

2022 SPONSORSHIP DOLLARS AND ADMISSION FEES PROVIDED:

Student and Scholarship Programs

Tickets (26,831) Given to Brazoria County 1st–5th Grade Students.....	\$134,155
Academic Scholarships Awarded.....	\$45,200
Calf Scramble Certificates Awarded.....	\$36,000

Exhibitor and Participant Awards Paid to:

Jr. Livestock Auction Exhibitors	\$494,770
Commercial Heifer Auction Exhibitors.....	\$363,198
Brazoria County Non-Profit Groups Manning Ticket, Food, Information Booths, Parking Lot, and Security.....	\$163,114
Ag Mechanic Auction Exhibitors.....	\$78,087
Participants Buckle and Saddle Awards.....	\$32,299
Arena Event Participants.....	\$20,922
Art Auction Exhibitors	\$19,450
Freezer Sale Participant.....	\$14,475
Fair and BBQ Cook-Off Participants	\$13,297
Exhibitor Ribbons, Medallions and Trophies.....	\$12,322

In Addition/ Community Impact

- More than 1,200 senior citizens enjoyed a day of entertainment, contests, and a meal.
- 750 special needs children attended and enjoyed entertainment, a special rodeo, and a meal.
- 7,607 lbs. of canned food were collected for the Brazoria County food banks.

Totaling.....	\$1,427,289
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2023 BRAZORIA COUNTY FAIR ASSOCIATION BOARD

FAIR MANAGER

Ernest Lawson

OFFICERS

Richard Larson, President
JT McCracken, President Elect
Michael Matz, 1st Vice President
Felton Jones, 2nd Vice President
Theresa Theriot, Treasurer
Clint McGough, Assistant Treasurer
Darrell Webb, Secretary

EXECUTIVE BOARD

Darrel Bagley	Larry Menard
Debbie Bingham	Kerry Moore
Kay Cole	Cindy Parker
Brad deLeon	Brad Reich
Brandon Dilleshaw	Randy Rhyne
JoAnn Griggs	Andrea Schulze
Jennifer Herbst	Charlie Schulze
Greg Kresta	Stacy Smith
Michael Land	Leighan Webb



2023 BRAZORIA COUNTY FAIR
SPONSORSHIP OPPORTUNITIES

85 Years of Unity, Community, & Volunteers
October 13-20, 2023

Brazoria County Fair Association, Inc.

P. O. BOX 818, ANGLETON, TEXAS 77516-0818 • OFFICE 979-849-6416 • FAX 979-849-6985 • WWW.BCFA.ORG



BCFA LEADERSHIP LEVELS*

2023 SPONSOR OPPORTUNITIES

GRAND CHAMPION • \$20,000+

Ticket Sponsor: Name & Logo displayed on all tickets and passes • Sponsor name and logo displayed on all BCFA promotional materials • Acknowledgment on both Sponsor Boards year-round at the Fairgrounds • Full page ad in the Fair Times Annual Magazine (deadline is July 28th) • Name and/or Logo prominently displayed on BCFA website with link to your website.

Passes: 8 Season, 40 Day and 4 VIP Row 1 Parking

- 8 - Reserved Table for 8 at the Kickoff Dinner & Dance - held 2nd Sat. in Sept. annually
- 8 - VIP wristbands for any live concert of your choice
- 8 - Premier Signage locations on Fairgrounds during the Fair
- 4 - Reserved seating for 4 at all Youth Auctions
- 4 - Reserved seating for 4 at each Rodeo Performance
- 4 - Carnival rides wristbands for any night of your choice
- 2 - Scholarships presented in your name as a co-sponsor and invitation to attend the presentation ceremonies. (Fair Board to Determine Recipient)
- 2 - Newspaper Advertisements (1 each in *The Facts & Bulletin*)
- 2 - Golf Cart Advertisement signs for volunteer carts during the duration of the fair
- 1 - BCFA Arena Chute Sign to remain displayed for 1 year
- 1 - BCFA Parade entry (*float provided by sponsor*)
- 1 - Cowboys on the Coast Team Entry - Fishing Tournament held in June annually
- 1 - BCFA State Championship BBQ Cook-Off Team Entry & Reserved Spot
- 1 - Invitation to serve as a guest BBQ Cook-Off Finals Judge
- Name and/or logo embroidered or a patch on Custom Rodeo shirts to be worn by Fair Manager daily during the fair, including auctions and promotional events.
- Name and/or logo embroidered or a patch on Custom Rodeo shirts to be worn by General Sales Auction spotters during auctions and promotional events.

