

# SPONSORSHIP PACKET



LEWIS COUNTY



RODEO

LEWIS COUNTY RODEO  
AUGUST 13TH & 14TH, 2025



Lewis County Rodeo  
Southwest Washington Fairgrounds  
360-740-1495  
1909 South Gold Street  
Centralia, WA 98531

## **Sponsorship Opportunities for the 2025 Lewis County Rodeo – August 13 & 14**

The Lewis County Rodeo Committee invites you to become a valued Sponsor/Advertiser for the 2025 Lewis County Rodeo, held during the Southwest Washington Fair on Wednesday, August 13, and Thursday, August 14. We are excited to partner with Plus 1 Productions to bring an action-packed, NPRA-sanctioned, family-friendly event to our community — promising two thrilling nights of rodeo excitement.

This year's rodeo will feature 9 adrenaline-pumping events: Bull Riding, Saddle Bronc Riding, Bareback Riding, Breakaway Roping, Team Roping, Tie-Down Roping, Steer Wrestling, Barrel Racing, and crowd-favorite Mutton Busting.

The 2025 Sponsorship and Advertising opportunities are attached for your review. Your generous support helps us create an unforgettable experience for attendees while giving your business premium visibility at a sold-out event. As in previous years, we anticipate a full crowd, making this a prime opportunity to showcase your brand to a passionate local audience.

If you have any questions or would like to secure your sponsorship, please feel free to email [swwfair@lewiscountywa.gov](mailto:swwfair@lewiscountywa.gov) or call (360) 740-1495.

Thank you for considering this opportunity to support a cherished community tradition!

Best Regards,

The Lewis County Rodeo Committee



# TOP SPONSORSHIP LEVELS

## Title Sponsor

Lewis County Rodeo

Presented By "Your Company Name Here"

\$8,000 (EXCLUSIVELY IF POSSIBLE)

**SOLD**

- Only one Title Sponsor opportunity available
- Company Name announced as Title Sponsor and logo used in all print, radio, television 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 horse park during Rodeo
- 1 VIP Banner on arena
- 2 VIP banner on arena
- 3 (3'x6' or smaller) banners provided by sponsor
- Banner placed in the arena
- 1 Complimentary venue
- 15 VIP Passes to each Rodeo Performance
- 20 Fair tickets - good any day of fair
- 8 Carnival Passes - individual all day carnival passes good for any day of the fair

**CENTERVILLE**  
Western Stores

ers provided by

or family

## Sponsorship Opportunities

Imagine your brand at the heart of the action – showcased in front of thousands of rodeo fans cheering for edge-of-your-seat excitement. The Lewis County Rodeo is a cornerstone event during the Southwest Washington Fair, drawing packed stands and a vibrant community eager to celebrate tradition and adrenaline-pumping competition. As a sponsor, your business will be woven into the very fabric of this unforgettable experience, with opportunities for dynamic visibility, direct engagement, and lasting connections with loyal local audiences. Let's saddle up and make this year's rodeo bigger and better – together!

## VIP RECEPTION

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

Food & Refreshments

Private Stock Viewing.

Details will be sent via mail to sponsors along with tickets prior to the rodeo

## Advertising Data

MONTHLY PAGE VIEWS	60,000
SOCIAL MEDIA	10,000+
FAIR ATTENDANCE	88,000 Annually
SEATING CAPACITY	3,000 Guests

## Rodeo Arena Sponsor

\$5,000 (2 POSSIBLE)

- Company Name and Logo in all print, radio, and online advertising associated with the Rodeo
- Company Name to be announced when the Rodeo Arena Sponsors are introduced during the rodeo
- Full page color advertisement in the program
- Flag to be carried in arena by horseback during rodeo

- 1 VIP banner on arena
- 2 (3'x6' or smaller) banner placements throughout Fair during fair week (banners provided by sponsor)
- 1 Complimentary vendor booth space (10' x 10')
- 10 VIP Passes to each Rodeo Performance
- 10 Fair tickets - good any day of fair
- 6 individual all day carnival passes



## Chute Sponsor

\$3,000 (3 POSSIBLE)

