

# Guadalupe County Fair Association



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## 2017 Sponsorship Package



Many facets of the Guadalupe County Fair would not be possible without the support of individuals and companies who believe in agriculture and youth development. GALFA is a non-profit 501c3 organization. We need your help to continue the oldest fair in Texas. It's a family tradition.

The Guadalupe County Fair is family oriented, with something for everyone. Approximately 50,000 people come to enjoy our events which include a three-day PRCA rodeo, BBQ Cook off, Pride of Texas carnival, baby barnyard, exhibits, over 160 vendors, dances, contests, food and lots of fun!

What better atmosphere to reach out and touch your prospective customers than by becoming a sponsor? Partnering with the Guadalupe County Fair signals your commitment to family and community. Reach your target market while they are engaged in the fun and activities of the county fair.

We would appreciate the opportunity to answer any questions you may have with regards to sponsorships, space at the fair, etc. We look forward to hearing from you soon.

See you at the Fair!

(830) 379-6477

[g.c.f.a@sbcglobal.net](mailto:g.c.f.a@sbcglobal.net)

[www.gcfair.org](http://www.gcfair.org)

## **Guadalupe Co Fair and PRCA Rodeo Title Sponsor**

Platinum Sponsor -----\$5,500.00

Sponsors will receive 12 tickets to each performance of the PRCA Rodeo (three performances), 12 tickets to each night of our hospitality room (three nights), 8 tickets to the VIP area in the arena each performance, and 2 VIP parking passes for each performance. You will also receive a 4'X16' sign/banner promoting your business in the arena, recognition in the program, on the digital scoreboard, announcement during each night of our PRCA Rodeo, as well being recognized in our radio and print advertising to include a link to your business on our web site.

Gold Sponsor -----\$4500.00

Sponsors will receive 10 tickets to each performance of the PRCA Rodeo (three performances), 10 tickets to each night of our hospitality room (three nights), 6 tickets to the VIP area in the arena each performance, and 2 VIP parking passes for each performance. You will also receive a 4'X8' sign/banner promoting your business in the arena, recognition in the program, on the digital scoreboard, announcement during our PRCA Rodeo, as well being recognized in our radio and print advertising to include a link to your business on our web site.

Silver Sponsor -----\$3000.00

Sponsors will receive 8 Tickets to each performance of the PRCA Rodeo (three performances), 8 tickets to each night of our hospitality room (three nights), 4 tickets to the VIP area in the arena each performance, and 2 VIP parking passes for each performance. You will also receive a 2'X8' sign/banner promoting your business in the arena, recognition in the program, on the digital scoreboard, announcement during our PRCA Rodeo, as well being recognized in our radio and print advertising.

## **Scoreboard Sponsors**

Side Ad Panel (2 available) -----\$2500.00

Includes eight (6) tickets to each rodeo performance (three nights), 8 tickets to the hospitality room (three nights), 4 tickets to the VIP area in the arena each performance, and 2 VIP parking passes for each performance.

Top Ad Panel (2 available) -----\$1500.00

Includes six (6) tickets to each rodeo performance (three nights), 6 tickets to the hospitality room (three nights), 4 tickets to the VIP area in the arena each performance, and 2 VIP parking passes for each performance.

## **Professional Rodeo Cowboys Association (PRCA) Rodeo**

Bucking Chute Sponsor (6 available) -----\$1500.00

Includes an approx. 3' X 5' sign on the respective bucking chute, 6 tickets to each rodeo performance (three nights), 6 tickets to the hospitality room (three nights), 4 tickets to the VIP area in the arena each performance, 2 VIP parking passes for each performance, and announcement of your business each time stock is "bucked" from your chute. As well as advertisement on the digital score board.

