



Blue Ribbon Sponsorship Program

The Clark County Fair & Rodeo Blue Ribbon Sponsorship program is an opportunity to reach thousands of people as well as providing support to a great regional event. As a participant in our sponsor program, you will receive advertising exposure to a wide variety of demographics that converge on Logandale each spring. Our sponsorship program is customized for each sponsor to provide long lasting relationships with our partners.

Demographics based on ticket sales

- **Average Annual Attendance 100,000 - 110,000**
- **79% Patronage from Clark County Residents**
- **13% Patronage neighboring Counties including Utah and Arizona**
- **8% Patronage travel more than 200 miles to attend**

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TITLE SPONSORS

RODEO ARENA - \$10,000

- ✓ The Rodeo Arena will be rebranded as the “*(Your Business Name) Arena.*”
- ✓ Your sponsorship will provide you with exclusive “billing rights” as the sole Title Sponsor for all activities scheduled in the Arena.
- ✓ All advertisements for activities in the Arena will include the rebranded name.
- ✓ Frequent announcements from the Rodeo Announcer will promote your sponsorship.
- ✓ The website link to the arena activities and schedules will also be rebranded in your business name.
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ An arena “Make Over” will be coordinated with you to help promote your sponsorship.
- ✓ Your sponsorship will provide you with the right to distribute additional information within the grandstand area.
- ✓ A complimentary ticket package will be provided.

JUNIOR RODEO ARENA – \$5,000

- ✓ The Rodeo Arena will be rebranded as the “*(Your Business Name) Arena.*”
- ✓ Your sponsorship will provide you with exclusive “billing rights” as the sole Title Sponsor for all activities scheduled in the Arena.
- ✓ All advertisements of activities in the Arena will include the rebranded name.
- ✓ Frequent announcements from the Rodeo Announcer will promote your sponsorship.
- ✓ The website link to the arena activities and schedules will also be rebranded in your business name.
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ An arena “Make Over” will be coordinated with you to help promote your sponsorship.
- ✓ Your sponsorship will provide you with the right to distribute additional information within the grandstand area.
- ✓ A complimentary ticket package will be provided.

PLAZA STAGE - \$5,000

- ✓ The Plaza Stage will be rebranded as the “*(Your Business Name)* Plaza Stage”
- ✓ Your sponsorship will provide you with exclusive “billing rights” as the sole sponsor for all activities scheduled on the Stage.
- ✓ All advertisements of activities on the stage will include the rebranded name.
- ✓ Frequent announcements from the stage MC and/or Entertainers will promote your sponsorship.
- ✓ The website link to the stage activities and schedules will also be rebranded in your business name.
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ A stage “Make Over” will be coordinated with you to help promote your sponsorship.
- ✓ Your sponsorship will provide you with the right to distribute additional information within the Stage area.
- ✓ A complimentary ticket package will be provided.

SMALL LIVESTOCK PAVILION - \$5,000

- ✓ The Small Animal Pavilion will be rebranded as the “*(Your Business Name)* Pavilion”
- ✓ Your sponsorship will provide you with exclusive “billing rights” as the sole sponsor for all activities scheduled in the Pavilion.
- ✓ All advertisements of activities in the Pavilion will include the rebranded name.
- ✓ The website link to the pavilion activities and schedules will also be rebranded in your business name.
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ A pavilion “Make Over” will be coordinated with you to help promote your sponsorship.
- ✓ Your sponsorship will provide you with the right to distribute additional information within the Pavilion area.
- ✓ A complimentary ticket package will be provided.

SHOWCASE STAGE - \$3,000

- ✓ The Showcase Stage will be rebranded as the “*(Your Business Name)* Showcase Stage”
- ✓ Your sponsorship will provide you with exclusive “billing rights” as the sole sponsor for all activities scheduled on the Stage.
- ✓ All advertisements of activities on the stage will include the rebranded name.
- ✓ Frequent announcements from the stage MC and/or Entertainers will promote your sponsorship.
- ✓ The website link to the stage activities and schedules will also be rebranded in your business name.
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ A stage “Make Over” will be coordinated with you to help promote your sponsorship.
- ✓ Your sponsorship will provide you with the right to distribute additional information within the Stage area.
- ✓ A complimentary ticket package will be provided.

JURIED EXHIBIT HALL - \$3,000

- ✓ The Juried Exhibit Hall will be rebranded as the “*(Your Business Name)* Exhibit Hall”
- ✓ Your sponsorship will provide you with exclusive “billing rights” as the sole sponsor for all activities scheduled in the Exhibit Hall.
- ✓ All advertisements of activities in the Exhibit Hall will include the rebranded name.
- ✓ The website link to the exhibit hall activities and schedules will also be rebranded in your business name.
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ An exhibit hall “Make Over” will be coordinated with you to help promote your sponsorship.
- ✓ Your sponsorship will provide you with the right to distribute additional information within the exhibit hall area.
- ✓ A complimentary ticket package will be provided.

WILDLIFE EXHIBIT - \$3,000

- ✓ The Wildlife Exhibit will be rebranded as the “*(Your Business Name)* **Wildlife Exhibit**”
- ✓ Your sponsorship will provide you with exclusive “billing rights” as the sole sponsor for all activities scheduled in the Wildlife Exhibit.
- ✓ All advertisements of activities in the Wildlife Exhibit will include the rebranded name.
- ✓ The website link to the wildlife exhibit activities and schedules will also be rebranded in your business name.
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ A wildlife exhibit “Make Over” will be coordinated with you to help promote your sponsorship.
- ✓ Your sponsorship will provide you with the right to distribute additional information within the wildlife exhibit area.
- ✓ A complimentary ticket package will be provided.

