



2019
SPONSORSHIP
OPPORTUNITIES



The Stars at Night are Big and Bright, Deep in the Heart of Texas – especially in Austin County, Texas October 4th thru 13th of 2019!! This year we’re “Aiming for the Stars” -- whether that means bringing in the best country music entertainers, both classic and up-and-coming, to our open air entertainment pavilion, having some of the biggest stars of the PRCA in our rodeos, riding the star of the carnival – the ferris wheel, or showing off the biggest stars of our county fair – the livestock and home economics exhibitors -- there is something for everyone at the 2019 Austin County Fair!!

The Austin County Fair began in 1927 as an association to encourage agriculture and horticulture by the exhibition of livestock and farm products. The World War II era brought about an important change in the emphasis of the Fair: to support the interest of youth in agriculture, livestock and home economics. This is carried out by the annual Friday Youth Auction Sale. Last year’s Youth Auction Sale totaled over \$1.4 million and broke 3 Champion sale records!

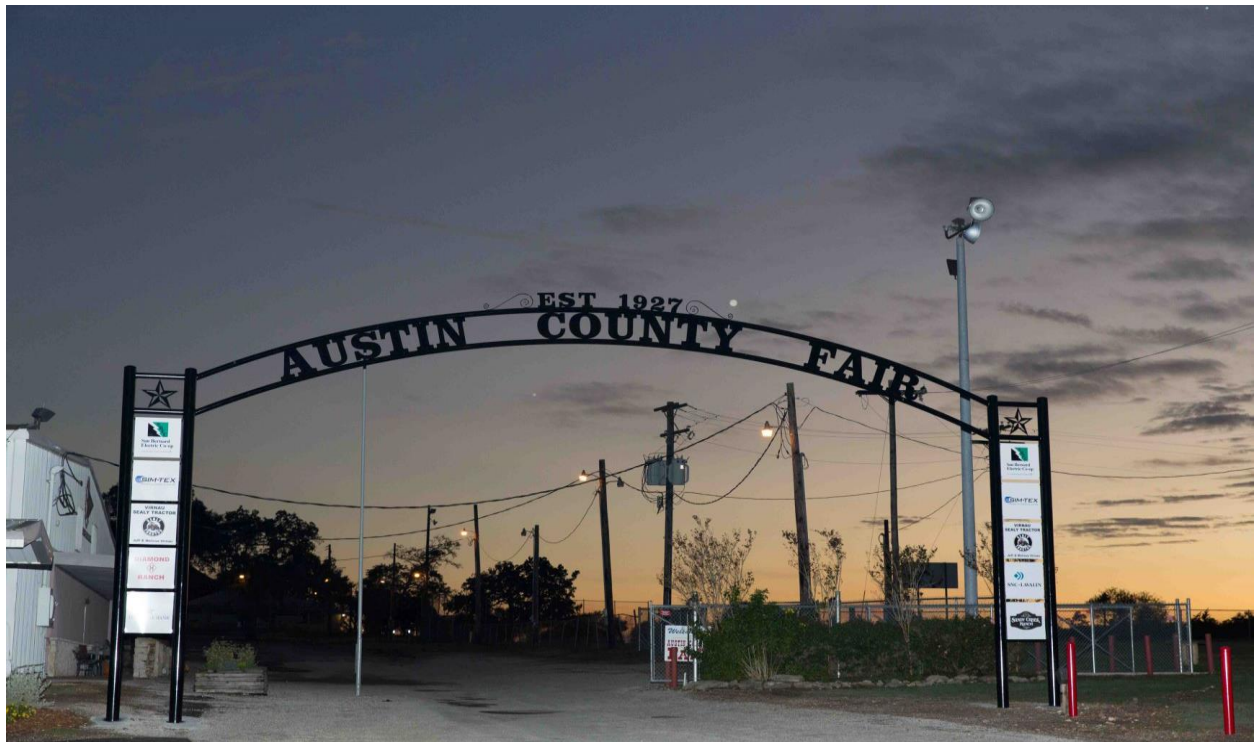
Since 1993, The Austin County Fair Association has been awarding Memorial Scholarships in memory of deceased directors and spouses of directors. The Fair Association takes pride in awarding scholarships to the youth of Austin County for all their hard work they put toward their 4-H and FFA projects. In 2018, we awarded over \$57,000 to graduating seniors from Austin County’s high schools.

And as more people are moving to Austin County, we are seeing growth in attendance and in exhibitors. Over 23,000 people attended the Austin County Fair last year and we could not be more excited that so many children and families are interested in agriculture and the rural lifestyle!

To that end, we would love to add you to our list of Sponsors. Included in this packet, please find the new sponsorship opportunities that are available for our 92nd annual Austin County Fair.

