



Lea County Fairgrounds

Phone: (575)396-8686

101 S. Commercial Street
Lovington, NM 88260

www.leacounty.net

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"ONE GREAT COUNTY...ONE GREAT FAIR!"

Dear Prospective Sponsor,

Preparations are on way for the 76th Annual Lea County Fair and Rodeo!! Dates for the Fair and Rodeo have been set for August 5-13, 2011. As a prospective sponsor we hope that you choose to support the greatest event in Lea County! Your contribution will make an impact on hundreds of our local 4-H and FFA Youth as they showcase their animals, projects and talents at the LARGEST livestock show in the state.

Not only is the Lea County Fair and Rodeo home of the PRCA Championship Rodeo, but it is also a venue for this year's great concerts, entertainment, the Annual Fair and Rodeo Parade, the Special Rodeo, and MUCH MUCH MORE! This packet contains sponsorship opportunities for all of these worthwhile causes and more.

Encompassing something for all ages, the Lea County Fair and Rodeo will continue the tradition of great food, culinary exhibits, and handicrafts from good folks all around the County and State. It is truly an opportunity for our community to come together to support and enjoy "The Best of Lea County"!

Enclosed you will find sponsorship opportunities for 2011. The packages vary and we can tailor a sponsorship to fit your budget and individual tastes. Please take a moment to review the enclosed information and consider a tax deductible contribution to this worthwhile event.

If you have any questions please feel free to call the Fair Office at 575-396-8686.

Help us make our 76th Celebration the best the County has ever had! Thank you for your generosity and support!

Sincerely,

Dean Jackson
Fair Board Chairman

**76TH ANNIVERSARY
LEA COUNTY FAIR & RODEO**

AUGUST 5-13, 2011



**SPONSORSHIP
OPPORTUNITIES**



LEA COUNTY FAIR & RODEO SPONSORSHIP OPPORTUNITIES

YES! I would like to support by becoming a sponsor!

Business/Donor's NAME _____ Phone _____

Address _____ Fax _____

Contact Name: _____ Email: _____

ONLY sponsorships PAID on or before June 17, 2011 will be listed in the Rodeo Program.

SPONSORSHIP LEVELS

FAIR SPONSORSHIPS

- Fair & Rodeo Parade Sponsor - \$2,500
- Food Court Pavilion Sponsor - \$2,000
- Trash Receptacle Sponsor - \$1,500
- Gold Sponsor - \$1,500
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500
- Fiddler's Contest Sponsor - \$500

LIVESTOCK SPONSORSHIPS

- Livestock Show Pavilion Sponsor - \$5,000
- Ribbons, Trophies, Awards Sponsor - \$2,500
- Banner Award Sponsor - \$2,000

CARNIVAL SPONSORSHIPS

- Kiddie Land Sponsor - \$5,500
- Ferris Wheel Sponsor - \$5,000

ENTERTAINMENT SPONSORSHIPS

- Main Entertainment Stage Sponsor - \$12,500
- Showmobile Stage Sponsor - \$3,500
- Entertainment Sponsor – All 4 Nights - \$1,200
Single Nights - \$400

RODEO SPONSORSHIPS

- Rodeo Performance Sponsor - \$10,000 (4 nights)
\$3,500 (1 night)
- Mutton Bustin Sponsor - \$2,500
- Special Rodeo Sponsor - \$2,500
- Bucking Chute Sponsor - \$2,000
- Rodeo Arena Wall Sign - \$2,000 (3yrs)
\$1,400 (2yrs)
\$750 (1 yr)
- Event Sponsorships - \$1,200 each (call for
available events)
- Rodeo Flag Sponsor - \$750 (2yrs)

Please mail or fax in the form and make checks payable to:

Lea County Fair & Rodeo
101 S. Commercial Street
Lovington, NM 88260

Or Fax to: (575) 396-4554

Credit Card # - Visa / MC / Discover

Exp. Date: _____ 3 Digit ID # _____

Signature _____

For more information Contact Stephanie Rice:

