



Who We Are

The Brazos Valley Fair & Rodeo is a non-profit, 501(c)(3) corporation, Tax ID #45-2188250, that was organized in 2012 for educational, scientific, and charitable purposes to encourage, promote and maintain agricultural science, research, and education. The Brazos Valley Fair & Rodeo is a mid-major/regional fair whose reach and scope encompasses the entire state of Texas and surrounding states. The Brazos Valley Fair & Rodeo is dedicated to “Showcasing Agriculture, Education, & Youth to enhance our Texas Culture.”

The Fair is working to make a true impact on agriculture and education by providing Fairgoers with attractions that are entertaining and provide a variety of educational experiences for the public in agriculture and the rural way of life. Our scholarship program is an integral part of the educational impact of the Fair. The Fair is committed to providing funds for scholarships and other educational programs to educate the youth of Texas for future generations.

We appreciate any support that you can offer to help make this event successful for years to come.



Sponsorship Levels

SUPREME CHAMPION SPONSOR

\$15,000 +

GRAND CHAMPION SPONSOR

\$10,000 - \$14,999

RESERVE GRAND CHAMPION SPONSOR

\$7,500 - \$9,999

BLUE RIBBON SPONSOR

\$5,000 - \$7,499

RED RIBBON SPONSOR

\$2,500 - \$4,999

WHITE RIBBON SPONSOR

\$1,000 - \$2,499

We can't wait to match you with the perfect sponsorship package for the annual Brazos Valley Fair & Rodeo!

5827 LEONARD RD. BRYAN, TX 77807 | (979) 821-1450 | BRAOSVALLEYFAIR.COM
FOR SPONSORSHIP INFORMATION, PLEASE CONTACT INFO@BRAZOSVALLEYFAIR.COM



Supreme Champion Level

TOTAL INVESTMENT - \$15,000+

Brazos Valley Fair and Rodeo agrees to provide the following:

- (1) Framed Commemorative BVFR Poster
- Nightly mentions by Announcer in Rodeo Arena
- Mention on Radio Commercial (Where Script is provided by BVFR)
- (1) VIP TABLE at UPRA Hall of Fame Induction & Banquet
- Discounted General Admission Tickets for Employees
- BVFR On-Site Business Promo Day

Signage:

- Signage at Main Entrance
- (1) Sign in Rodeo Arena
- (2) 3'X5' Signs
- (1) Sponsor Flag presented nightly in Rodeo Arena
- 30 second Commercial in Rodeo Arena prior to Performance

*Commercial Provided by Business

Logo on:

- Premiere Select Print Ads
- Premiere Inclusion on Fair Poster
- Listing as "Supreme Champion Sponsor" with 'click-thru' on BVFR Website
- T-Shirt Sponsor
- Rodeo Video Board Rotation
- BVFR Television Commercial

Credentials:

- (12) 3 Night VIP Passes | (3) Back Lot Parking Passes
- (20) One Day Tickets



Sponsorships Available

Supreme Champion Level

TOTAL INVESTMENT - \$15,000+

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
Entertainment Co-Sponsor	3	\$15,000
Rodeo Co-Sponsor	3	\$15,000
VIP Sponsor	1	\$15,000



Grand Champion Level

TOTAL INVESTMENT - \$10,000 - \$14,999

Brazos Valley Fair and Rodeo agrees to provide the following:

- (1) Framed Commemorative BVFR Poster
- Nightly mentions by Announcer in Rodeo Arena
- Discounted General Admission Tickets for Employees
- BVFR On-Site Business Promo Day

Signage:

- Signage at Main Entrance
- (2) 3'X5' Signs
- 30 second Commercial in Rodeo Arena prior to Performance
- *Commercial Provided by Business

Logo on:

- Premiere Select Print Ads
- Premiere Inclusion on Fair Poster
- T-Shirt Sponsor
- Listing as "Grand Champion Sponsor" with 'click-thru' on BVFR Website
- Rodeo Video Board Rotation

Credentials:

- (10) 3 Night VIP Passes | (2) Back Lot Parking Passes
- (16) One Day Tickets



Sponsorships Available

Grand Champion Level

TOTAL INVESTMENT - \$10,000 - \$14,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
Ambulance Sponsor	1	\$12,000
Ag Land Title Sponsor	1	\$10,000
Livestock Show Sponsor	1	\$10,000
Carnival Title Sponsor	1	\$10,000
Fairway Title Sponsor	1	\$10,000



Reserve Champion Level

TOTAL INVESTMENT - \$7,500 - \$9,999

Brazos Valley Fair and Rodeo agrees to provide the following:

