



Sponsorship Packet

Lewis County Rodeo

August 12th & 13th, 2026



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

Sponsorship Opportunities for the 2026 Lewis County Rodeo – August 12 & 13

The Lewis County Rodeo Committee invites you to become a valued sponsor or advertiser for the 2026 Lewis County Rodeo, held during the Southwest Washington Fair on Wednesday, August 12, and Thursday, August 13, 2026.

We're thrilled to once again partner with Plus 1 Productions to bring an action-packed, NPRA-sanctioned rodeo to Lewis County – delivering two unforgettable nights of family-friendly, high-energy entertainment.

This year's rodeo will feature nine thrilling events: Bull Riding, Saddle Bronc Riding, Bareback Riding, Breakaway Roping, Team Roping, Tie-Down Roping, Steer Wrestling, Barrel Racing, and the ever-popular Mutton Busting.

The 2026 Sponsorship and Advertising Opportunities are attached for your review. Your generous support helps us create a top-tier event while showcasing your business to a loyal and enthusiastic audience. As in previous years, we anticipate sold-out crowds, making this one of the best local marketing opportunities of the year.

If you have any questions or would like to secure your sponsorship, please contact us at swwfair@lewiscountywa.gov or call (360) 740-1495.

Thank you for helping us continue this cherished community tradition – we couldn't do it without you!

Warm regards,

The Southwest Washington Fair team & the Lewis County Rodeo Committee

TOP SPONSORSHIP LEVELS

Title Sponsor Lewis County Rodeo Presented By "Your Company Name Here"

\$8,000 (EXCLUSIVE 1 POSSIBLE)

- Only one Title Sponsor opportunity available
- 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 horseback during Rodeo
- 1 VIP Banner on arena arena
- 2 VIP banners over grandstand entrances
- 3 (3'x6' or smaller) banner placements throughout Fair during fair week (banners provided by sponsor)
- Banner placed in the bleacher area representing your company, organization, or family
- 1 Complimentary vendor booth space (10' x 10')
- 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

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 |

\$5,000
(2 POSSIBLE)

Rodeo Arena Sponsor

- Company Name and Logo in all print, radio, and online advertising associated with the Rodeo
- Company Name to be announced as a Rodeo Arena Sponsor throughout 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



\$3,000
(6 POSSIBLE)

Chute Sponsor

- 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
- Flag to be carried in arena by horseback during rodeo
- 1 (87" x 21 & 1/4") 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
- ½ page color advertisement in the event program
- Flag to be carried in arena by horseback during rodeo
- 1 (87" x 21 & 1/4") 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



\$2,500
(2 POSSIBLE)

Outgate Sponsor

- 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

\$2,000 (10 POSSIBLE)

Event Sponsors -

- Bull Riding**
- Saddle Bronc Riding**
- Bareback Riding**
- Breakaway Roping**
- Team Roping,**
- Tie-Down Roping**
- Steer Wrestling**
- Barrel Racing**

Mutton Busting and Stick Horse Racing!

- 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



\$1,500

Announcer Sponsor (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

\$3,000

Program Sponsor (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

\$500

Friends of the Rodeo

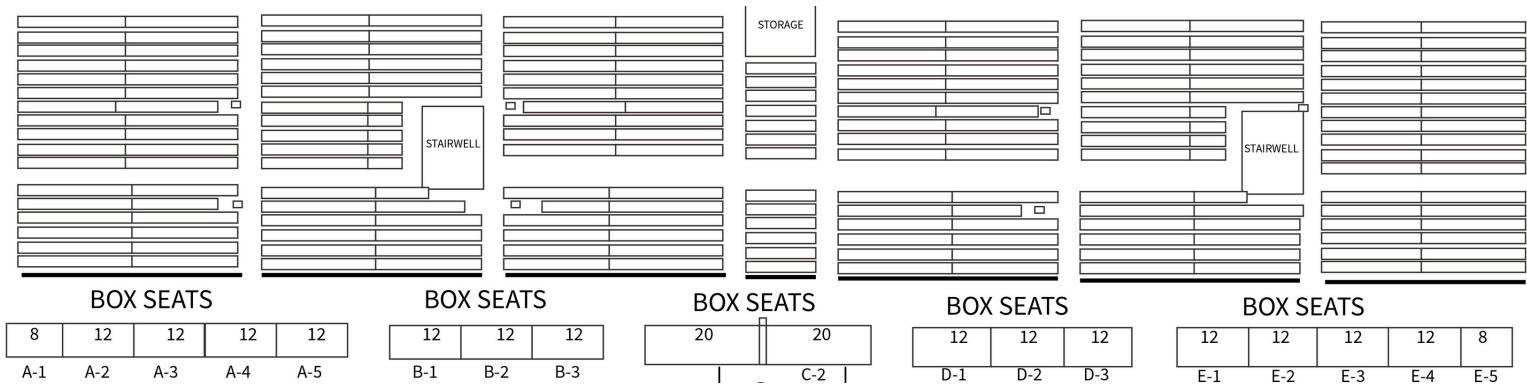
- Name on Friends of the Rodeo Banner hung up in the arena
- Name listed in the Rodeo program as a Friend of the Rodeo Sponsor
- 2 Grandstand Tickets for the Rodeo (Choice of which Rodeo Performance to attend.)
- 2 Fair Tickets 2 Parking Tickets

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.

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

20 SEATS

\$900 (2 POSSIBLE each day)

- Banner that says: "Special Guests of "YOUR COMPANY NAME" w/logo facing the grandstand crowd
- 20 Fair Tickets
- 20 Rodeo Tickets - Section C-1 & C-2

Standard Box

12 SEATS

\$540 (14 POSSIBLE each day)

- 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

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

Sponsorship Rodeo August 12th & 13th, 2026 Commitment

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 Arena Sponsor | \$5,000.00 |
| | Special - Men's or Women's All Around Champion | \$3,500.00 |
| | Chute Sponsor | \$3,000.00 |
| | Specials - The Out 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, 2026 - 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 PNG or JPEG,

Call the office to arrange a credit card payment, Mail Payment or
PAY IN-PERSON AT FAIR OFFICE: Monday - Friday, 9 AM - 5 PM

Southwest Washington Fair

360-740-1495

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