Event Sponsors-----\$1200.00

Includes an approx. 4' X 8' sign, 6 tickets to each rodeo performance (three nights), 6 tickets to the hospitality room (two nights), 2 tickets to the VIP area in the arena each performance, 2 VIP parking passes for each performance, advertisement on the digital score board, and announcement each night of the rodeo as the event sponsor (typically before and after the event). Events include: Bare Back Riding, Saddle Bronc Riding, Team Roping, Steer Wrestling, Calf Roping, Barrel Racing, Bull Riding, and the ever popular Calf Scramble, Muttin Bustin, Tough Enough To Wear Pink.

Large Rail Sign (2 available) -----\$800.00

Includes an approx. 4' X 6' sign, 4 tickets to each rodeo performance (three nights), 4 tickets to the hospitality room (three nights), 2 tickets to the VIP area in the arena each performance, and 1 VIP parking pass for each performance. As well as advertisement on the digital score board.

Rail Sign (48 available) -----\$500.00

Includes an approx. 2' X 8' sign, 2 tickets to each rodeo performance (three nights), and 2 tickets to the hospitality room (three nights).

Hospitality Room Sponsors -----\$1000.00

Recognition in the hospitality room with an approx. 3'X6' banner, 4 tickets to each rodeo performance (three nights), 2 tickets to the hospitality room (three nights), 2 tickets to the VIP area in the arena each performance, and 1 VIP parking pass for each performance.

Rodeo VIP Area Sponsors -----\$1000.00

Recognition in the Rodeo VIP Area with an approx. 3'X6' banner, 4 tickets to each rodeo performance (three nights), 2 tickets to the hospitality room (three nights), 2 tickets to the VIP area in the arena each performance, and 1 VIP parking pass for each performance.

**Drill Team**

Flag Sponsors-----\$600.00

3' X 5' Flag Carried at most Drill Team events year round

(1 Oct -30 Sep). Flag cost is an additional (approximately) \$150.00-\$200.00 for first year.  
Recognition in Fair Catalog  
Two (2) PRCA Rodeo tickets each night of the PRCA Rodeo  
Two (2) Hospitality Room Tickets (three nights)

Magnet Sponsors -----\$300.00

17.5" X 11.5" Car Magnet Display at most Drill Team events year round (1 Oct-30 Sept.).  
Magnet cost is an additional (approximately) \$25.00 for the first year or you can supply your own. Recognition in Fair Catalog (if committed by end of Aug.) Two (2) PRCA Rodeo Tickets to Thursday and Friday nights Rodeo.

## **Best Western Wear Roundup**

Grand Prize Sponsor (2 given) -----\$500.00

Community Banner at Location of Event with Name and Sponsorship Level  
Recognition in Fair Catalog  
Four (4) each Gate Passes to Fair  
Opportunity to present awards at completion of event  
2 Tickets to Hospitality Room (three nights)

1<sup>st</sup> Place Sponsor (6 given) -----\$300.00

Community Banner at Location of Event with Name and Sponsorship Level  
Recognition for awards given  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair  
Opportunity to present awards at completion of event

2<sup>nd</sup> Place Sponsor (6 given) -----\$200.00

Community Banner at Location of Event with Name and Sponsorship Level  
Recognition for awards given  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair  
Opportunity to present awards at completion of event

3<sup>rd</sup> Place Sponsor ( 6 given) -----\$150.00

Community Banner at Location of Event with Name and Sponsorship Level  
Recognition for awards given  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

Opportunity to present awards at completion of event

Trophy Sponsor -----\$300.00  
Community Banner at Location of Event with Name and Sponsorship Level  
Recognition for awards given  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair  
Opportunity to present award at completion of event

## **Dance and Stage**

Primary Stage Sponsor -----\$1500.00  
4' X 8' Banner over main stage  
Recognition in Fair Catalog  
1 VIP Parking Pass for each Performance  
Six (6) PRCA Rodeo Tickets each night of the PRCA Rodeo  
Six (6) Hospitality Room Tickets each night (three nights)