Phone: (575) 396-8686

Fax: (575) 396-4554

E-mail: srice@leacounty.net

Visit: www.leacounty.net

**PLEASE RETURN THE
FOLLOWING WITH YOUR
SELECTION IF IT APPLIES:**

- AD FOR RODEO PROGRAM
- COMPANY LOGO
- ANNOUNCEMENTS



FAIR

SPONSORSHIPS

FAIR SPONSORSHIP OPPORTUNITIES

Fair and Rodeo Parade - \$2,500 Sponsorship

- Exclusive Sponsorship of Parade Trophies and Awards
- Full Page Advertisement in the official PRCA Rodeo Program
- Listing on the Fair's website
- Signage with company name and logo placed on fairgrounds during fair. (Provided by Lea County Fair.)
- Signage for Parade Vehicle - (Provided by Lea County Fair.)
- Fifty (50) Fair and Rodeo General Admission Tickets

Food Court Pavilion - \$2,000 Sponsorship

- Full Page Advertisement in the official PRCA Rodeo Program
- Listing on the Fair's website
- Signage on the Pavilion distinguishing company as exclusive sponsor. (Provided by Lea County Fair)
- Forty (40) Fair and Rodeo General Admission Tickets

Trash Receptacle Sponsor - \$1,500 Sponsorship

- Exclusive Sponsorship - Company name placed on 75 receptacles used year round on the fairgrounds.)
- 1/2 Page Advertisement in the official PRCA Rodeo Program
- Listing on Fair website
- Thirty (30) Fair and Rodeo General Admission Tickets

Fiddler's Contest - \$500 Sponsorship

- Exclusive Sponsor of the Fiddlers Contest
- Recognized during the Fiddler's Contest
- Listing on the Fair's website
- Signage with company name and logo placed at the Fiddler's Pavilion. (Provided by Lea County Fair.)
- Ten (10) Fair and Rodeo General Admission Tickets

Gold Sponsor - \$1,500 Sponsorship

- Full Page Advertisement in the PRCA Rodeo Program
- Listing on the Fair's website
- One promotional sign with company name placed on the fairgrounds. (Provided by Lea County Fair)
- Twenty (20) Fair and Rodeo General Admission Tickets

Silver Sponsor - \$1,000 Sponsorship

- 1/2 Page advertisement in the PRCA Rodeo Program
- Listing on the Fair's website
- Fifteen (15) Fair and Rodeo General Admission Tickets

Bronze Sponsor - \$500 Sponsorship

- 1/4 Advertisement in the PRCA Rodeo Program
- Listing on the Fair's website
- Ten (10) Fair and Rodeo General Admission Tickets



LIVESTOCK SPONSORSHIPS

LIVESTOCK SPONSORSHIP OPPORTUNITIES

Livestock Show Pavilion - All Livestock Shows - \$5,000 Sponsorship

- Full Page Advertisement in the official PRCA Rodeo Program
- Listing on the Fair's website
- Recognition at all Livestock Shows as Pavilion Sponsor
- Signage on the Pavilion designating company as exclusive sponsor. (Provided by Lea County Fair)
- Company Signage on Rodeo Arena Wall for one full year
- Six (6) VIP Announcer Seats at each Rodeo Performance
- One Hundred (100) Fair and Rodeo General Admission Tickets

Ribbons, Trophies, and Awards Sponsor - \$2,500 Sponsorship

- Exclusive Sponsorship of Exhibit Awards (Ribbons, Trophies, & Awards)
- 1/2 Page Advertisement in the Official PRCA Rodeo Program
- Listing on the Fair's website
- Signage with Company Name and Logo in Exhibit Buildings - (Provided by Lea County Fair.)
- Signage with Company Name and Logo on Fairgrounds - (Provided by Lea County Fair.)
- Fifty (50) Fair and Rodeo General Admission Tickets

Banner Award Sponsor - \$2,000 Sponsorship

- Exclusive Sponsorship of all Grand and Reserve Grand Exhibit Award Banners
- 1/2 Page Advertisement in the official PRCA Rodeo Program
- Listing on the Fair's website
- Signage with Company Name and Logo in Exhibit Buildings. (Provided by Lea County Fair.)
- Signage with Company Name and Logo on Fairgrounds. (Provided by Lea County Fair.)
- Forty (40) Fair and Rodeo General Admission Tickets