- 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
- 1/2 page color advertisement in the event program
- Flag to be carried in arena by horseback during rodeo
- 1 (87" x 21 3/4") VIP banner on chute
- 2 (3'x6' or smaller) banners on fairgrounds (provided by sponsor)
- 4 VIP Passes to each Rodeo Performance
- 4 Fair tickets - good any day of fair
- 4 single day parking passes
- 3 individual all day carnival passes

\$3,500 (2 POSSIBLE)

## Men & Women's Champion Sponsors

- 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
- 1/2 page color advertisement in the event program
- Flag to be carried in arena by horseback during rodeo
- 1 (87" x 21 3/4") VIP banner on arena
- 2 (3'x6' or smaller) banners on fairgrounds (provided by sponsor)
- 8 VIP Passes to each Rodeo Performance
- 6 Fair tickets - good any day of fair
- 6 single day parking passes
- 4 individual all day carnival passes



## Outgate Sponsor

\$2,500 (2 POSSIBLE)

- Company Name and Logo in all print, radio, posters and online advertising associated with the Rodeo.
- Company name to be announced when the Outgate is being utilized
- 1/4 page color advertisement in the event program
- Flag to be carried in arena by horseback during rodeo
- 2 Banners on outgates
- 4 VIP Passes to each Rodeo Performance
- 4 Fair tickets - good any day of fair
- 2 single day parking passes
- 2 individual all day carnival passes

<sup>4</sup>  
\$2,000 (~~4~~ POSSIBLE)  
**Event Sponsors -**

**SOLD Bull Riding**

- Saddle Bronc Riding
- Bareback Riding

**SOLD Breakaway Roping**

**SOLD Team Roping,**

- Tie-Down Roping
- Steer Wrestling
- Barrel Racing

**SOLD and Mutton Busting**

- Company Name listed on website and in print materials
- Company name to be announced when referring to the special event.
- Representative from the company may present to the winner of the event
- 1/4 page color advertisement in the event program
- 1 banner on arena
- 4 VIP Passes to each Rodeo Performance
- 4 Fair tickets - good any day of fair
- 2 single day parking passes
- 2 individual all day carnival passes



## Other Sponsorship Opportunities

Nothing quite the right fit? Reach out to us about other sponsor opportunities such as the Beer Garden Band, the Bullfighters or the VIP Reception Food.

**Announcer Sponsor** <sup>\$1,500</sup> (1 POSSIBLE)

- Company Name and Logo in online advertising associated with the Rodeo
- Color advertisement in the event program
- Name on Shared Train Station Sponsor banner to hang in arena
- 6 VIP Rodeo Tickets = entry to fair, parking, VIP reception & close to the action bleacher seats at the rodeo
- 2 Fair tickets - good any day of fair
- 2 individual all day carnival passes - good any day of fair

**Program Sponsor** <sup>\$3,000</sup> (1 POSSIBLE)

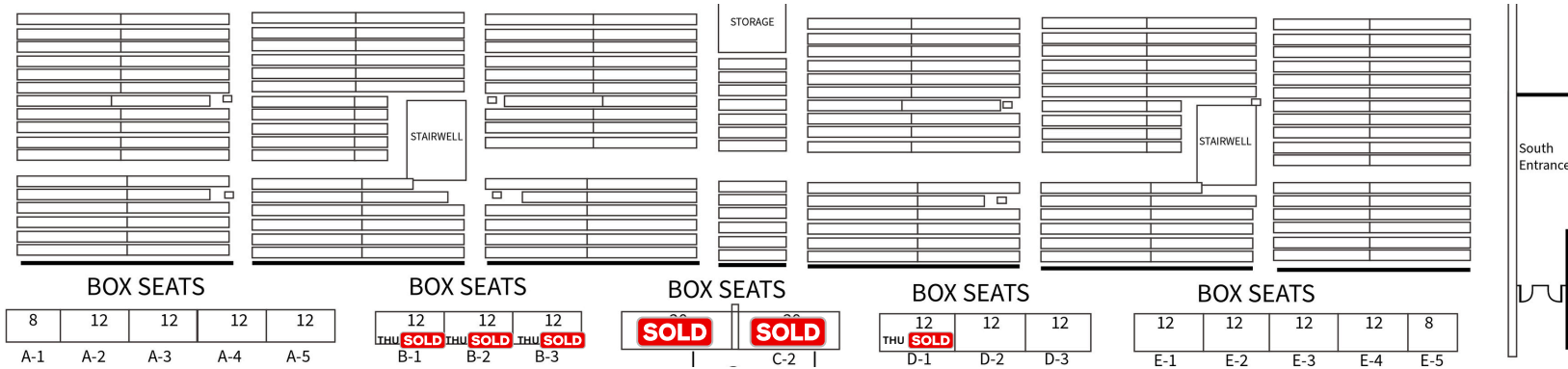
- Company Name and Logo in some online advertising associated with the Rodeo
- Full Page Color logo advertisement in the event program
- Name on Shared Sponsor banner to hang in the arena
- 4 VIP Passes to each Rodeo Performance
- 4 Fair tickets - good any day of fair
- 4 single day parking passes
- 3 individual all day carnival passes