RESERVE CHAMPION • \$15,000

Sponsor name and logo displayed on all BCFA promotional materials • Acknowledgment on both Sponsor Boards year-round at the Fairgrounds • Full page ad in the Fair Times Annual Magazine (deadline is July 28th) • Name and/or Logo prominently displayed on BCFA website with link to your website • Two Newspaper Advertisements (1 each in *The Facts & Bulletin*)

Passes: 6 Season, 40 Day and 3 VIP Row 1 Parking

- 8 - Reserved Table for 8 at the Kickoff Dinner & Dance - held 2nd Sat. in Sept. annually
- 6 - VIP wristbands for any live concert of your choice
- 6 - Featured Signage locations on Fairgrounds during the Fair
- 2 - Reserved seating for 2 at all Youth Auctions
- 2 - Reserved seating for 2 at each Rodeo Performance
- 2 - Carnival rides wristbands for any night of your choice
- 2 - BCFA Arena Fence Signs to remain displayed year-round
- 1 - Scholarship presented in your name as a co-sponsor and invitation to attend the presentation ceremonies. (Fair Board to Determine Recipient)
- 1 - BCFA Parade entry (*float provided by sponsor*)
- 1 - Cowboys on the Coast Team Entry - Fishing Tournament held in June annually
- 1 - BCFA State Championship BBQ Cook-Off Team Entry & Reserved Spot
- 1 - Invitation to serve as a guest BBQ Cook-Off Finals Judge
- 1 - Golf Cart Advertisement sign for volunteer cart during duration of fair.
- Name and/or logo embroidered or a patch on Custom Rodeo shirts to be worn by Fair Manager daily during the fair, including auctions and promotional events.
- Name and/or logo embroidered or a patch on Custom Rodeo shirts to be worn by General Sales Auction spotters during auctions and promotional events.

ROUNDUP • \$500

Name and/or Logo listed in the Fair Times Annual Magazine (deadline is July 28th)

Passes: 2 Season

- 2 - Newspaper Advertisements (*The Facts & Bulletin*)
- Name listed on BCFA website

TRAIL BOSS • \$10,000

Acknowledgment on both Sponsor Boards year-round at the Fairgrounds • ½ page ad in the Fair Times Annual Magazine (deadline is July 28th) • Name and/or Logo displayed on BCFA website with link to your website • Two Newspaper Advertisements (1 each in *The Facts & Bulletin*)

Passes: 4 Season, 30 Day and 2 VIP Row 1 Parking

- 8 - Reserved Table for 8 at the Kickoff Dinner & Dance - held 2nd Sat. in Sept. annually
- 4 - VIP wristbands for any live concert of your choice
- 4 - Featured Signage locations on Fairgrounds during the Fair
- 2 - Reserved seating for 2 at all Youth Auctions.
- 2 - Reserved seating for 2 at each Rodeo Performance
- 1 - Scholarship presented in your name as a co-sponsor and invitation to attend the presentation ceremonies. (Fair Board to Determine Recipient)
- 1 - BCFA Parade entry (*float provided by sponsor*)
- 1 - Cowboys on the Coast Team Entry - Fishing Tournament held in June annually
- 1 - BCFA State Championship BBQ Cook-Off Team Entry & Reserved Spot
- 1 - Invitation to serve as a guest BBQ Cook-Off Finals Judge
- 1 - BCFA Arena Fence Sign to remain displayed year-round
- 1 - Golf Cart Advertisement sign for volunteer cart during duration of fair

WRANGLER • \$7500

Acknowledgment on both Sponsor Boards year-round at the Fairgrounds • ¼ page ad in the Fair Times Annual Magazine (deadline is July 28th) • Name and/or Logo displayed on BCFA website with link to your website • Two Newspaper Advertisements (1 each in *The Facts & Bulletin*)