Did you know that the Austin County Fair Association is not a county or city government supported entity? Many people believe that since we have “Austin County” in our name, we are part of the county government structure. But that is not the case. And, being that the Austin County Fair Association is a completely self-supported entity, we try to get almost everything we do during the Fair sponsored. You will see in this packet there are plenty of ways to serve as an Austin County Fair sponsor.

Last year, we added a sponsorship entrance for all who entered the Fair through the Main Gate. Signage on this entrance is an excellent opportunity for sponsorship acknowledgement to attendees.



We would like to have the entrance lit up. A sponsorship of that lighting project would be a great way to advertise your business.

We are also moving our Family Square (which is our retail and food vendor and grounds acts area) to be closer to the Main Bar and carnival. We will include a tent covered area

with picnic tables for families to sit at while enjoying their tasty treats. Both the tents and the picnic tables are additional opportunities for sponsorship.

While there are many more events that require sponsorship, one of the biggest expenses of a county fair are the musical entertainers. These can range from \$1000 to over \$50,000. If this is something you or your business would be interested in, please contact me directly and we can work out a custom sponsorship packet for you.

Please respond by Monday, April 1, 2019, to insure that we are able to include you in all of our promotional material. To schedule an appointment or if you have any questions, please contact me in the fair office at 979-865-5995. I look forward to working with you as we "Aim for the Stars" at the 2019 Austin County Fair!

Sincerely,

Kim Quinney
Austin County Fair

2019 AUSTIN COUNTY FAIR SPONSORSHIPS



VIP SPONSOR: \$10,000

This sponsorship entitles you to Prime Gate signage on the entrance to the Main Gate, Underwriting Acknowledgement at the 1927 VIP Club, 5 Wristbands to the 1927 Club, 5 Side Stage Passes*, 10 Season Passes, 10 Day Passes, an Invitation to a Meet & Greet with the Entertainers**, Your logo on ALL Fair advertising, 4 Reserve Parking Passes, a complementary ad in the Premium Book* and an ACFA Sponsor Flag to fly at your business.



PLATINUM SPONSOR: \$5,000

This sponsorship entitles you to Gate/Building signage, Underwriting Acknowledgement at the 1927 VIP Club, 2 Wristbands to the 1927 Club, 2 Side Stage Passes*, 8 Season Passes, 8 Day Passes, an Invitation to a Meet & Greet with the Entertainers**, Your logo on ALL Fair advertising, 2 Reserve Parking Passes, a complementary ad in the Premium Book* and an ACFA Sponsor window cling for your business.



GOLD SPONSOR: \$3,000

This sponsorship entitles you to Prime Event signage (Events listed on next page), 8 Season Passes, 8 Day Passes, an Invitation to a Meet & Greet with the Entertainers**, Your logo on website & social media advertising, 1 Reserve Parking Pass, a complementary ad in the Premium Book* and an ACFA Sponsor window cling for your business.



SILVER SPONSOR: \$1,000

This sponsorship entitles you to Event signage (Events listed on next page), 4 Season Passes, 4 Day Passes, and an ACFA Sponsor window cling for your business.



BRONZE SPONSOR: \$500

This sponsorship entitles you to Event signage (Events listed on next page), 2 Season Passes, and an ACFA Sponsor window cling for your business.



PARTNER: \$125

This sponsorship entitles you to Event signage (Events listed on next page), 2 Day Passes, and an ACFA Sponsor window cling for your business.

* New for 2019!!

** Meet & Greets are dependent upon entertainers and their management once they are on the grounds.

Grounds Entertainment (continued)

(Please select one event and indicate on the line which event you would like to sponsor for that amount.)

\$1,000.00/\$500.00/\$125.00

- * Photo Spot Sponsor _____
- * Mommy & Me Sponsor _____
- * Bubbles Sponsor _____
- * Photo Spot Sponsor _____
- * Lil' Wrangler Photo Contest Sponsor _____
- * BBQ Cook-Off Sponsor _____
- * Port-A-Potty Decorating Contest Sponsor _____
- * Bloody Mary Contest Sponsor _____
- * 5K Stampede Sponsor _____
- * Lil' Wrangler Rodeo & Mutton Bustin' Sponsor _____
- * Tap Wall Sponsor _____
- * Stick Horse Rodeo & Mutton Bustin' Sponsor _____

(This form does not include Rodeo Sponsorship)

Sponsor Name: _____

Contact Name: _____

Phone: _____ Email: _____

Payment Method: Check# _____ Send Invoice: _____

Call office at 979-865-5995 for credit card processing.

Authorized Signature: _____

The Austin County Fair Association is a 501(C)3 tax deductible organization.