CARNIVAL SPONSORSHIPS

CARNIVAL SPONSORSHIP OPPORTUNITIES

Kiddie Land - \$5,500 Sponsorship

- Exclusive Sponsorship of Kiddie Land carnival rides (11 rides)
- Full Page Advertisement in the Official PRCA Rodeo Program
- Listing on the Fair's website
- Signage with Company Name and Logo in Kiddie Land - (Provided by the Lea County Fair.)
- Ten (10) Pay-One-Price Amusement Ride Wristbands - (Valid once any day Wednesday – Saturday)
- Six (6) VIP Announcer Seats at each Rodeo Performance
- One Hundred (100) Fair and Rodeo General Admission Tickets

Ferris Wheel Sponsor - \$5,000 Sponsorship

- Exclusive Sponsorship of the Ferris Wheel.
- Full Page Ad in the official PRCA Rodeo Program
- Listing on the Fair's website
- Company name and logo centered on the Ferris wheel - (Ferris wheel is 73 feet high and largest amusement ride.) - (Provided by Lea County Fair.)
- Ten (10) Pay-One-Price Amusement Ride Wristbands - (Valid once any day Wednesday - Saturday)
- Six (6) VIP Announcer Seats at each Rodeo Performance
- One Hundred (100) Fair and Rodeo General Admission Tickets



ENTERTAINMENT SPONSORSHIPS

ENTERTAINMENT SPONSORSHIP OPPORTUNITIES

Main Entertainment Stage - \$12,500 Sponsorship

- Full Page Advertisement in the official PRCA Rodeo Program
- Sponsorship of all National Named Entertainment/Artists
- Company Signage on Rodeo Arena Wall for one year.
- Recognition as the Main Entertainment Stage Sponsor at each Rodeo Performance
- Signage with company name and logo placed on fairgrounds for the week of fair. (Provided by Lea County Fair)
- Company Name and Logo Centered across Main Stage. (Provided by Lea County Fair.)
- Listing on the Fair's website
- Six (6) Meet and Greet Passes per concert night
- Twelve (12) VIP Announcer Seats at each Rodeo Performance.
- Two Hundred (200) Fair and Rodeo General Admission Tickets for the week

Showmobile Stage - \$3,500 Sponsorship

- Exclusive Sponsorship of Showmobile Stage Entertainment - (Local and Regional artists)
- Full Page Advertisement in the Official PRCA Rodeo Program
- Listing on the Fair's website
- Company name and logo on stage (Provided by Lea County Fair)
- Signage with company name and logo placed on fairgrounds during the week of fair. (Provided by Lea County Fair)
- Sixty (60) Fair and Rodeo General Admission Tickets for the week.

Entertainment Catering Sponsor - \$1,200 Sponsorship (4 Concerts)

- Exclusive Sponsor of Prepared and Cater Meals for National named entertainment at the Lea County Fair.
- Signage with Company Name placed in the catering area. (Provided by Lea County Fair.)
- 1/2 Page Advertisement in the official PRCA Rodeo Program
- Listing on the Fair's website
- Twenty-five (25) Fair and Rodeo General Admission Tickets

Individual Concert: (\$400 per Concert)

- Prepare and Cater Meal for one of the National Concerts.
- Signage with Company Name placed in the catering area.
- Ten (10) Fair and Rodeo General Admission Tickets



RODEO

SPONSORSHIPS

RODEO SPONSORSHIP OPPORTUNITIES

Rodeo Performance Sponsor - \$10,000 Sponsorship All Four Performances

- Full Page Advertisement in the Official PRCA Rodeo Program
- Listing on the Fair's website
- Recognition at Rodeo as the Performance Sponsor
- Recognition on the Day Sheets as the Presenting Sponsor
- Company Signage on Rodeo Arena Wall for one full year
- Company Flag in Fair Parade and Displayed at Rodeo
- Ten (10) VIP Announcer Seats for each of the 4 Rodeo Performances
- One Hundred (100) Fair and Rodeo General Admission Tickets

Single Rodeo Performance: - \$3,500 Sponsorship (Per Performance)

