



Rodeo & Wild Horse Race

AUGUST 21, 2021



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, 2021, 6:00 PM - Grandstands

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

SPONSORSHIP OPPORTUNITIES

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 - \$6,000 (EXCLUSIVE 1 AVAILABLE)

RODEO & WILD HORSE RACE PRESENTED BY "YOUR COMPANY NAME HERE"

- Exclusivity - only one Title Sponsor offered
- Company Name announced as Title Sponsor and Logo used in all print, radio, poster, and on-line 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'x10')
- 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.

SOUTHWESTWASHINGTONFAIR.ORG

CHAMPION SPONSOR - \$3,000 (2 AVAILABLE)

- Company Name and Logo in all print, radio, and on-line 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 (3'6' or 4'x6') banners placements throughout Fair (during fair week) or on Fairgrounds fence during the summer months (banners provided by sponsor).
- 1 Complimentary vendor booth space (10'x10')
- 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 the 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 on-line advertising associated with the Rodeo.
- Company Name to be announced when the chute is being utilized.
- 1/2 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 on-line 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 SPONSOR (BULLS, SADDLE BRONG, BAREBACK, BREAKAWAY ROPING, WILD HORSES, RANCH BRONG, MUTTON BUSTIN FOR KIDS) - \$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 on-line 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 on-line advertising associated with the rodeo.
- Company card size color advertisement in the event program
- Name on Cowboy Hat Sponsor banner to hang in 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.

BANDANNA SPONSOR - \$150 (30 AVAILABLE)

- Company name and logo in on-line advertising associated with the rodeo.
- Name on Bandanna Sponsor banner to hang in arena.
- Name listed in the event program as a Bandanna 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.

SPONSORSHIP APPLICATION FORM

Requested Sponsorship Level (name): _____

Sponsorship dollar amount: \$ _____

Event Seats (check one): Box _____ Bleacher _____

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State _____ ZIP _____

Phone: _____

Email: _____

Method of Payment: Check _____ Invoice _____ Visa/MC/D _____

Credit Card #: _____ - _____ - _____ - _____

Expiration Date: _____ CID# _____ (3-digit code) _____

Mail Payment or PAY IN-PERSON AT FAIR OFFICE: Monday - Friday 9 AM to 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
Fair Office 360-740-2656