



47TH ANNUAL EASTERN NAVAJO FAIR

# SPONSORSHIP BENEFITS

## MARKETING

Brand marketing and positive media exposure supporting Eastern Navajo communities, businesses, and the Navajo Nation.

- Support of legendary community members and influence our future legends
- Market 61,000 people | 10k+ in attendance
- Community champion branding
- Promote initiatives and other services/products

## BENEFIT SUMMARY

- Recognition as sponsor on published/printed material (confirmation by June 18, 2025 Logo and business information. Email enf.board@gmail.com)
- Packages available to share business name and logo displayed web page, signage, publications, & social media
- Company acknowledgement under "Thank You Sponsor" link included on all promotional emails.
- Company acknowledged in announcements during events (rodeo, pageants, car show, parade, etc.).

Sponsorship Dollar Amount	Fair Outdoor Signage	Exclusive Event Branding	General Printing	Posters Flyers Banners	Social Media	VIP Passes	Non-Competitive Parade Entry*
Monster Slayer \$5000+	●	●	●	●	●	10	●
Bi'San'Dii \$2,500+	●		●	●	●	3	●
Ch'izhii \$1,000+				●	●	1	●

\*Parade fee waived, not eligible to compete for 8 categorical awards. Additional payment for parade fee required to be considered for award consideration.

## QUESTIONS & INFO

Johnny Johnson, ENF PRESIDENT  
(505) 206 - 0784  
or email easternnavajofairinfo@gmail.com

\*Marsha Barney, Gate Coordinator at +1 (505) 406-7920. Gate passes will be distributed ahead of event.

## COMMUNITY & ECONOMIC SUPPORT

Eastern Navajo is the Navajo Nation's powerhouse

- Blockbuster movies filmed in our back yards
- National Park and Monuments centuries in the making
- Major federal, state, and local thoroughfares including highways and rail transit
- Major economic hubs in eastern agency: Gallup, Albuquerque, Rio Rancho, Grants, Farmington, Cuba, Crownpoint, Thoreau, Churchrock, Huerfano, Ramah, Alamo, Tohajiilee
- Home to Nation's flagship university, historical figures, federal policy catalyst, birthplace of Navajo culture

## HOW TO SPONSOR

Make checks or money Orders can be made out to  
**Eastern Navajo Fair**  
**PO Box 2029**  
**Crownpoint, NM 87313**

EIN: 83-2923069

**Deadline:** Please confirm by June 18 for printing on banners and other promotional material.

**In-kind contributions:** In-kind contributions are always appreciated. The board is currently accepting support in donations of goods and services. Potential sponsors may also contribute in direct payments to vendors. The dollar value will equal that of a paid sponsorship for benefit purposes.