Band Gold Sponsor -----\$750.00  
2' X 2' Poster at front of stage during performance  
Recognition in Fair Catalog  
Four (4) PRCA Rodeo Tickets each night of the PRCA Rodeo  
Four (4) Hospitality Room Tickets each night (three nights)

Band Silver Sponsor -----\$500.00  
2' X 2' Poster at front of stage during performance  
Recognition in Fair Catalog  
Two (2) PRCA Rodeo Tickets each night of the PRCA Rodeo  
Two (2) Hospitality Room Tickets each night (three nights)

## **Parade Float**

Float and Truck Sponsor -----\$2500.00  
Name on Float/Tow Vehicle  
Recognition in Fair Catalog and At 6 -8 Parades  
Six (6) each Gate Passes to Fair  
Six (6) PRCA Rodeo Tickets each night of the PRCA Rodeo

## **Gates and Parking**

Main Gate Ticket Booth Sponsor -----\$2500.00

- 3' X 7' Sign at Each Gate Ticket Booth (3 Main Gates - lighted at night)
- Four (4) each Gate Passes to Fair
- Eight (8) PRCA Rodeo Tickets each night of the PRCA Rodeo
- Eight (8) Hospitality Room Tickets each night (three nights)
- Two (2) VIP Parking Passes each night (three nights)

Food/Drink Concessions Ticket Booth Sponsor -----\$1500.00

- 3' X 7' Sign at Each Gate Concessions Ticket Booth (3 ticket booths)
- Four (4) each Gate Passes to Fair
- Six (6) PRCA Rodeo Tickets each night of the PRCA Rodeo
- Six (6) Hospitality Room Tickets each night (three nights)
- One (1) VIP Parking Pass each night (three nights)

## **BBQ Cook-OFF**

Event Sponsor-----\$800.00

- 4' X 6' Poster at BBQ Cook-Off
- Four (4) Rodeo Tickets each night
- Four (4) Tickets to Hospitality Room each night
- Recognition in Fair Catalog
- Can Judge BBQ

Buckle Sponsor-----\$500.00

- (Grand & Reserve Grand Over-All Cooker Buckles)
- 2' X 4' Poster at Cook-Off
- Two (2) Rodeo Tickets each Night
- Recognition of Buckles awarded
- Recognition in Fair Catalog
- Opportunity to Present awards at Completion of event
- Can Judge BBQ

Trophy Sponsor-----\$250.00

- Recognition of Trophies awarded
- Four (4) Gate Passes each Day of Fair
- Recognition in Fair Catalog

Opportunity to Present awards at completion of event  
Can Judge BBQ

Ribbon Sponsor-----\$100.00

Two (2) each Gate Passes to Fair  
Recognition of Ribbons awarded  
Recognition in Fair Catalog  
Opportunity to Present awards at completion of event  
Can Judge BBQ

## **Petting Zoo**

Event Sponsor (2 available)-----\$3000.00

4' X 8' Banner At location of the Event  
Recognition in the Fair Catalog  
Four (4) each Gate Passes to Fair  
6 PRCA Rodeo Tickets each night of the PRCA Rodeo  
Opportunity to greet event visitors  
One (1) VIP Parking Passes each night (three nights)

## **Fair Queen's Contest**

Event Sponsor -----\$600.00

4' X 8' Banner at Location of Event  
Recognition in our Fair Catalog  
Four (4) each Gate Passes to Fair  
Opportunity to present awards at completion of event  
Two (2) PRCA Rodeo Tickets each night of the PRCA Rodeo

Crown Sponsor -----\$500.00

Recognition in Fair Catalog



Four (4) each Gate Passes to Fair  
Two (2) PRCA Rodeo Tickets each night of the PRCA Rodeo

Sash Sponsor -----\$300.00

Recognition in Fair Catalog  
Four (4) each Gate Passes to Fair

Flower and Decoration Sponsor -----\$200.00

Recognition in Fair Catalog  
Four (4) each Gate Passes to Fair

## **Kids Corral**

Event Sponsor -----\$1500.00

4' X 6' Banner at Location of Event  
Recognition in Fair Catalog  
Four (4) each Gate Passes  
Six (6) PRCA Rodeo Tickets/night  
Opportunity to present awards at completion of event

