



**2012**  
**Sponsorship**  
**Opportunities**



## Just the Facts!

**Mission Statement:** Our Mission is to become a direct source of community pride and promote goodwill among county residents. The County Fair provides an educational showcase for County residents and 4-H members to exhibit their accomplishments in the areas of agriculture, livestock, art, science, home economics, arts and crafts and foods. A variety of amusements are also provided.

**Dates:** August 1-5, 2012

**Fair Hours:** The fair opens at 5:00 p.m. on Wednesday, 10:00 a.m. on Thursday through Sunday. The fair closes daily at 11:00 p.m.

**Fairgrounds Location:** 9755 Henderson Road in Brighton, Colorado

**Admission:** Free; Parking is \$5.00 per car

**Theme Days:** Sneak a Peek Night, Senior Day, Kids Day, and Fiesta Day

**Attendance:** The estimated 2011 attendance *totaled* 65,000 people. Over the past five years the average attendance has been *67,000 people*.

**Community Value:** The fair brings communities together, crossing cultural demographic and ethnic lines to provide affordable family entertainment, education and enrichment.

**Education and Enlightenment:** The fair offers an important link to the county's strong agricultural roots. The Fair serves as a reminder of Adams County's rich agricultural history.

**Entertainment Options:** Rated as the Best of the Best from Metro North Newspapers the fair offers something for everyone. The United Power Grandstand Arena hosts rodeos, motorsports and cultural entertainment. In addition the fair keeps things lively with entertainment stages, on grounds entertainment, rides and amusements on the Midway.



## Just the Facts Continued!

**Competitions:** The fair teaches the value and rewards of hard work, innovation, presentation and creativity by awarding trophies, ribbons and cash awards across more than 5,000 competitive exhibit categories.

**Exhibits:** The fair reflects the unique values and heritage of Adams County with hundreds of exhibits showcasing livestock, crops, artwork, baked goods, crafts and more.

**Food and Fun for All:** There's always plenty to do at the Fair including free concerts, great food and drinks, a children's pavilion featuring a petting zoo, bungee jumping, rock climbing, face painting and more.

**Marketing Support:** Consumers in and around Adams County learn about the fair via a \$67,000.00 marketing campaign across print, broadcast, online platforms plus the Adams County Fair Guide.

### **Valuable Corporate Sponsorship**

Cost effective sponsorship programs provide business the opportunity to enhance their community image, market and brand their goods and services, build lasting customer relationships and help bring the experience of a county fair to hundreds of thousands of appreciative consumers.

Fair sponsors receive exposure across print, online, broadcast and on-site marketing executions. Top level sponsors also enjoy custom promotions plus valuable naming rights to venues, activities, entertainment, special admission days and events.

Sponsorship packages are available in six levels; mobile marketing packages are also available for marketers interested in product sampling at the Fair.

Included on the following pages are examples of sponsorship packages. However, sponsorship packages can also be customized to best suit your needs and ensure your desired outcome is achieved.



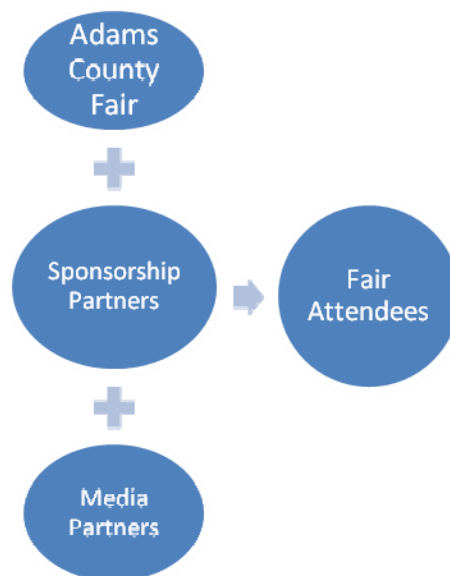
# Marketing

2011 Media Partners included:

- ◆ 9NEWS, 9NEWS.com & MomsLikeMe.com
- ◆ MetroNorth Newspapers
- ◆ Entercom Radio including Alice & KOSI
- ◆ KYGO
- ◆ Univision Colorado & 96.5 La TriColor
- ◆ Comcast Cable & Comcast Spotlight

Looking forward to 2012, the Fair will focus on a four-part marketing strategy with a focus on internet advertising directed at our targeted audience and our first year of “tweeting” on “Twitter”!

- ◆ Television both cable and network
- ◆ Radio
- ◆ Print
- ◆ Internet & Social Media - The Adams County Fair looks forward to our 2nd year on Facebook and our first year on Twitter! Join us as a fan!





## **Blue Ribbon Level - \$15,000 +**

Title sponsorship for a Fair venue or attraction.

Examples include: Grandstands, Free Stage, Carnival, Official Media Partners

- ◆ Recognition as an official sponsor of a venue or attraction
- ◆ Logo and name recognition on the inside cover of the official Fair guide and brochure
- ◆ Logo and name recognition included on select printed advertising for the event
- ◆ Logo and link posted on the Fair website
- ◆ Banner exposure at the entrance to the fairgrounds (banner supplied by sponsor)
- ◆ Banner exposure on Fairgrounds Road and Park Blvd. (banners supplied by sponsor)
- ◆ Banner exposure at the sponsored event (banner supplied by sponsor)
- ◆ Permanent signage in the rodeo arena for the sponsoring year (sign supplied by sponsor)
- ◆ Permanent signage in the indoor arena for the sponsoring year (sign supplied by sponsor)
- ◆ Company flag presented in the grand entry at the Rodeo (flag supplied by sponsor)
- ◆ Full page ad in the official guide
- ◆ Inclusion & mentions on Facebook & Twitter
- ◆ Inclusion on permanent fair sign for sponsor year
- ◆ Live recognition by the announcer at all grandstand events
- ◆ 60 grandstand event tickets
- ◆ 30 VIP parking passes
- ◆ 20 carnival passes
- ◆ 10 x 10 booth space; indoor or outdoor (must be secured no later than June 1st)
- ◆ Sampling opportunities
- ◆ Use of a sponsor golf cart (based upon availability)
- ◆ First right of refusal for title sponsorship for activity, event or venue the following year based on the final approval of the Fair management



## Red Ribbon Level - \$10,000 +

Title recognition at a Fair event.

