



Navajo County Fair Inc.

P.O. Box 309
Holbrook, AZ. 86025
Phone – 928.524.4757

Web Site: www.navajocountyfair.net
E-mail: navajocountyfair@yahoo.com

Date: June 10, 2021

HOWDY NAVAJO COUNTY FAIR SPONSOR!

In September, the Navajo County Fair, Inc., will be celebrating the 90th Anniversary of the Navajo County Fair and Rodeo. Navajo County Fair, Inc., takes great pride in maintaining a traditional down-home County Fair and it is our hope that you will sponsor our great event.

Our fair dates are September 15th – 18th, 2021, and the theme is “Navajo County Fair, Celebrating 90 Years of Memories”. This year’s fair will include: The Little Buckaroo Rodeo, Open Class Exhibits and Demonstrations, Jr. Livestock and Small Stock Show and Auction, 4-H Horse Show AND of course our many yummy food vendors! Our entertainment line-up will include: Frazier Shows Carnival, Washboard Willie, Joe Stoddard, Freckle Farm Pony Rides and Petting Zoo, the new Kid’s Zone and Live Bands each night! Our Rodeo is sanctioned with GCPRA and the Rodeo Entertainment will include Top PRCA Bucking Stock from Honeycutt Rodeo Company, PRCA Trick Rider Madison McDonald-Thomas, PRCA Rodeo Barrel Man Troy “Wild Child” Lerwill, PRCA Rodeo Announcer Jody Carper and a live video scoreboard with instant replays. The Demolition Derby is getting bigger and better every year and will feature the “Coors Bus” for our top Sponsors to enjoy. We are also remodeling our VIP lounge for your pleasure! We also proudly present our Latino night which will include a popular Latino Band that will play LIVE after our Opening Ceremony on Wednesday night.

I have included our sponsorship levels for the 2021 fair. Thank you in advance for your support of our event. If you have any questions or would like to set up a meeting, please call the Navajo County Fair office at 928-524-4757.

Sincerely,

Michele Stock

Michele Stock
Navajo County Fair, Inc.
Event Director



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2021

Premier Sponsor with Media - \$5,000 and up

- **Contestant/Leader Board** – Sponsor Name/Logo will appear on the video Contestant/Leader board for every event of the rodeo.
- **Top level Announcer Booth Sign or Livestock exit gate N of announcers stand**
X 1 – 4 x 8 sign painted with sponsor name/logo to remain on display for a period of 1 year. (limited spots please ask for availability)
- Our Premier Sponsors will be announced and placed in ALL marketing and media for the Navajo County Fair Rodeo (includes, but not limited to Video board, posters, flyers, Website and FB)
- **Flag Run** – Grand Entry and Grand Finale Sponsor Flag Presentation **{Sponsor to supply flag}**
- Have up to 4 business banners hung throughout the Fairgrounds
- NEW in 2021 – 1 banner hung in the Carnival area **{Sponsor to supply banners}**
- 20 VIP passes for both rodeo performances, includes exclusive access to the VIP lounge, Coors Bus and VIP Bar Observation Balcony (if available)

Corporate Sponsor

with special Media Sponsorship Agreement - \$3,000 - \$4,500

- **Contestant/Leader Board** – Sponsor Name/Logo will appear on the video Contestant/Leader board for every event of the rodeo.
- **Second level Announcer Booth Sign** X 1 – 4 x 8 sign painted with sponsor name/logo to remain on display for a period of 1 year. (limited spots please ask for availability)
- Our Corporate Sponsors will be announced and placed in ALL marketing and media for the Navajo County Fair Rodeo (includes, but not limited to Video board, posters, flyers, Website and FB)
- **Flag Run** – Grand Entry and Grand Finale Sponsor Flag Presentation **{Sponsor to supply flag}**
- Have 2 business banners hung throughout the Fairgrounds
- NEW in 2021 – 1 banner hung in the Carnival area **{Sponsor to supply banners}**
- 10 VIP passes for both rodeo performances, includes exclusive access to the VIP lounge.

Bucking Chute with Media Sponsorship Agreement - \$2,000/2,500

- Our Bucking Chute with Media Sponsors will be announced and placed in all marketing and media for the Navajo County Fair Rodeo (includes, but not limited to posters, flyers, FB and website)
- Chute Gate – 1 Bucking Chute Sign to remain on display for a period of 1 year. (limited spots please ask for availability)
- Sponsor name is announced each time gate is opened during both rodeo performances.
- 1 Business banner to be hung at the Carnival. **{Sponsor to supply banner}**
- Flag Run – Grand Entry and Grand Finale Sponsor Flag Presentation
{Sponsor to supply flag}
- 8 VIP passes for both rodeo performances, includes exclusive access to the VIP lounge.

Arena Sign and Media Sponsorship Agreement – \$1,000/1,500

- Our Arena Sign with Media Sponsors will be announced and placed in some marketing and media for the Navajo County Fair Rodeo (includes, but not limited to posters, flyers, FB and website)
- Arena Sign – 1 – 4X8 sign painted with sponsor name/logo to remain on display for a period of 1 year.
- 1 Business banner to be hung at the Carnival. **{Sponsor to supply banner}**
- Flag Run – Grand Entry, Event **OR** Grand Finale Sponsor Flag Presentation
{Sponsor to supply flag}
- 4 VIP passes for both rodeo performances

Arena Sign Agreement - \$500 (\$450 for returning sponsors)

- Arena Sign - 1 4x8 sign painted with sponsor name/logo to remain on display in the arena for a period of 1 year

Returning “TRADE OUT” Sponsor Agreement - \$500 (\$450 for returning sponsors) in Trade of your product

- Arena Sign - 1 4x8 sign painted with sponsor name/logo to remain on display in the arena for a period of 1 year

Buckle Sponsor - \$250

- Sponsor a Rodeo Event with your business name on the buckle. 14 available.

PLEASE NOTE! ARENA SIGNS STAY UP FOR AN ENTIRE YEAR! WE HAVE
EVENTS IN THE ARENA ALMOST EVERY WEEKEND SO YOUR BUSINESS
WILL BE RECOGNIZED THROUGHOUT!

Digital graphics, logo/artwork for placement on Print Marketing need to be
forwarded to navajocountyfair@yahoo.com

Sponsor agreement 2021:

*(Please mark Premier, Corporate, Bucking Chute w/ media, Announcer w/ media, Arena Sign,
Trade)*

Amount:

\$ _____

Agreed to By Sponsor Representative: _____ Date: _____

Sponsor Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____

Make checks payable to:

Navajo County Fair, Inc.

PO Box 309

Holbrook, AZ 86025

Phone: (928) 524-4757

For *Navajo County Fair & Rodeo* **Office use only** --- Paid Deposit _____ Balance Paid _____

Advertiser signed off _____ Collected artwork _____ Flags _____ Banner's _____

Event _____