

Blue Ribbon Sponsorship Program

The Clark County Fair & Rodeo Blue Ribbon Sponsorship Program gives businesses a meaningful way to connect with thousands of guests while supporting one of the region's premier community events. Sponsors receive targeted visibility across a broad audience that gathers in Logandale each spring. Each package can be customized to create strong brand recognition, lasting community relationships, and measurable value for our partners.

Audience reach based on ticket sales

- Average annual attendance of 100,000–110,000 guests
- 79% of patrons are Clark County residents
- 13% of patrons come from neighboring counties, including Utah and Arizona
- 8% of patrons travel more than 200 miles to attend

SPONSORSHIP CONTACTS

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Title Sponsorship Opportunities

RODEO ARENA

- The Rodeo Arena will be promoted as the “(Your Business Name) Arena.”
- Your business will receive exclusive naming recognition as the sole Title Sponsor for all arena activities.
- Advertising and promotional materials for arena activities will feature the sponsored name.
- Frequent arena announcements will recognize and promote your sponsorship.
- The arena schedule page on the Fair website will reflect the sponsored name.
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- An arena makeover will be coordinated with your business to enhance sponsor visibility.
- Your business may distribute approved promotional materials within the grandstand area.
- A complimentary ticket package will be provided.

JUNIOR RODEO ARENA

- The Junior Rodeo Arena will be promoted as the “(Your Business Name) Arena.”
- Your business will receive exclusive naming recognition as the sole Title Sponsor for all junior arena activities.
- Advertising and promotional materials for junior arena activities will feature the sponsored name.
- Frequent arena announcements will recognize and promote your sponsorship.
- The junior arena schedule page on the Fair website will reflect the sponsored name.
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- An arena makeover will be coordinated with your business to enhance sponsor visibility.
- Your business may distribute approved promotional materials within the grandstand area.
- A complimentary ticket package will be provided.

PLAZA STAGE

- The Plaza Stage will be promoted as the “(Your Business Name) Plaza Stage.”
- Your business will receive exclusive naming recognition as the sole sponsor for all scheduled Plaza Stage activities.
- Advertising and promotional materials for Plaza Stage activities will feature the sponsored name.
- Frequent announcements from the stage emcee and entertainers will recognize your sponsorship.
- The stage schedule page on the Fair website will reflect the sponsored name.
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- A stage makeover will be coordinated with your business to enhance sponsor visibility.
- Your business may distribute approved promotional materials within the stage area.
- A complimentary ticket package will be provided.

SMALL LIVESTOCK PAVILION

- The Small Livestock Pavilion will be promoted as the “(Your Business Name) Pavilion.”
- Your business will receive exclusive naming recognition as the sole sponsor for all scheduled pavilion activities.
- Advertising and promotional materials for pavilion activities will feature the sponsored name.
- The pavilion schedule page on the Fair website will reflect the sponsored name.
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- A pavilion makeover will be coordinated with your business to enhance sponsor visibility.
- Your business may distribute approved promotional materials within the pavilion area.
- A complimentary ticket package will be provided.

SHOWCASE STAGE

- The Showcase Stage will be promoted as the “(Your Business Name) Showcase Stage.”
- Your business will receive exclusive naming recognition as the sole sponsor for all scheduled Showcase Stage activities.
- Advertising and promotional materials for Showcase Stage activities will feature the sponsored name.
- Frequent announcements from the stage emcee and entertainers will recognize your sponsorship.
- The stage schedule page on the Fair website will reflect the sponsored name.
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- A stage makeover will be coordinated with your business to enhance sponsor visibility.
- Your business may distribute approved promotional materials within the stage area.
- A complimentary ticket package will be provided.

JURIED EXHIBIT HALL

- The Juried Exhibit Hall will be promoted as the “(Your Business Name) Exhibit Hall.”
- Your business will receive exclusive naming recognition as the sole sponsor for all scheduled Exhibit Hall activities.
- Advertising and promotional materials for Exhibit Hall activities will feature the sponsored name.
- The Exhibit Hall schedule page on the Fair website will reflect the sponsored name.
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- An Exhibit Hall makeover will be coordinated with your business to enhance sponsor visibility.
- Your business may distribute approved promotional materials within the Exhibit Hall area.
- A complimentary ticket package will be provided.

WILDLIFE EXHIBIT

- The Wildlife Exhibit will be promoted as the “(Your Business Name) Wildlife Exhibit.”

- Your business will receive exclusive naming recognition as the sole sponsor for all scheduled Wildlife Exhibit activities.
- Advertising and promotional materials for Wildlife Exhibit activities will feature the sponsored name.
- The Wildlife Exhibit schedule page on the Fair website will reflect the sponsored name.
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- A Wildlife Exhibit makeover will be coordinated with your business to enhance sponsor visibility.
- Your business may distribute approved promotional materials within the Wildlife Exhibit area.
- A complimentary ticket package will be provided.

