



# 2026 Southwest Washington Fair Sponsorship Opportunities

WASHINGTON  
STATE  
AMERICA'S 250TH

OFFICIAL 2026 PARTNER



# THE SOUTHWEST WASHINGTON FAIR: A TRADITION OF COMMUNITY & CELEBRATION

## A LEGACY OF COMMUNITY & CELEBRATION

Founded in 1909, the Southwest Washington Fair is the region's most vibrant annual event, attracting over 65,000 visitors each August. It showcases local agriculture, industry, and entertainment, while providing a significant economic boost to the community. The fair's roots trace back to 1877, with the first official fair held in 1891. By 1909, thanks to local visionaries and legislative support, the fair found its permanent home between Chehalis and Centralia — the only fair in the state established by an act of the Legislature to serve a six-county region. Early facilities included stables, a cattle barn, and a grandstand for 4,000 spectators, which helped the fair gain fame for harness racing. Over the decades, it evolved into a premier showcase of livestock, local crafts, and family-friendly entertainment. Today, the Southwest Washington Fair honors its rich heritage while embracing growth, bringing people together to celebrate community spirit and regional pride.

## BE PART OF THE PURPOSE

For over a century, the Southwest Washington Fair has been the heart of our region — a six-day celebration that brings together more than 75,000 visitors to honor our agricultural roots, showcase local talent, and create unforgettable memories. From thrilling grandstand events and live entertainment to livestock shows and vibrant community exhibits, the fair is a cornerstone event that bridges generations and fosters local pride. But this beloved tradition thrives because of the support and vision of our sponsors.

## WHY SPONSORSHIP MATTERS

Your sponsorship is more than just a name on a banner — it's a powerful contribution to the community. It supports educational programs, sustains youth competitions, enhances fairground facilities, and helps us keep the fair an accessible and enriching experience for everyone. By sponsoring the fair, you're investing in the region's future, connecting with thousands of fairgoers, and aligning your brand with the values of community, heritage, and growth.

Together, we can continue to make the Southwest Washington Fair a place where tradition meets innovation and where community spirit shines the brightest.

## BE PART OF SOMETHING BIGGER.

## BE PART OF THE FAIR.



27K+



Followers

88K+

Attendance



## Aims & Purposes

# 2026 Fair Presenting Sponsor

### Recognition Includes:

- "Your Company presents the 2025 Southwest Washington Fair!" Naming rights.
- Prominent logo placement and stage mentions during events.
- Inclusion in all related promotional materials and press releases.
- Presenting sponsorship with logo on all fair-related materials, maps, and schedules
- 100 Fair admission tickets for any day of the 2025 fair plus 50 parking passes.
- 25 all day Carnival passes
- VIP seating for grandstand events (up to 50 tickets, distributed across the preferred grandstand events such as the rodeo)
- Branded banners displayed prominently at key fair locations
- Booth space in a high-traffic area for direct community engagement
- Opportunity for a raffle to engage leads with raffle signups at the designated booth, guest services and the radio station booth.
- Recognition during daily fair announcements and event broadcasts
- Exclusive behind-the-scenes fair tour for up to 10 representatives
- Prize & Award give away opportunities for representatives on site at the fair.

### Showcase

Southwest Washington's agriculture, industrial heritage, and future.

### Display

the accomplishments of our youth and members of our regional communities.

### Encourage

learning through

- participation
- competition
- observation

### Inspire

community pride

# \$35,000

### Engagement & Lead Generation

- "Saddle Up with Your Company" Daily Giveaway: A high-visibility activation where fairgoers enter to win prizes each day, driving engagement and collecting valuable leads. Branded Entry Kiosk or Digital Sign-Up: Featuring Your Company branding, making it easy for attendees to participate while reinforcing brand presence.
- Prizes & Themed Giveaways: Could include fair merchandise, event tickets, or sponsor-branded items that connect with the "Saddle Up" theme.
- Social Media & On-Site Promotion: Encouraging fairgoers to participate through fair social channels, stage announcements, and signage.
- We could also include a dedicated caption or visual section featuring Your Companies branding alongside "Saddle Up with Country Financial", reinforcing your role as Presenting Sponsor while tying into this year's theme.
- With a portion of the sponsorship dedicated to Agriculture departments and their prizes provides an opportunity for representatives to present prizes to winners!

# Exclusive Sponsorships

## Department & Building Sponsorships

Put your name on one of the Fair's most recognizable spaces!

