

# ARAPAHOE COUNTY FAIR

**JULY  
25-28  
2019**

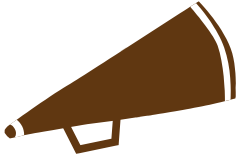
## ARAPAHOE COUNTY FAIR SPONSOR INFORMATION



# 2019 ARAPAHOE COUNTY FAIR SPONSORSHIPS

## Why Sponsor the Arapahoe County Fair?

As an official sponsor, you're part of the excitement that draws more than 23,000 fairgoers who will find fun for everyone in the family, July 25 – 28, 2019. Without valuable Fair Sponsors like you, we simply could not provide a high-quality family-friendly event that boasts fun for everyone. Here are a few good reasons to partner with us:



### Promote your business or group

Your corporate logo or product name is presented to more than 23,000 fairgoers during our four-day event. In addition to on-site promotions, our communications and marketing team is here to broaden your reach to hundreds of thousands of readers via our strategic and targeted marketing and advertising campaigns. Did we mention social media? We've got that too!



### Maximize your marketing dollars

We want to work with you to create a unique and personalized sponsorship package that aligns with your mission and meets your marketing objectives. From booth space to banners and announcements to advertisements and product displays, our staff looks forward to providing you with a measurable return on your generous investment.



### Boost your corporate image

The Arapahoe County Fair is a picturesque backdrop for your brand image. Your presence at the fair promotes goodwill in the community, while increasing brand awareness and recognition.



### Enhance client and employee relations

Your sponsorship includes fair admission tickets providing your and your employees or clients a chance to enjoy all of our on-site entertainment — including unlimited carnival rides for the kids and the adventurer in us all. Build company loyalty while enjoying fun Fair activities with clients or the entire team from the office.

**See the insert for more details on Sponsorship Levels.**

Let's work together to customize your sponsorship package:

#### **Sponsorships:**

Lindsay Baggy: 303-795-4952  
lbagby@arapahoegov.com

#### **Media Partners:**

Jenifer Doane: 720-874-6507  
jdoane@arapahoegov.com



## Marketing Strategy



### Social Media

#### Snapchat

- 3,169 Swipes
- 2,058 Uses
- 130,419 Views

#### Facebook – July

- 379 Page Likes (up 131%)
- 115,007 Reach (up 226%)
- 10 Recommendations (up 150%)
- 36,317 Post Engagements (up 294%)
- 43,924 Total Video Views (up 280%)
- 390 Page Followers added (up 129%)
- 3,099 Page Views (up 198%)
- 12.3K Minutes Viewed (up 330%)

#### Twitter – Arapahoe County Fair @ArapahoeCoFair

- 21 Tweets
- 177K Tweet Impressions
- 654 Profile Visits
- 48 Mentions
- 381 Followers



#### Other social channels

- Nextdoor
- LinkedIn



### Public Relations

- 20+ Calendar Listings
- 7 News releases
- 5 E-newsletters to 10,000 Fair subscribers
- 10 Variable message boards



### Paid Advertising

#### KMGH Denver 7 / KZCO

- 50 spots - 2 week flight
- Featured Event and article on the DenverChannel.com
- Sponsored Facebook Post (July 25)
- 5 minute segment on Mile High Living (20,760 impressions, \$2,146)
- 3 minute spot on Saturday morning news (22,104 impression, \$1,862)

#### KUSA 9 News

- Homepage Pushdown Digital Ad (166,028 impressions, 363 clicks, .22%)
- Mobile Pushdown Digital Ad (62,570 impressions, 335 clicks, .54%CTR)
- Colorado & Company (9News and Channel 20)
- Targeted Display ad & video pre-roll (600,000 impressions)

#### KDVR Fox 31 News / KWGN Channel 2

- 115 commercials – 2 week flight
- Targeted Display ad – ROS & Desktop and Mobile (987,383 impressions, 482 clicks, .05% CTR)
- 3 minute segment on Everyday
- 5 minute segment on Colorado's Best

#### KYGO

- 77 30-second commercials – 2 week flight
- Targeted Display ad – ROS & Desktop and Mobile
- 3 Sponsored Facebook Posts (10,000+ reach)
- Enewsletter Content
- KYGO.com Events Page – event listing

#### Print Publications

- Aurora Media Group
- I-70 Scout
- Greenwood Villager
- Waid Publishing
- Colorado Parent
- Mile High Mama's
- Mile High one the Cheap

#### Colorado Delivers

- 8,000 rack cards distributed to 400+ locations
- 500 Posters distributed to 400+ locations

#### Littleton Main Street - Banner across Main Street

#### E-470 - Electronic messages the week of the Fair

# ARAPAHOE COUNTY FAIR – ATTENDEE PROFILE

Market your business or brand with the demographics found among the attendees of the Fair. The Arapahoe County Fair conducts an attendee survey through an independent research firm.

This survey revealed a profile of a highly suitable attendee who is between 25 and 54 years old, with an average annual household income of \$90,000+, are highly educated and most appreciative and receptive to the sponsors of the Fair.

**FAIR FUN FOR EVERYONE!**

**ARAPAHOE  
COUNTY  
FAIR**

**JULY  
25-28  
2019**

## GENDER:

Fair attendees are evenly represented with women comprising 50% and males comprising 50% of visitors.



**50%**  
FEMALE

**50%**  
MALE

## MARITAL STATUS:

Of those attending the Fair 61% are married, 31% are single and 8% report they have partners or significant others.



**61%**  
MARRIED

**31%**  
SINGLE

**8%**  
OTHER

## INCOME:

Household income levels of Fair attendees are higher than the average household income in Arapahoe County. The largest percentage of attendees (44%) reports an annual household income of \$70,000 or greater. In addition to this desirable group, 23% of attendees have an annual income in the range \$50,000-\$69,000; and 32% earn less than \$50,000.



## AGE:

Seventy percent of the visitors to the Arapahoe County Fair are between the ages of 25 and 54. A closer look at this sought after group reveals that 15% of attendees are 24 or younger; 25% are 25 - 34; 26% are 35 - 44; 19% age 45 - 54; 11% are 55-64 and 5% are 65 and older.



**15%**  
UNDER 24

**25%**  
AGES 25-34

**26%**  
AGES 35-44

**19%**  
AGES 45-54

**11%**  
AGES 55-64

**5%**  
OVER 65



**ARAPAHOE COUNTY FAIR | July 25 - 28, 2019**

**WWW.ARAPAHOECOUNTYFAIR.COM**