Pinal County Fair Sponsorship Opportunities

What YOUR sponsorship means to the Fair: The Annual Fair event is supported by the previous year's Fair event revenue and local sponsorships. Your sponsorship could enhance the Fair event by way of special exhibits, providing a service, creating a discount for Fairgoers in tickets, and much more. We work year-round on a variety of events, to ensure our community has a wonderful experience each year.

We are happy to discuss options that fit within your needed exposure and budget!

There are a lot of great ways to show your support for the fair. Below are some creative options and ideas to help you decide what's best for your sponsorship. The Fair will work with you to develop unique, creative promotions to complement or supplement your sponsorship.

Passive sponsorship isn't bland, you can make a real impact by considering some of these ideas that don't require significant staffing on your part but put your business front and center!

- Exhibitor department Best of Class/Best of Show awards - $500
- Ticket booth sponsor $1,000 per day
- Kids Day Free Admission (Friday) - $2,500
- Senior Day Free Admission (Thursday) - $3,000
- Livestock supplies for the duration of the fair (shaving, straw, hay) - $3,000
- Main Stage Entertainment Sponsor - $10,000
- Entertainment and specialty show sponsor - $2,500 – $7,000
- ****Daily hand stamp sponsor-See attached Flyer****

Active sponsorship is a great way to participate in the fair fun and engage with the public! If your business can provide an activity and staff it then we can find a place for you. Below are some creative ideas to consider. We are happy to discuss them further to meet your marketing needs!

- Sponsor a sidewalk muralist to make a memorable and exciting mural in the middle of the fairgrounds
- Do you own a rock and gravel company? Bring a ton of rocks and let's have people paint their fair memories on them
- Host family-fun games such as a watermelon contest, pizza eating contest, and hula-hoop contest
- Mobile marketing is a great way to visit with fairgoers one day or all five days!

Depending on your sponsorship level, we can offer the following in addition to your on-site exposure:

$10,000 +

- Name a building or area after your company, or choose to name the Main Stage
- One banner hung on the Fairgrounds fence (along Eleven Mile Corner Rd. for 1 year)
- One banner hung at the ticket booth entrance
- One banner hung in the main commercial hall
- Name/logo on both digital and print marketing pieces
- 20 complimentary tickets to the fair

- Recognition on fair website and social media
- Acknowledgement of Sponsorship on signage placed throughout the fairgrounds

$7,000 - $9,000

- Name our community stage or pick an entertainer to promote your company during their performances
- One banner on the Fairgrounds fence (along Eleven Mile Corner Rd. for 1 year)
- One banner hung in the main commercial hall
- Name/logo on both digital and print marketing pieces
- 15 complimentary tickets to the fair
- Recognition on fair website and social media
- Acknowledgement of Sponsorship on signage placed throughout the fairgrounds

$5,000 - $6,000

- Pick an entertainer to promote your company during their performances
- One banner on the Fairgrounds fence (along Eleven Mile Corner Rd. for the duration of the fair)
- Name/logo on both digital and print marketing pieces
- 15 complimentary tickets to the fair
- Recognition on fair website and social media
- Acknowledgement of Sponsorship on signage placed throughout the fairgrounds

$3,000 - $4,000

- Pick an entertainer to promote your company during their performances
- One banner on the Fairgrounds fence (along Eleven Mile Corner Rd. for the duration of the fair)
- Name/logo on both digital and print marketing pieces
- 15 complimentary tickets to the fair
- Recognition on fair website and social media
- Acknowledgement of Sponsorship on signage placed throughout the fairgrounds

As always, we are happy to tailor a package just for you! Please contact us as soon as possible to make arrangements for the March 17-21, 2027 Pinal County Fair.

Misti Todd

Executive Director

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