Examples include: Rodeo, Truck Pull, Monster Truck Show, Demolition Derby, Fiesta Day, Kids Day

- ◆ Recognition as an official sponsor of the event
- ◆ Logo and name recognition included on the inside cover of the official Fair guide and brochure
- ◆ Logo and name recognition included on select printed advertising for the event
- ◆ Banner exposure at the entrance to the fairgrounds (banner supplied by sponsor)
- ◆ Banner exposure at the sponsored event (banner supplied by sponsor)
- ◆ Permanent signage in the rodeo arena for the sponsoring year (sign supplied by sponsor)
- ◆ Permanent signage in the indoor arena for the sponsoring year (sign supplied by sponsor)
- ◆ Company flag presented in the Grand Entry at the Rodeo (flag supplied by sponsor)
- ◆ 1/2 page ad in the official guide
- ◆ Logo and link posted on the Fair website
- ◆ Inclusion & mentions on Facebook & Twitter
- ◆ Inclusion on permanent fair sign for sponsor year
- ◆ Live recognition by the announcer at all grandstand events
- ◆ 40 grandstand event tickets
- ◆ 20 VIP parking passes
- ◆ 10 carnival passes
- ◆ 10 x 10 booth space; indoor or outdoor (must be secured no later than June 1st)
- ◆ Sampling opportunities
- ◆ First right of refusal for title sponsorship for activity, event or venue next year, based on the final approval of the Fair management



## **White Ribbon Level - \$5,000 +**

Recognition as an official sponsor of a Fair activity or event.

Examples Include: on-grounds show, specific entertainment act, official supplier/provider, Senior Day

- ◆ Recognition as an official sponsor of the event or activity
- ◆ Logo and name recognition included on the inside cover of the Fair guide and brochure
- ◆ Logo and link posted on the Fair website
- ◆ Banner exposure at the sponsored event (banner supplied by sponsor)
- ◆ Inclusion & mentions on Facebook
- ◆ 1/4 page ad in the official guide
- ◆ Live recognition by the announcer at the event
- ◆ Your choice of 25 grandstand event tickets
- ◆ 15 VIP parking passes
- ◆ 10 x 10 booth space; indoor or outdoor (must be secured no later than June 1st)



## **Yellow Ribbon Level - \$2,500 +**

Recognition as an official sponsor of Fair activity or event.

Examples include: Carnival Discount Night, Volunteer Program

- ◆ Recognition as an official sponsor of Fair
- ◆ Banner exposure at the sponsored event (banner supplied by sponsor)
- ◆ Company name listed in the official Fair guide and brochure
- ◆ 1/8 page ad in the official guide
- ◆ Live recognition by the announcer at the event
- ◆ Your choice of 15 event tickets - Rodeo, Tractor Pull, or Demolition Derby
- ◆ 10 VIP parking passes
- ◆ 10 x 10 booth space; indoor or outdoor (must be secured no later than June 1st)



## Cow Tipper & Friends of the Fair Levels

Recognition as an official sponsor of the Fair

### Benefits of the \$1,000+ Cow Tipper

- ◆ Recognition as an official sponsor of the Fair
- ◆ Banner exposure at the sponsored event (banner supplied by sponsor)
- ◆ 10 x 10 booth space for one Grandstand event.
- ◆ Company name listed in the official Fair guide and brochure
- ◆ Live recognition by the announcer at the event
- ◆ 10 Rodeo tickets
- ◆ 5 VIP parking passes

### Benefits of the \$100+ Friends of the Fair Level

- ◆ Recognition as an official sponsor of the Fair
- ◆ Company name listed in the Fair guide and brochure
- ◆ 6 Rodeo tickets
- ◆ 3 VIP parking passes



## Royalty Level

Recognition as an official sponsor of the Adams  
County Fair Royalty Program

### Benefits of the \$500.00 Fair Royalty

- ◆ Recognition as an official sponsor of the Fair
- ◆ Company name listed in the Fair guide and brochure
- ◆ 6 Rodeo tickets
- ◆ 3 VIP parking passes

# 2011 Proud Sponsors

Thanks to our 2011 Sponsors who provided \$271,043.00 with in-kind support and \$47,846.00 in cash support!

The Bromley Companies, Comcast, 9NEWS, Momslikeme.com, Entravision Communications, 96.5 La TriColor, 98.5 KYGO, KS 107.5, United Power, Metro North Newspapers, City of Brighton Police Department, KOSI 101, Greater Brighton Fire Protection District, Dan's Custom Construction, Platte Valley Medical Center, Transwest Trucks, High Country Beverage, Valley Bank & Trust, PEPSI, Acs, Inc., American Pride Co-Op, Honnen Equipment Company, DaveCo Liquors, The Home Depot Home Services, Renewable Fiber, E-470 Public Highway Authority, Colorado Equipment Company, Johnson Auto Plaza, Blue Bell Ice Cream, Port Plastics, Air Gas Intermountain, Sherry Scebbi, Independent Mary Kay Consultant, Cox Ranch Originals, Chick-fil-A of Brighton, The Bagel Bakery, Bo's Brewed Coffee Colorado Golf & Turf, Radio Resource, Wagner Rents, 1st Bank of Adams County, IHOP of Brighton

