



RODEO & WILD  
HORSE RACE  
AUGUST 21, 2020



SPONSORSHIP PACKET

# Sponsorship Opportunities

The Lewis County Fair Rodeo Committee is thrilled to present the 2021 Rodeo & Wild Horse Races at the 111th Annual Southwest Washington Fair

August 21, 2020, 6:00 PM - Grandstands

**Special Events:** Wild Horse Races, Bull Riding, Saddle Bronc Riding, & Breakaway Roping & Bareback Riding

## Advertising Data

|                     |                    |
|---------------------|--------------------|
| MONTHLY PAGE VIEWS  | 60,000             |
| FACEBOOK            | 6,500              |
| FAIR ATTENDANCE     | 75,000 Annually    |
| GRANDSTAND CAPACITY | 3,000 Guests       |
| NATIONAL AVE. FENCE | 8,000 Cars per Day |

# VIP RECEPTION

An exclusive VIP Reception will be held before the rodeo in the Sertoma Beer Garden (21 and up).

- Yummy Bites
- Complimentary refreshments
- Private Stock Viewing.

Details will be sent via mail to sponsors along with tickets. VIP banners for arena provided by company or purchased by rodeo.

Southwest Washington Fair  
1909 South Gold Street  
Centralia, WA 98531

# SPONSORSHIP LEVELS

**Title Sponsor**  
**Rodeo & Wild Horse Race Presented**  
**By "Your Company Name Here"**  
**\$6,000 (EXCLUSIVE 1 AVAILABLE)**



- Exclusivity - only one Title Sponsor offered
- Company Name announced as Title Sponsor and Logo used in all print, radio, poster, and online advertising associated with the Rodeo
- Full page color advertisement in the program, choice of front/back inside cover or back cover
- Flag to be carried in arena by royalty or horseback during Fair week
- 1 (4'x8') VIP Banner on arena out-gate
- 2 VIP banners over grandstand entrances
- 3 (3'x6' or 4'x6') banner placements throughout Fair (during fair week) or on Fairgrounds fence during the summer months (banners provided by sponsor)
- 1 Complimentary vendor booth spaces (10' x 10')
- 20 VIP Rodeo Tickets = entry to fair, VIP reception & your choice of Box or Bleacher seats at the rodeo
- 10 Fair tickets - good any day of fair
- 10 single day parking passes
- 2 VIP Carnival Badge = 4 guests per badge, ride all carnival rides free for the entire fair week

## Champion Sponsor

\$3,000 (2 AVAILABLE)

- Company Name and Logo in all print, radio, and online advertising associated with the Rodeo
- Company Name to be announced as a Champion Sponsor throughout the rodeo.
- Full page color advertisement in the program
- Flag to be carried in arena by royalty or horseback during Fair week
- 1 (3'x6') VIP banner on arena
- 2 (3'x6' or 4'x6') banner placements throughout Fair (during fair week) or on Fairgrounds fence during the summer months (banners provided by sponsor)
- 1 Complimentary vendor booth space (10' x 10')
- 14 VIP Rodeo Tickets = entry to fair, VIP reception & your choice of Box or Bleacher seats at the rodeo
- 8 Fair tickets – good any day of fair
- 8 single day parking passes
- 4 individual all day carnival passes

## Chute Sponsor

\$2,000 (6 AVAILABLE)

- Company Name and Logo in all print, radio, posters and online advertising associated with the Rodeo.
- Company name to be announced when the Chute is being utilized
- ½ page color advertisement in the event program
- 1 (87" x 21 & 1/4") VIP banner on chute
- 2 (3'x6') banner on fairgrounds or fair fence (provided by sponsor)
- 12 VIP Rodeo Tickets = entry to fair, VIP reception & your choice of Box or Bleacher seats at the rodeo
- 6 Fair tickets – good any day of fair
- 6 single day parking passes
- 3 individual all day carnival passes

## Rodeo Arena Sponsor

\$1,500 (4 AVAILABLE)

- Company Name and Logo in all print, and online advertising associated with the Rodeo
- Company name to be announced when referring to the arena
- 1/4 page color advertisement in the event program
- 1 (3'x6') VIP banner on arena
- 1 (3'x6') banner on fairgrounds or fair fence (provided by sponsor)
- 10 VIP Rodeo Tickets = entry to fair, VIP reception & your choice of Box or Bleacher seats at the rodeo
- 6 Fair tickets – good any day of fair
- 6 single day parking passes
- 2 individual all day carnival passes – good any day of fair

# Event Sponsors -Bulls, Saddle Bronc, Bareback, Breakaway Roping & Wild Horses

\$1,000 (5 AVAILABLE)

- Company Name listed on website and in print materials
- Company name to be announced when referring to the special event.
- 1/4 page color advertisement in the event program
- 1 (3'x6') VIP banner on arena
- 6 VIP Rodeo Tickets = entry to fair, VIP reception & your choice of Box or Bleacher seats at the rodeo
- 4 Fair tickets - good any day of fair
- 4 single day parking passes
- 2 individual all day carnival passes - good any day of fair

## Buckle Sponsor

\$800 (5 AVAILABLE)

- Company Name and Logo in online advertising associated with the Rodeo
- 1/4 page color advertisement in the event program
- Name on Buckle Sponsor banner to hang in arena
- Name announced at buckle ceremony as buckle sponsor
- 6 VIP Rodeo Tickets = entry to fair, VIP reception & your choice of Box or Bleacher seats at the rodeo
- 4 Fair tickets - good any day of fair
- 4 single day parking passes
- 2 individual all day carnival passes - good any day of fair

## Cowboy Hat Sponsor

\$500 (10 AVAILABLE)

- Company Name and Logo in online advertising associated with the Rodeo
- Company card size color advertisement in the event program
- Name on Cowboy Hat Sponsor banner to hang in the arena
- 4 VIP Rodeo Tickets = entry to fair, VIP reception & your choice of Box or Bleacher seats at the rodeo
- 2 Fair tickets - good any day of fair
- 2 single day parking passes
- 1 individual all day carnival passes - good any day of fair

\$150 (30 AVAILABLE)

## Bandana Sponsor

- Company Name and Logo in online advertising associated with the Rodeo
- Name on Bandana Sponsor banner to hang in the arena
- Name listed in the event program as a Bandana Sponsor
- 2 VIP Rodeo Tickets = entry to fair, VIP reception & your choice of Box or Bleacher seats at the rodeo
- 1 single day parking passes

Requested Sponsorship level (name): \_\_\_\_\_

Sponsorship dollar amount: \$\_\_\_\_\_

Event Seats Check One: Bleacher \_\_\_\_\_ Box \_\_\_\_\_

Method of Payment: Check \_\_\_\_\_ Invoice \_\_\_\_\_ Visa/MC/D \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CID #: \_\_\_\_\_ (3-digit code)

Please Circle One: VISA      Master Card      Discover

Mail Payment or PAY IN-PERSON AT FAIR OFFICE: Monday - Friday, 9 AM - 4 PM

Southwest Washington Fair

1909 South Gold Street

Centralia, WA 98531

Sponsorship payments, banners, and logos for advertising due: August 1, 2021

Logo Requirements: Sponsor provides high resolution files in EPS, AI or PDF

Contact: Southwest Washington Fair Manager

Tamara Hayes 360-740-2656

tamara.hayes@lewiscountywa.gov

