

Partner Opportunities for Cash & In-Kind Sponsorships

Join us for the 125th Mesa County Fair — The Premiere Showcase for all that is Mesa County
July 17-21, 2012



A WORD FROM THE FAIR BOARD



Richard White, Fair Board President

The Mesa County Fair Board is proud to present the 125th Mesa County Fair! We invite you and your company to be part of this extraordinary and historic annual community tradition. Your stewardship of the Fair helps us present and showcase all that is Mesa County, as well as promote our rich and vital agricultural heritage to the community. For over 53,000 Mesa County residents the Fair is the place where memories are made and great times abound. Your participation in the Fair demonstrates your commitment to our local cooperative spirit with high profile rewards as your message is seen by thousands.



Photo by Barton Glasser



COUNTY FAIR TITLE SPONSOR—Maximum marketing opportunities

- Full page color ad in the Official Fair Program Guide & logo on sponsor page
- Sponsor logo on TV spots & company name mentioned on radio ads
- Prominent web exposure, logo with link on Fair website home page & sponsorship section
- A customized flag pole banner with logo
- Sponsor logo & mention on all printed publicity materials
- Company banners hung in premier locations
- A complimentary 10' x 10' booth space at the Fair
- Eight pairs of box seating tickets to grandstand shows & 50 daily admission tickets
- Framed 2012 Commemorative Fair poster



ASSOCIATE SPONSOR—Outstanding exposure in popular Fair areas

- 1/2 page b & w ad in the Official Fair Program Guide & logo on sponsor page
- Company banners (2) hung in locations that consistently attract the largest crowds
- Web exposure with logo and link on the Fair website
- A complimentary 10' x 10' booth space at the Fair
- Four pairs of box seating tickets to grandstand shows & 25 daily admission tickets
- Framed 2012 Commemorative Fair poster



CONTRIBUTING SPONSOR—Targeted visibility in one area or day of the Fair

- Company banner in a targeted high-visibility location. e.g. Living Arts showcase building, Entertainment—Gazebo or Main Stage, Grandstands nightly show
- Web exposure with logo and link on the Fair website
- 20 daily admission tickets or 6 all-day carnival wristbands
- Framed 2012 Commemorative Fair poster



FAIR EVENT SPONSOR

Annual events that create ongoing traditions, lasting memories & community recognition for your Company
Fulfillment dependent upon Sponsor
\$\$ Commitment

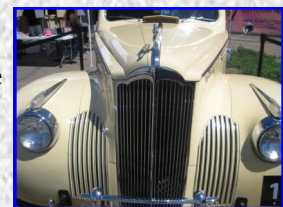
Sponsor Opportunities Include:

- Fireworks Extravaganza
- Clydesdale Hitch
- Open Class
- Team Roping
- Antique Tractor Pull
- Wine Competition
- Educational Demos
- Daily Grounds, Musical & Specialty Acts
- Entertainment—Gazebo or Main Stage
- Create your own!!



Fulfillment Options Include:

- Banners
- Tickets
- Advertising
- Publicity
- 2012 Commemorative Fair Poster
- Web exposure
- VIP Seating
- Interviews
- Booth Space



ADVERTISE IN OUR OFFICIAL FAIR PROGRAM GUIDE
All sponsors receive 1/2 off advertising fees for any size ad
ASK FOR DETAILS

www.mesacountyfair.com

Don't see exactly what you want? Let us customize a package to fit your needs!