- Starting at **\$1,500**
- Sponsorships may include barns, exhibit buildings, or departments.
- Sponsorships include the opportunity for a dedicated space in or near the building for sponsor visibility, such as signage, displays, or outreach activities.
- Limited availability and subject to Fair Management approval.

## DAY of the week Sponsorships

### “Day” Sponsorships

- Become the presenting sponsor of one of the six days of Fair (example: Timberland Bank Day).
- Weekday Sponsorships: starting at **\$3,500**
- Weekend Sponsorships: starting at **\$5,000**
- Extremely limited availability — offered only with Fair Management approval.
- This sponsorship gives your business naming recognition for the day and visibility throughout the grounds and promotions.

## Entertainment Sponsorships

### Entertainment Sponsorships

- Support Fair entertainment by sponsoring a show, performance, or special attraction.
- Starting at **\$500** (scaled to the cost of entertainment)
- Flexible recognition opportunities based on the type of entertainment supported.
- Availability subject to discussion with Fair Management.

## Experience Sponsorships

Create lasting memories for Fairgoers by sponsoring one of our unique Fair experiences.

- Starting at **\$1,000** (pricing varies)
- Opportunities may include:
  - Petting Zoo Sponsorship
  - Kids’ Activities & Play Areas
  - Heritage/Old Town Educational Displays
  - Fair Feature, Contests or Special Attractions

Experience Sponsorships include name recognition tied to the sponsored activity or feature, along with on-site signage and mention in select promotional materials. All experience sponsorships are limited, must be pre-approved by Fair Management, and are tailored to fit both the sponsor and the event experience.

# Be Part of the Purpose

## Standard Sponsorships

### Friends of the Fair

**\$250**

- Name listed on the fair website sponsor page.
- Recognition in a sponsor appreciation social media post.
- “Friends of the Fair” Banner with Sponsor Name (created by fairgrounds)

### Community Partner

**\$500**

- Name or logo listed on the fair website and event signage.
- Social media shoutout during fair week.
- “Community Partner” Banner with Sponsor Name (created by fairgrounds).
- Family pack of 4 fair admission tickets, including grandstand access.

\*\*We understand that every partnership is unique, and we're happy to discuss tailored opportunities to best align with your goals. In addition to the benefits outlined above, all exclusive sponsors will receive extra recognition through special highlights and shoutouts across our social media platforms, website, and event announcements — ensuring your brand stays in the spotlight throughout the fair and beyond.

### Blue Ribbon

**\$5,000**

- Prominent logo placement on the fair website, event signage, and promotional materials.
- Featured social media spotlight + ongoing mentions throughout the fair season.
- Verbal recognition at major fair events and grandstand shows.
- “Blue Ribbon Sponsor” Banner with Sponsor Name (created by fairgrounds).
- Family pack of 8 fair admission tickets with grandstand access + VIP seating for select events.

### Red Ribbon

**\$2,500**

- Premium logo placement on the fair website, event signage, and promotional materials.
- Dedicated social media spotlight + ongoing mentions throughout fair season.
- Verbal recognition during key fair events.
- “Red Ribbon Sponsor” Banner with Sponsor Name (created by fairgrounds).
- Family pack of 6 fair admission tickets with grandstand access.

### White Ribbon

**\$1,000**

- Logo placement on the fair website, event signage, and promotional materials.
- Social media feature + multiple mentions throughout the fair season.
- “White Ribbon Sponsor” Banner with Sponsor Name (created by fairgrounds).
- Family pack of 4 fair admission tickets with grandstand access.

# Showcase-Display-Encourage-Inspire

## Sponsorship Form

Thank you for considering a partnership with the Southwest Washington Fair. Your sponsorship not only supports our cherished traditions but also helps us grow, bringing exciting events, educational opportunities, and lasting memories to our community.

Please complete the form below to confirm your sponsorship and ensure we can recognize and celebrate your contribution. If you have any questions or would like to discuss personalized options, we're here to collaborate and make your sponsorship experience truly special. Let's create something unforgettable together!

### Fair Sponsorships

**\$ 5,000 BLUE RIBBON**

**\$2,500 RED RIBBON**

**\$1,000 WHITE RIBBON**

**\$500 Community Partner**

**\$250 Friend of the Fair**

**Other**

### Payment Information

I Have enclosed a check made payable to Southwest Washington Fair

Mail to: Southwest Washington Fairgrounds

Please send me an invoice

1909 S Gold Street

Centralia, WA 98531

### Individual Member Contact Information :

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Corporate Membership or Sponsorship Information :

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_