## **Miss Roundup and Little Miss Roundup**

Event Sponsor -----\$1100.00

4' X 8' Banner at Location of Event  
Recognition in our Fair Catalog  
Four (4) each Gate Passes to Fair  
Six (6) PRCA Rodeo tickets/night  
Opportunity to present awards at completion of event

Flower and Decoration Sponsor -----\$200.00

Recognition in Fair Catalog

Four (4) each Gate Passes to Fair

Miss Roundup Buckle Sponsor -----\$600.00

Recognition in Fair Catalog

Four (4) each Gate Passes to Fair

Two (2) PRCA Rodeo Tickets/night

Miss Roundup Banner Sponsor -----\$500.00

Recognition in Fair Catalog

Four (4) each Gate Passes to Fair

Two (2) PRCA Rodeo Tickets/night

Miss Roundup Crown Sponsor -----\$500.00

Recognition in Fair Catalog

Four (4) each Gate Passes to Fair

Two (2) PRCA Rodeo Tickets/night

Little Miss Roundup Buckle Sponsor -----\$500.00

Recognition in Fair Catalog

Four (4) each Gate Passes to Fair

Two (2) PRCA Rodeo Tickets/night

Little Miss Roundup Banner Sponsor -----\$500.00

Recognition in Fair Catalog

Four (4) each Gate Passes to Fair

Two (2) PRCA Rodeo Tickets/night

Little Miss Roundup Crown Sponsor -----\$500.00

Recognition in Fair Catalog

Four (4) each Gate Passes to Fair

Two (2) PRCA Rodeo Tickets/night

## **Beef Cattle Department**

Event Sponsor -----\$500.00

2' X 4' Banner at Location of Event

Recognition in our Fair Catalog  
Four (4) each Gate Passes to Fair  
Opportunity to present awards at completion of event

Trophy Sponsor -----\$200.00

Recognition of trophies awarded  
Recognition in Fair Catalog  
Two (2) each Gate passes to Fair  
Opportunity to present awards at completion of event

Ribbon Sponsor -----\$75.00

Recognition for ribbons awarded  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

## **Wine Tasting**

Event Sponsors -----\$200.00

Name on Community Banner at location of Event  
Recognition in Fair Catalog  
Two (2) gate passes per night

## **Fiddler's Contest**

Event Sponsor -----\$500.00

2' X 4' Banner At Location of Event  
Recognition in Fair Catalog  
Four (4) each Gate Passes  
Opportunity to present awards at completion of event

Prize Sponsor -----\$200.00

Recognition for prizes awarded

Recognition in Fair Catalog  
Two (2) each Gate Passes

## Field Crops

Event Sponsor -----\$250.00

2' X 4' Banner at Location of Event  
Recognition in our Fair Catalog  
Four (4) each Gate Passes to Fair  
Opportunity to present awards at completion of event

Trophy Sponsor -----\$100.00

Recognition of trophies awarded  
Recognition in Fair Catalog  
Two (2) each Gate passes to Fair  
Opportunity to present awards at completion of event

Ribbon Sponsor -----\$75.00

Recognition for ribbons awarded  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

## Midway Signs

Midway Garbage Can Sponsor -----\$300.00

Midway Garbage Can sponsor will have their name on approx 50  
containers throughout the Fair and Rodeo grounds  
Four (4) each Gate Passes to Fair

## Hay Show

Event Sponsor -----\$200.00

2' X 4' Banner at Location of Event  
Recognition in our Fair Catalog  
Four (4) each Gate Passes to Fair  
Opportunity to present awards at completion of event

## Dessert on Display

Event Sponsor -----\$200.00

- 2' X 4' Banner at Location of Event
- Recognition in our Fair Catalog
- Four (4) each Gate Passes to Fair
- Opportunity to present awards at completion of event