BEER GARDEN - \$3,000

- ✓ The Beer Garden will be rebranded as the “*(Your Business Name)* **Beer Garden.**”
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ A Beer Garden “Make Over” will be coordinated with you to help promote your sponsorship.
- ✓ Your sponsorship will provide you with the right to distribute additional information within the Beer Garden area.
- ✓ A complimentary ticket package will be provided.

ENTRANCE - \$2,500

Three Gates Available

- ✓ Each Entrance Gate will be rebranded as the “*(Your Business Name)* **Entrance Gate.**”
- ✓ All correspondence will be referred to as the rebranded name.
- ✓ Your business logo will be displayed at the entrance for our patrons to see.
- ✓ Logo link on our website linking to your website or social media platform will be provided.
- ✓ A complimentary ticket package will be provided.

RODEO SPONSORSHIPS

RODEO SCOREBOARD - \$5,000

- ✓ The Official Rodeo Scoreboard will be rebranded as the “*(Your Business Name)* **Scoreboard.**”
- ✓ Frequent announcements from the Rodeo Announcer will refer to rebranded scoreboard in your business name.
- ✓ Your business logo will be displayed on the scoreboard for all of our Rodeo fans to see during each performance.
- ✓ Additionally, a team roping team will be provided for you as part of our friendly competition in our popular "Sponsor Team Roping Event"
- ✓ A complimentary ticket package will be provided.

EVENT SPONSORS - \$3000

- ✓ As an Event Sponsor, your business, will be assigned to one of the (9) nine standard events held at our PRCA Rodeo.
- ✓ A Sponsor Flag will be provided with your logo displayed on horseback in the arena.
- ✓ At the beginning of each nightly performance, Our Rodeo Announcer welcomes each Sponsor Flag into the arena carried by one of our skilled riders on horseback as part of our grand entry ceremony.
- ✓ At the begin of your assigned event, the Sponsor Flag will once again be brought into the arena and recognition of your contributions will be provided from our Rodeo Announcer.
- ✓ A digital logo of your company will be broadcast on our official scoreboard as the times, or scores are present to the fans.
- ✓ Additionally, a team roping team will be provided for you as part of our friendly competition in our popular "Sponsor Team Roping Event."
- ✓ A complimentary ticket package will be provided.

AWARDS SPONSOR - \$2,500

- ✓ A Sponsor Flag will be provided with your logo displayed on horseback in the arena.
- ✓ At the beginning of each nightly performance, Our Rodeo Announcer welcomes each Sponsor Flag into the arena carried by one of our skilled riders on horseback as part of our grand entry ceremony.
- ✓ At the begin of our Sponsor Team Roping Event, the Sponsor Flag will once again be brought into the arena and recognition of your contributions will be provided from our Rodeo Announcer.
- ✓ A digital logo of your company will be broadcast on our official scoreboard during our awards presentation.
- ✓ Additionally, a team roping team will be provided for you as part of our friendly competition in our popular "Sponsor Team Roping Event."
- ✓ A complimentary ticket package will be provided.

BUCKING CHUTE SPONSOR - \$3,500

Only 6 Bucking Chutes are available

- ✓ A sign displaying your business name or logo is attached to the outside of a bucking chute gate essentially renaming the chute gate after your business.
- ✓ Each time the Bucking Chute is used, our Rodeo Announcer calls attention to your business name to direct the fans where to focus their attention.
- ✓ Additionally, a team roping team will be provided for you as part of our friendly competition in our popular "Sponsor Team Roping Event."
- ✓ A complimentary ticket package will be provided.

INSIDE BUCKING CHUTE SPONSOR - \$3,500

Only 1 Sponsorship is available

- ✓ A sign displaying your business name or logo is attached to the inside of all six bucking chutes.
- ✓ Each time the Bucking Chute gate is opened your business name and logo is displayed for all our fans to see.
- ✓ Additionally, a team roping team will be provided for you as part of our friendly competition in our popular "Sponsor Team Roping Event"
- ✓ A complimentary ticket package will be provided.

JUNIOR RODEO SPONSORSHIPS

MUTTON BUSTIN AWARD SPONSOR - \$1,500

- ✓ Your business name will be announced during each performance and at each award ceremony as the "Official Awards Sponsor" of the Mutton Bustin.
- ✓ Logo link to our official website
- ✓ Banner space for 2 banners inside or on the bleachers at the Junior Rodeo Arena
 - ✓ A complimentary ticket package will be provided.

MUTTON BUSTIN BUCKING CHUTE SPONSOR - \$1,500

Only 2 Bucking Chutes are available

- ✓ A sign displaying your business name or logo is attached to the outside of a bucking chute gate essentially renaming the chute gate after your business.
- ✓ Each time the Bucking Chute is used, our Rodeo Announcer calls attention to your business name to direct the fans where to focus their attention.
- ✓ A complimentary ticket package will be provided.

GENERAL FAIR SPONSORSHIPS

ENTERTAINMENT SPONSOR - \$1500

- ✓ Each year the Fair hosts grounds entertainment that set up in an arena or amphitheater type setting with portable bleachers, as a sponsor your business logo will be prominently placed on the bleachers as the official sponsor.
- ✓ The show will provide recognition to your business as the official sponsor.
- ✓ A complimentary ticket package will be provided.

BANNER SPONSOR - \$1000 - \$2000

- ✓ Your business logo will be prominently displayed in a high traffic area of the grounds.
- ✓ A complimentary ticket package will be provided.

GOLF CART SPONSOR - \$600

- ✓ Your business logo will be prominently placed on ONE golf cart for the week. Sponsoring more than one cart is available.
- ✓ A complimentary ticket package will be provided.