SPONSORSHIP PROPOSAL

Welcome to a Partnership Opportunity

We invite you to be part of a meaningful collaboration that delivers visibility, engagement, and lasting impact.

About Us

The *Oldest Fair in Colorado* celebrates 5 family-friendly days in August, continuing to showcase award-winning Rodeos, a Demolition Derby, a Tractor Pull, and over 20 live bands.

- Celebrating 157 years in 2026
- 315,000+ attendees over 5 days
- Robust 4-H & youth programs

Our Audience

Our attendees are the heart of our success —diverse, connected, and curious.

- 315,000+ annual event attendees
- Primarily ages 25–45, NoCo families
- A great mix of blue collar and white collar
- High interest in Agriculture, Community, and Outdoors
- Average household income over $110,000

Event Overview

Our event is more than a non-profit carnival—it's a community experience tailored for discovery, interaction, and visibility.

- 5-day event at major crossstreets
- Curated live music, Livestock Sale, Grandstand events, and a downtown Parade
- Free to park, free to attend
- Diverse experiences, community opportunities, local focus

2026 EVENTS INCLUDE

Our events celebrate many of Boulder County's talents. From culinary to music, Farming to autosports there is something for everyone.

Grandstand Events
Sellable capacity of 5,000
- CPRA Rodeo
- Tractor Pull
- Demolition Derby
- Mexican Rodeo Fiesta

Downtown Parade

Fair Garden
- Over 20 Live Bands
- Over a Dozen of Boulder County's Finest Food Trucks
- Goat Yoga

Livestock Sale

Youth and Adult Exhibits

Why Partner with Us

Your brand deserves more than a logo placement. We offer strategic integration that tells your story.

- Reach a highly engaged audience
- Custom activations and potential for booth space
- Inclusion in press and social coverage
- Co-branded content opportunities

Sponsorship Packages

Each package is designed to maximize your ROI while offering flexibility and creative exposure. Our annual goal is to raise $500,000 to produce this legacy event.

- Various custom sponsorship + collaborative opportunities
- Branding across platforms
- VIP passes
- Logo on media & merch
- Social media collaborations
- Banners on site
- Parade entries
- “Ownership” of activations

Past Sponsor Highlights

Our track record includes collaborations with innovative and recognizable brands across sectors.

- Stapp Toyota
- Murdoch’s
- Prime Hydration
- Kneebone Excavating
- Greeley Hat Works

Let's Build Together

We're ready to tailor your sponsorship for maximum relevance and brand alignment.

Let's create something remarkable—together.

GET IN TOUCH

We'd love to discuss how we can bring
your brand into our experience.

720-864-6460 | www.BoulderCountyFair.org | @BoulderCountyFair
9595 Nelson Rd, Bldg 200, Longmont, CO, 80501

Brian Mulligan | Fair Manager
m: 213-500-9178
BMulligan@bouldercountyfair.org

Zach Thayer | Marketing Manager
m: 614-307-9794
ZThayer@bouldercountyfair.org

AJ Gurga | Exhibits Manager
m: 217-871-6175
AGurga@bouldercountyfair.org