

Guadalupe County Fair Association



2021 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!

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www.gcfair.org

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Guadalupe Co Fair and PRCA Rodeo Title Sponsor

Diamond Sponsor -----\$10,000.00

Sponsor will receive 10 badges to the VIP area for the rodeos and hospitality room as well as 5 VIP parking passes (good for each of the three performances). Also included are 20 general admission tickets to each performance of the PRCA Rodeo and 20 tickets to each night of our hospitality room. You will also receive signage throughout the grounds and Rodeo arena promoting your business in the arena (please bring us your banners), Business name and logo on approx. 400 VIP & Nelda St Gate entrance car tags, Business name on the bottom of all our letter head, recognition in the Rodeo program, on the digital scoreboard, announcement during each night of our PRCA Rodeo, as well as being recognized in our radio and print advertising to include a link to your business on our website.

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

Sponsors will receive 8 badges to the VIP area for the rodeos and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are 4 general admission tickets to each performance of the PRCA Rodeo and 4 tickets to each night of our hospitality room. 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 6 badges to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are 4 general admission tickets to each performance of the PRCA Rodeo and 4 tickets to each night of our hospitality room. 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 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.

Silver Sponsor -----\$3000.00

Sponsors will receive 4 badges to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are 4 general admission Tickets to each performance of the PRCA Rodeo and 4 tickets to each night of our hospitality room. 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 each night of our PRCA Rodeo, as well being recognized in our radio and print advertising. Sponsor will be advertised on our website

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 and announcement of your business each time stock is "bucked" from your chute. Advertisement on the digital score board. Includes 4 badges to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 tickets to each night of our hospitality room.

Event Sponsors-----\$1200.00

Includes an approx. 4' X 8' sign. Includes 2 badges to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 tickets to each night of our hospitality room. Includes 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, Rodeo Clown and the ever-popular Calf Scramble, Mutton Bustin, Tough Enough To Wear Pink.

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

Includes an approx. 4' X 6' sign. Includes 2 badges to the VIP area for the rodeo and hospitality room as well as 1 VIP parking pass (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 tickets to each night of our hospitality room. Additionally, advertisement on the digital score board.

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

Includes an approx. 2' X 8' sign, 2 general admission 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. Includes 2 badges to the VIP area for the rodeo and hospitality room as well as 1 VIP parking passes (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 tickets to each night of our hospitality room.

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

Recognition in the Rodeo VIP Area with an approx. 3'X6' banner. Includes 2 badges to the VIP area for the rodeo and hospitality room as well as 1 VIP parking passes (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 tickets to each night of our hospitality room.

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 PRCA Rodeo general admission Tickets each night of the PRCA Rodeo
Eight (8) Hospitality Room Tickets each night (three nights)
Two (2) VIP Parking Passes good for all 3 days.

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 general admission Tickets each night of the PRCA Rodeo

Six (6) Hospitality Room Tickets each night (three nights)
One (1) VIP Parking Pass good for all 3 days.

BBQ Cook-Off Mutton Bustin'

Sponsor-----\$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 (This event takes place a week before the County Fair)
2 Tickets to Hospitality Room (three nights)

BBQ Cook-Off

Event Sponsor-----\$800.00

4' X 6' Poster at BBQ Cook-Off
Four (4) PRCA general admission 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) PRCA general admission 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

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)

1st 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

2nd 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

3rd 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 good for all 3 days.
Six (6) PRCA Rodeo general admission 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 general admission 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 general admission 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 general admission Tickets each night of the PRCA Rodeo

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 general admission Tickets each night of the PRCA Rodeo Opportunity to greet event visitors
One (1) VIP Parking Pass good for all 3 days

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 general admission 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 general admission 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

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 general admission 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 general admission Tickets/night

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

Recognition in Fair Catalog
Four (4) each Gate Passes to Fair
Two (2) PRCA Rodeo general admission Tickets/night

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

Recognition in Fair Catalog
Four (4) each Gate Passes to Fair
Two (2) PRCA Rodeo general admission Tickets/night

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

Recognition in Fair Catalog
Four (4) each Gate Passes to Fair
Two (2) PRCA Rodeo general admission Tickets/night

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

Recognition in Fair Catalog
Four (4) each Gate Passes to Fair
Two (2) PRCA Rodeo general admission Tickets/night

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

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

Two (2) PRCA Rodeo general admission 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

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

Midway Signs

Midway Garbage Can Sponsor --- **(Sold)** -----\$300.00

Midway garbage can sponsors will have their name on approximately 50 containers throughout the Fair and Rodeo grounds

Four (4) each Gate Passes to Fair

Hay Show & Field Crops

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

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 general admission Tickets/night
Opportunity to present awards at completion of event

Home Arts

Over All Event Sponsor -----\$500.00

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

Division Ribbon Sponsor -----\$75.00

Recognition for ribbons awarded
Recognition in Fair Catalog
Two (2) each Gate Passes to Fair
Divisions Include: Antiques, Arts, Baked Foods, Fruits and Vegetables, Jellies/Jams/Preserves, Pickles/Relishes, Canned Foods, Clothing, Crafts, Floral, Handiwork, Photography

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.

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

Wine Tasting

Event Sponsors -----\$200.00

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

County Team Roping

Saddle Sponsor -----\$2000.00

Six (6) PRCA rodeo VIP badges good for all three performances
The badges allow admittance to the Hospitality Room each night
Recognition in Fair Catalog

Event Sponsor -----\$800.00

Five (5) PRCA general admission rodeo Tickets each night
Five (5) Tickets to Hospitality Room each night

Recognition in Fair Catalog

Buckle Sponsor -----\$250.00

(2nd and 3rd place Header and Heeler Buckles)

Two (2) PRCA general admission rodeo tickets each night

Recognition of Buckles awarded

Recognition in Fair Catalog

***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 and she will be glad to help customize one for you.**

*** Additional VIP/Hospitality room PRCA rodeo badges available for sponsors at or over the \$800.00 sponsorship level at \$300.00 each.**

***Additional VIP parking passes at \$60.00 each. Subject to availability.**