- 1/2 Page Advertisement in the Official PRCA Rodeo Program
- Listing on the Fair's website
- Recognition at Rodeo as the Performance Sponsor
- Recognition on the Day Sheet as the Presenting Sponsor
- Company Signage on Rodeo Arena Wall for one full year
- Company Flag in Fair Parade and Displayed at Rodeo
- Six (6) VIP Announcer Seats on night sponsored for Rodeo Performance
- Sixty (60) Fair and Rodeo General Admission Ticket

Mutton Bustin' Sponsor - \$2,500 Sponsorship

- Sponsorship of all Four Performances
- 1/2 Page Advertisement in the Official PRCA Rodeo Program
- Listing on the Fair's website
- Recognition at each PRCA Rodeo Performance
- Recognition on the Day Sheets as the Presenting Sponsor
- Company Signage on Rodeo Arena Wall for one year
- Four (4) VIP Announcer Seats for each Rodeo Performance
- Fifty (50) Fair and Rodeo General Admission Tickets

Special Rodeo- \$2,500 Sponsorship

- 1/2 Page Advertisement in the official PRCA Rodeo Program
- Listing on the Fair's website
- Recognition at Special Rodeo as exclusive sponsor
- Signage with company name and logo placed on fairgrounds during week of fair. (Provided by Lea County Fair.)
- Company Signage on Rodeo Arena Wall for one year
- Four (4) VIP Announcer Seats at each Rodeo Performance
- Fifty (50) Fair and Rodeo General Admission Tickets

RODEO SPONSORSHIP OPPORTUNITIES

Bucking Chute Sponsor - \$2,000 Sponsorship

- 1/2 Page Advertisement in the official PRCA Rodeo Program
- Listing on the Fair's website
- Recognized at each Rodeo Performance as the Chute Sponsor
- Company name and logo on the Bucking Chute (Provided by Lea County Fair)
- Four (4) VIP Announcer Seats at each Rodeo Performance
- Forty (40) Fair and Rodeo General Admission Tickets

Rodeo Arena Wall Sign

Three Year Option - \$2,000 Sponsorship:

- Company Signage on Rodeo Arena Wall (2010-2013)
- 1/2 Page Advertisement in the official PRCA Rodeo Program
- Listing on Fair's Website
- Forty (40) Fair and Rodeo General Admission Tickets

Two Year Option - \$1,400 Sponsorship:

- Company Signage on Rodeo Arena Wall (2010-2012)
- 1/4 Page Advertisement in the official PRCA Rodeo Program
- Listing on Fair's Website
- Thirty (30) Fair and Rodeo General Admission Tickets

One Year Option - \$750 Sponsorship:

- Company Signage on Rodeo Arena Wall (2010)
- 1/4 Page Advertisement in the official PRCA Rodeo Program
- Listing on Fair's Website
- Twenty (20) Fair and Rodeo General Admission Tickets

Rodeo Event Sponsor - \$1,200 Sponsorship per Event- Four Performances

CALL FOR AVAILABILITY: Ten (10) Events: - Local Team Roping; Local Barrel Racing; Bareback Riding; Steer Wrestling; Tie-Down Roping; Saddle Bronc Riding; Team Roping; Steer Roping; Barrel Racing; Bull Riding

- Flag flown before start of event each night (Flag furnished by Lea County Fair – One Time Only)
- 1/2 Page Advertisement in the official PRCA Rodeo Program
- Recognized at each Rodeo Performance as the Event Sponsor
- Recognized on Rodeo Day Sheet
- Listing on the Fair's website
- Twenty-five (25) Fair and Rodeo General Admission Tickets

Rodeo Flag Sponsor - \$750 Sponsorship (2 years)

- 1/4 Page Advertisement in the official PRCA Rodeo Program
- Listing on the Fair's website
- Flag displayed in the Annual Fair and Rodeo Parade
- Flag will be posted during the Grand Entry and throughout each of the Rodeo Performances
- Company name or logo on 3' x 5' Flag (Flag furnished by Lea County Fair – One time only)
- Fifteen (15) Fair and Rodeo General Admission Tickets