**Friends of the Rodeo** <sup>\$500</sup>

- Name on Friends of the Rodeo Banner hung up in the arena
- Name listed in the Rodeo program as a Friend of the Rodeo Sponsor
- 2 Grandstand Tickets for the Rodeo (Choice of which Rodeo Performance to attend.)
- 2 Fair Tickets 2 Parking Tickets

# BOX SEAT SPONSORS

Available each performance night for purchase



BANNER  
EXAMPLE

BOX SEATS A-1, A-2, A-3, A-4, A-5 & E-1, E-2, E-3, E-4, E-5 WILL BE AVAILABLE FOR PURCHASE ONLINE INDIVIDUALLY STARTING ON JUNE 3RD.

## Center Box

- Banner that says: "Special Guests of "YOUR COMPANY NAME" will stand in the grandstand crowd
- 20 Fair Tickets
- 20 Rodeo Tickets - Section C-1 & C-2

20 SEATS  
\$1,000 (2 POSSIBLE each day)  
**SOLD**

## Standard Box

- Banner that says: "Special Guests of: Your Business Name with name facing the grandstand crowd."
- 12 Fair Tickets
- 12 Rodeo Tickets - B-1, B-2, B-3 & D-1, D-2, D-3

12 SEATS  
\$600 (2 POSSIBLE each day)

## VIP Reception Pass

\$150

- Access at 4:00 PM (2 Hours advance of show)
- Arena Parking, Entry to the Fair, Rodeo Performance
- Light Refreshments Reception
- Close to the Action Bleacher Seats

SouthwestWashingtonFair.org

# SPONSORSHIP COMMITMENT

## RODEO AUGUST 13TH & 14TH, 2025

Sponsor/Advertiser will furnish the Logo, program ads and banner needed by July 1st.

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

Business Web site: \_\_\_\_\_

Phone, & email: \_\_\_\_\_

Rodeo Committee Rep. \_\_\_\_\_

Circle Your  
Selection

Title Sponsor

\$8,000.00

Rodeo Area Sponsor

\$5,000.00

Special - Men's or Women's All Around Champion

\$3,500.00

Chute Sponsor

\$3,000.00

Specials - One Gate

\$2,500.00

Event Sponsor: \_\_\_\_\_

\$2,000.00

Friends of the Rodeo

\$500.00

Other: \_\_\_\_\_

\$

TOTAL AMOUNT DUE: \_\_\_\_\_ SIGNATURE \_\_\_\_\_

AMOUNT PAID \$ \_\_\_\_\_ PAYMENT METHOD: \_\_\_\_\_ DATE: \_\_\_\_\_

Sponsorship payments, banners, and logos for advertising due: July 1, 2025 - earlier in order to be included in online and print advertisement - the earlier in, the more options we have to include you.

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



Call the office to arrange a credit card payment, Mail Payment or  
PAY IN-PERSON AT FAIR OFFICE: Monday - Friday, 9 AM - 4 PM

Southwest Washington Fair

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