Passes: 4 Season, 20 Day and 2 VIP Row 1 Parking

- 2 - VIP wristbands for any live concert of your choice
- 4 - Featured signage locations on Fairgrounds during the Fair
- 1 - BCFA Parade entry (*float provided by sponsor*)
- 1 - Cowboys on the Coast Team Entry - Fishing Tournament held in June annually
- 1 - BCFA Arena Fence Signs to remain displayed year-round

LONESTAR • \$5000

Acknowledgment on both Sponsor Boards year-round at the Fairgrounds • Name and/or Logo displayed on BCFA website with link to your website • Name and/or Logo listed in the Fair Times Annual Magazine (deadline is July 28th) • Two Newspaper Advertisements (1 each in *The Facts & Bulletin*)

Passes: 4 Season, 15 Day and 1 VIP Row 1 Parking

- 4 - Signage locations on Fairgrounds during the Fair
- 1 - BCFA Parade entry (*float provided by sponsor*)
- 1 - Cowboys on the Coast Team Entry - Fishing Tournament held in June annually

COWBOY • \$2500

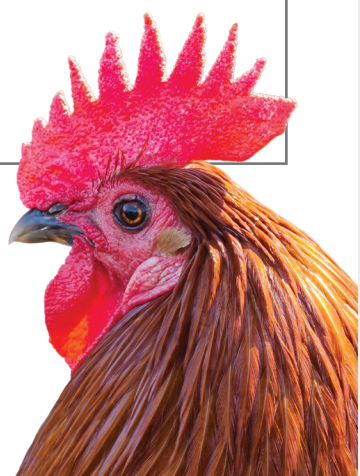
Acknowledgment on both Sponsor Boards year-round at the Fairgrounds • Name and/or Logo displayed on BCFA website • Name and/or Logo listed in the Fair Times Annual Magazine (deadline is July 28th) • Two Newspaper Advertisements (1 each in *The Facts & Bulletin*)

Passes: 2 Season, 110 Day and 1 VIP Row 1 Parking

- 4 - Signage locations on Fairgrounds during the Fair
- 1 - BCFA Parade entry (*float provided by sponsor*)

Secure your sponsorship early to maximize all available incentives.

* Giving at these levels is vital to the success of our organizational goals.



ADDITIONAL OPPORTUNITIES

Naming Opportunities:

Exclusive branding rights for the entire Fair

- Auditorium (1) - \$10,000
- Concert Stage (2) - \$5000
- Commercial Exhibit Hall - \$2500
- Hall of Exhibits- \$2500
- Entertainment Hall - \$2500
- Cattle Barn 1 - \$2500
- Cattle Barn 2 - \$2500
- Cattle Barn 3 - \$2500
- Information Booth - \$2500
- All ticket booths - \$1500
- Swine/Sheep & Goat Barn (1) - \$1000
- Champions Row - \$1000

Rodeo and Arena Sponsors:

- CPRA (2) - \$7500
- Youth Rodeo Series (2) - \$2500
- GCBRA - Barrel Race (2) \$2500
- Saddle Sponsors - Rodeo Queen & YRS (2) - \$2500
- Rodeo Announcer Stand - \$2500
- Calf Scramble (75) - \$750
- Rodeo Queen - \$1000

Livestock Sponsors:

- Show - \$1000
- Buckle (150) - \$130
- Banners (150) - \$100
- Buckle & Banner - \$230

Auction Sponsors:

- General Sales Auction Sponsor (5) - \$5000
- Auction Meals (3) - \$2500
- Freezer Sale (2) - \$1000
- Auction Cups (1) - \$750

Special Event Sponsors:

- Hometown Heroes (2) - \$2500
- Fair Mom Contest - \$1000
- Adult Tricycle Races - \$1000
- Science Fair (4) - \$1000 held annually in Feb.
- Cowboys on the Coast Fishing Tournament (4) - \$500 held annually in June
- Parade Sponsor (4) - \$500
- Pet Parade - \$500
- Youth Tricycle Races - \$500
- Little Mister & Miss - \$500
- Clown Face Contest - \$500
- Auto & Bike Show +Swap Meet - T-Shirts (20) - \$250.000

Signage Opportunities:

- Bucking Chute (4) - \$1000
Stays up for a 1-year period
- Rodeo Arena Fence Sign - \$500
Stays up for a 1-year period
- Transportation - Golf Cart (70) - \$500
- Fence Banners during Fair (3'x5' Max) - \$200 each
Sponsor must provide.