Ribbon Sponsor -----\$75.00

- Recognition for ribbons awarded
- Recognition in Fair Catalog
- Two (2) each Gate Passes to Fair

## **Home Arts**

Event Sponsor -----\$200.00

- 2' X 4' Banner at Location of Event
- Recognition in our Fair Catalog
- Four (4) each Gate Passes to Fair

### Antiques

Ribbon Sponsor -----\$75.00

- Recognition for ribbons awarded
- Recognition in Fair Catalog
- Two (2) each Gate Passes to Fair

### Arts

Ribbon Sponsor -----\$75.00

- Recognition for ribbons awarded

Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

Baked Foods

Ribbon Sponsor -----\$75.00  
Recognition for ribbons awarded  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

Fruits and Vegetables

Ribbon Sponsor -----\$75.00  
Recognition for ribbons awarded  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

Jellies, Jams, and Preserves

Ribbon Sponsor -----\$75.00  
Recognition for ribbons awarded  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

Pickles and Relishes

Ribbon Sponsor -----\$75.00  
Recognition for ribbons awarded  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

Canned Foods

Ribbon Sponsor -----\$75.00  
Recognition for ribbons awarded  
Recognition in Fair Catalog  
Two (2) each Gate Passes to Fair

Clothing

Ribbon Sponsor -----\$75.00  
Recognition for ribbons awarded  
Recognition in Fair Catalog

Two (2) each Gate Passes to Fair

Crafts

Ribbon Sponsor -----\$75.00

Recognition for ribbons awarded

Recognition in Fair Catalog

Two (2) each Gate Passes to Fair

Floral

Ribbon Sponsor -----\$75.00

Recognition for ribbons awarded

Recognition in Fair Catalog

Two (2) each Gate Passes to Fair

Handiwork

Ribbon Sponsor -----\$75.00

Recognition for ribbons awarded

Recognition in Fair Catalog

Two (2) each Gate Passes to Fair

Photography

Ribbon Sponsor -----\$75.00

Recognition for ribbons awarded

Recognition in Fair Catalog

Two (2) each Gate Passes to Fair

**Pet Show**

**Big Dog** - (Event Sponsor)-----\$400.00

2' X 4' Banner at Location of Event

Recognition in our Fair Catalog

Four (4) each Gate Passes to Fair

Opportunity to present awards at completion of event

**Cool Cat** - (Trophy Sponsor)-----\$150.00

Recognition of trophies awarded

Recognition in Fair Catalog

Two (2) each Gate passes to Fair

Opportunity to present awards at completion of event

**Perky Puppy** - (Ribbon Sponsor)-----\$75.00

- Recognition for ribbons awarded
- Recognition in Fair Catalog
- Two (2) each Gate Passes to Fair
- Opportunity to present awards at completion of event

**Colorful Kitten** - (Donation Sponsor)-----In-Kind Donation

- Recognition items donated
- Recognition in Fair Catalog
- Two (2) each Gate passes to Fair (Day)
- Opportunity to present awards at completion of event.

## **Sheep & Goats**

**Event Sponsor** -----\$500.00

- 2' X 4' Banner at Location of Event
- Recognition in our Fair Catalog
- Four (4) each Gate Passes to Fair
- Opportunity to present awards at completion of event

**Trophy Sponsor** -----\$200.00

- Recognition of trophies awarded
- Recognition in Fair Catalog
- Two (2) each Gate passes to Fair
- Opportunity to present awards at completion of event

**Ribbon Sponsor** -----\$75.00



Recognition for ribbons awarded  
Recognition in Fair Catalog  
Two (2) each Gate Passes

**If you have not found a sponsorship package that has met your requirements, please contact Sarah Louque at 830-379-6477 or [g.c.f.a@sbcglobal.net](mailto:g.c.f.a@sbcglobal.net) and she will be glad to help customize one for you.**