

OTERO
COUNTY
FAIR AND RODEO



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EVENT SPONSORSHIP PROPOSAL



May 17, 2022

Dear Community Partner,

Greetings!

The Otero County Fair Association is grateful for your support of the Otero County Fair and Rodeo. For the past eighty-three years, we have provided one of the area's largest family attractions, full of fun activities and cherished memories. We are currently planning the 2022 event and hope that your business will once again join our mission in hosting our event with free entry to the Pavilion and Exhibit Building.

Please contact Jessica anytime at 575-434-0788 or 575-430-0721 if you have any questions or if you have made a decision on which sponsorship package(s) you would prefer. Once again, thank you very much for your continuous support.

Regards,

Jessica Heidel

Fair Manager
Otero County Fair
Association

About Us

The **Otero County Fair Association** is a non-profit organization dedicated to managing the fairgrounds facilities in Alamogordo, New Mexico. Our mission is to manage and care for the fairgrounds property, serve and assist non-profit organizations in Otero County, and contribute to the growth of our Junior Livestock, 4-H, and FFA kids.

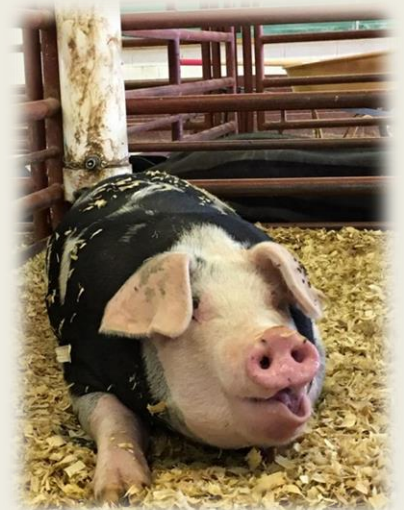
Event Details

The event will be on September 22 through September 25, 2022, from 11:00 AM to 11:00 PM, at the Otero County Fairgrounds. The event will be attended by parents, children, sponsors, volunteers, community businesses, and many more. The Otero County Fair has over 45,000 visitors!



Why Sponsor This Event?

Aside from helping the community enjoy a one of a kind event the sponsors will get significant exposure to the public. Sponsoring company logos or names will be displayed on the promotional posters during the event, as well as on our website, social media pages, and radio spots.



Friends of the Fair Sponsorship Packages

CHAMPION RIBBON PACKAGE

Price: \$5,000 AND UP

Description

- Logo and name will be displayed on Friend of the Fair Wall displayed at the Fair
- Recognition on Website and Facebook
- Ten (10) general admission Rodeo tickets
- 3-2X4 Banners (you provide) displayed in the area of your choice on the Fairgrounds
- Business promoted as a Friend of the Fair on Radio, Print Ads, and Billboards
- 2 10X10 booth spaces

BLUE RIBBON PACKAGE

Price: \$2,500 - \$4999

Description

- Logo and name will be displayed on Friend of the Fair Wall displayed at the Fair
- Recognition on Website and Facebook
- Eight (8) general admission Rodeo tickets
- 2-2X4 Banners (you provide) displayed in the area of your choice on the Fairgrounds
- 1 10X10 booth space

RED RIBBON PACKAGE

Price: \$1000 - \$2499

Description

- Logo and name will be displayed on Friend of the Fair Wall displayed at the Fair
- Recognition on Website and Facebook
- Six (6) general admission Rodeo tickets
- 2X4 Banner (you provide) displayed in the area of your choice on the Fairgrounds

WHITE RIBBON PACKAGE

Price: \$500 - \$999

Description

- Logo and name will be displayed on Friend of the Fair Wall displayed at the Fair
- Recognition on Website and Facebook
- Four (4) general admission Rodeo tickets

YELLOW RIBBON PACKAGE

Price: \$250 - \$499

Description

- Logo and name will be displayed on Friend of the Fair Wall displayed at the Fair
- Recognition on Website and Facebook
- Two (2) general admission Rodeo tickets

GREEN RIBBON PACKAGE

Price: \$150 - \$249

Description

- Logo and name will be displayed on Friend of the Fair Wall displayed at the Fair
- Recognition on Website and Facebook



RODEO SPONSORSHIP

Day Hand Package \$150- \$249

- Sponsorship mention throughout each rodeo performance
- Banner hung in rodeo arena (you provide banner)
- 2 General Admission Rodeo Tickets

Ranch Hand Package \$250 - \$499

- Sponsorship mention throughout each rodeo performance
- Banner hung in rodeo arena (you provide banner)
- Add - on Money for an event(s) of your choice for Rodeo Performance (\$50 maximum Add-on Money)
- 4 General Admission Rodeo Tickets

Ranch Foreman Package \$500 - \$999

- Sponsorship mention throughout each rodeo performance
- Banner hung in rodeo arena (you provide banner)
- Add- on Money for an event(s) of your choice for Rodeo Performance (\$75 maximum Add-on money)
- 6 General Admission Rodeo Tickets

Ranch Manager Package \$1000 - \$2499

- Sponsorship mention throughout each rodeo performance
- Banner(s) hung in rodeo arena (you provide banner(s))
- Add - on Money for an event(s) of your choice for Rodeo Performance (\$100 maximum Add-on money)
- 2 Reserved Seating Rodeo Tickets

Ranch Boss Package \$2500-\$4999

- Sponsorship mention throughout each rodeo performance
- Banner(s) hung in rodeo arena (you provide banner(s))
- Add - on Money for an event(s) of your choice for Rodeo Performance (\$150 maximum Add-on money)
- 4 Reserved Seating Rodeo Tickets









Ranch Owner Package \$5000 and above

- Sponsorship mention throughout each rodeo performance
- Banner(s) hung in rodeo arena (you provide banner(s))
- Add - on Money for an event(s) of your choice for Rodeo Performance (\$250 maximum Add-on money)
- 6 Reserve Seating Tickets

Return this page for sponsorship to the Otero County Fair Office.

Eligible sponsorships must be known and paid for before July 31, 2022 so logo art can be incorporated into the billboard advertising.

Debit, Credit, Cash, Checks or Money Orders accepted. Checks should be made out to Otero County Fair Association. Funds can be mailed to or dropped off at the Fair Office 401 Fairgrounds Rd. Alamogordo, NM 88310. The office is open Monday through Friday from 2:00 pm to 5:00 pm. Appointments outside of these hours can be arranged by calling 575-434-0788 or 575-430-0721.

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|---|--|--|
|  <input type="checkbox"/> Champion Ribbon |  <input type="checkbox"/> Day Hand | |
|  <input type="checkbox"/> Blue Ribbon |  <input type="checkbox"/> Ranch Hand |  <input type="checkbox"/> Ranch Boss |
|  <input type="checkbox"/> Red Ribbon |  <input type="checkbox"/> Ranch Foreman |  <input type="checkbox"/> Ranch Owner |
|  <input type="checkbox"/> White Ribbon |  <input type="checkbox"/> Ranch Manager | |
|  <input type="checkbox"/> Yellow Ribbon | | |
|  <input type="checkbox"/> Green Ribbon | | |

Name of Business _____

Address _____

Phone _____ Email _____

Signature of business representative _____

Payment enclosed \$ _____

Please invoice me July 1, 2022 _____

