each night of the rodeo.
- Business logo will be on Rodeo Daysheet.
- VIP meet with Specialty Act, possibility of Specialty Act making an appearance at your business during Fair Week.
- Recognition on Specialty Act Page of CCFR Magazine
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the CCFR (over 8,000 total followers locally)

**\$3250, Limit 1**

# 2025 SPONSORSHIP LEVELS - 16



## HORSE RACE PADDOCK SPONSOR

- Your organization's logo will be on one of the 6 paddocks on the Friday and Saturday horse races (Both days)
- When discussing the horse paddocks, by number, the announcer will also mention the sponsor associated with it.
- Your logo and business information will be featured in the racing book (up to half a page size) AND the RODEO BOOK on Th/F/S
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the Horse Paddock at the Races (over 7,000 total followers locally)

**\$1,000 per lane, Limit 6**



## HORSE RACE BOOK

- Our Horse Race Book program is handed out upon entry to the Arena to all our guests each day of the Horse Races. This book contains the racer information for each race as well as information. Sponsor to provide Ad.
- Full Page Ad \$400
- 1/2 Page Ad \$200
- \$1/4 Page Ad \$100

**Pricing Varies, No Limit**



## HORSE RACE SPONSOR

- During the two days of Horse Racing, we will have a total of 10 races. You can sponsor a race and help us enlarge the purse and increase the payout to the races - helping us attract strong contenders to Burley!
- Your name will be featured in the Race Book as the sponsor of the race. Your half page ad including logo will be included on that page or immediately following it.
- The announcer will introduce Race #X as sponsored by Y.
- Your Name and logo will be listed on our website under the list of sponsors
- Your Name will be hyperlinked to your site, promoting your SEO
- We will do a Social Media post highlighting your sponsorship of the Horse Paddock at the Races (over 7,000 total followers locally)
- Your 1/2 page ad will be in the RODEO BOOK which is handed out free on Thursday, Friday and Saturday's rodeo.

**\$1,000 Limit 10**

# 2025 SPONSORSHIP LEVELS - 18



## MOTO RODEO SPONSORSHIPS

- Speak with Mitch Dodge to be involved with the Moto Rodeo
- 208-654-5733
- Their deadline is June 1st.

Prices and Spots Vary



## YOUR CUSTOM SPONSORSHIP?

- Want a custom sponsorship for your organization or business that isn't quite on this sheet? Reach out to us and let's chat and find the right thing for you!
- [sponsorships@cassiacountyfair.com](mailto:sponsorships@cassiacountyfair.com)
- 909-736-9868