BEER GARDEN

- The Beer Garden will be promoted as the “(Your Business Name) Beer Garden.”
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- A Beer Garden makeover will be coordinated with your business to enhance sponsor visibility.
- Your business may distribute approved promotional materials within the Beer Garden area.
- A complimentary ticket package will be provided.

ENTRANCE

Three Gates Available

- Each entrance gate will be promoted as the “(Your Business Name) Entrance Gate.”
- Fair communications may reference the entrance using the sponsored name.
- Your business logo will be displayed at the entrance for patrons to see as they arrive.
- Your logo will be featured on the Fair website with a connection to your website or social media platform.
- A complimentary ticket package will be provided.

Rodeo Sponsorship Opportunities

RODEO SCOREBOARD

- The Official Rodeo Scoreboard will be promoted as the “(Your Business Name) Scoreboard.”
- Frequent announcements from the Rodeo Announcer will recognize the sponsored scoreboard by name.
- Your business logo will be displayed on the scoreboard during rodeo performances.
- Your sponsorship includes participation in the Sponsor Team Roping Event as part of the Fair’s friendly sponsor competition.
- A complimentary ticket package will be provided.

EVENT SPONSORS

- Your business will be assigned as the sponsor of one of the nine standard events featured in the PRCA Rodeo.
- A sponsor flag displaying your logo will be carried on horseback in the arena.
- During each nightly grand entry, the Rodeo Announcer will recognize sponsor flags as they enter the arena.
- At the start of your assigned event, your sponsor flag will re-enter the arena and your business will receive recognition from the Rodeo Announcer.
- Your digital logo will be displayed on the official scoreboard as times and scores are presented to fans.
- Your sponsorship includes participation in the Sponsor Team Roping Event as part of the Fair’s friendly sponsor competition.
- A complimentary ticket package will be provided.

AWARDS SPONSOR

- A sponsor flag displaying your logo will be carried on horseback in the arena.
- During each nightly grand entry, the Rodeo Announcer will recognize sponsor flags as they enter the arena.
- At the start of the Sponsor Team Roping Event, your sponsor flag will re-enter the arena and your business will receive recognition from the Rodeo Announcer.
- Your digital logo will be displayed on the official scoreboard during the awards presentation.
- Your sponsorship includes participation in the Sponsor Team Roping Event as part of the Fair's friendly sponsor competition.
- A complimentary ticket package will be provided.

BUCKING CHUTE SPONSOR

Only 6 Bucking Chutes are available

- Your business name or logo will be displayed on the outside of a bucking chute gate, effectively naming the chute after your business.
- Each time the bucking chute is used, the Rodeo Announcer will draw attention to your sponsorship.
- Your sponsorship includes participation in the Sponsor Team Roping Event as part of the Fair's friendly sponsor competition.
- A complimentary ticket package will be provided.

INSIDE BUCKING CHUTE SPONSOR

Only 1 Sponsorship is available

- Your business name or logo will be displayed on the inside of all six bucking chutes.
- Each time a bucking chute gate opens, your business name and logo will be visible to rodeo fans.
- Your sponsorship includes participation in the Sponsor Team Roping Event as part of the Fair's friendly sponsor competition.
- A complimentary ticket package will be provided.

Junior Rodeo Sponsorship Opportunities

MUTTON BUSTIN AWARD SPONSOR

- Your business will be announced during each performance and award ceremony as the Official Awards Sponsor of Mutton Bustin.
- Your logo will be featured on the official Fair website.
- Your sponsorship includes space for two banners inside or on the bleachers at the Junior Rodeo Arena.
- A complimentary ticket package will be provided.

MUTTON BUSTIN BUCKING CHUTE SPONSOR

Only 2 Bucking Chutes are available

- Your business name or logo will be displayed on the outside of a Mutton Bustin bucking chute gate, effectively naming the chute after your business.
- Each time the chute is used, the announcer will draw attention to your sponsorship.
- A complimentary ticket package will be provided.

General Fair Sponsorship Opportunities

ENTERTAINMENT SPONSOR

- Your business logo will be prominently displayed as the official sponsor of a featured grounds entertainment attraction.
- The show will provide recognition for your business as the official sponsor.
- A complimentary ticket package will be provided.

BANNER SPONSOR

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

GOLF CART SPONSOR

- Your business logo will be prominently displayed on one golf cart for the week, with additional cart sponsorships available.
- A complimentary ticket package will be provided.