- (1) Framed Commemorative BVFR Poster
- Nightly mentions by Announcer in Rodeo Arena
- Discounted General Admission Tickets for Employees

Signage:

- Signage at Main Entrance
- (2) 3'X5' Signs

Logo on:

- Listing as "Reserve Champion Sponsor" with 'click-thru' on BVFR Website
- Rodeo Video Board Rotation

Credentials:

- (8) 3 Night VIP Passes | (2) Back Lot Parking Passes
- (12) One Day Tickets



Sponsorships Available

Reserve Champion Level

TOTAL INVESTMENT - \$7,500 - \$9,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
Exhibit Hall Sponsor	1	\$7500
Petting Zoo & Pony Rides	1	\$7500
Transportation Sponsor	1	\$7500
Volunteer Sponsor	1	\$7500



Blue Ribbon Level

TOTAL INVESTMENT - \$5,000 - \$7,499

Brazos Valley Fair and Rodeo agrees to provide the following:

- (1) Framed Commemorative BVFR Poster
- Nightly mentions by Announcer in Rodeo Arena
- Discounted General Admission Tickets for Employees

Signage:

- Signage at Main Entrance
- (2) 3'X5' Signs

Logo on:

- Listing as "Blue Ribbon Sponsor" with 'click-thru' on BVFR Website
- Rodeo Video Board Rotation

Credentials:

- (6) 3 Night VIP Passes | (1) Back Lot Parking Pass
- (10) One Day Tickets



Sponsorships Available

Blue Ribbon Level

TOTAL INVESTMENT - \$5,000 - \$7,499

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
Mutton Bustin Sponsor	1	\$6000
VIP Rodeo Seating Sponsor	1	\$6000
Rally Towel Sponsor	1	\$5000
JR Ambassador Sponsor	1	\$5000
BBQ Title Sponsor	1	\$5000
Creative Arts Title Sponsor	1	\$5000
Welding Title Sponsor	1	\$5000
Woodworking Title Sponsor	1	\$5000
Rodeo Clown Sponsor	1	\$5000



Red Ribbon Level

TOTAL INVESTMENT - \$2,500 - \$4,999

Brazos Valley Fair and Rodeo agrees to provide the following:

Nightly mentions by Announcer in Rodeo Arena

Signage:

Signage at Main Entrance

(1) 3'X5' Sign

Logo on:

Listing as "Red Ribbon Sponsor" with 'click-thru' on BVFR Website

Rodeo Video Board Rotation

Credentials:

(4) One Night VIP Rodeo Seating Pass

(8) One Day Tickets



Sponsorships Available

Red Ribbon Level

TOTAL INVESTMENT - \$2,500 - \$4,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
Chuck Wagon Sponsor	4	\$3000
Livestock Judging Sponsor	3	\$2500
Rodeo Event Sponsor	4	\$2500
Equine IQ Sponsor	5	\$2500
Entrance Gate Sponsors	6	\$2500
Contest Hospitality Sponsor	5	\$2500



White Ribbon Level

TOTAL INVESTMENT - \$1,000 - \$2,499

Brazos Valley Fair and Rodeo agrees to provide the following:

Nightly mentions by Announcer in Rodeo Arena

Signage:

Signage at Main Entrance

(1) 3'X5' Sign

Logo on:

Listing as "White Ribbon Sponsor" with 'click-thru' on BVFR Website

Rodeo Video Board Rotation

Credentials:

(2) One Night VIP Rodeo Seating Pass

(6) One Day Tickets



Sponsorships Available

White Ribbon Level

TOTAL INVESTMENT - \$1,000 - \$2,499

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
Rodeo Chute Sponsor	7	\$2000
Junior Goat Show	2	\$2000
Junior Lamb Show	2	\$2000
Junior Heifer Show	2	\$2000
Junior Steer Show	2	\$2000
Junior Swine Show	2	\$2000
Welding Contest Co-Sponsor	3	\$2000
Woodworking Co-Sponsor	3	\$2000
Agrobotics Co-Sponsor	3	\$2000
LEGO Sponsor	1	\$2000
Public Speaking Co-Sponsor	2	\$2000
BBQ Co-Sponsor	3	\$2000
Photography Sponsor	1	\$1000
Western Art Sponsor	1	\$1000
Quilt Sponsor	1	\$1000
Baked & Canned Sponsor	1	\$1000
Youth Rodeo Co-Sponsor	4	\$1000



Sponsorships Available

Add On's/ Donations

Market your brand even further!

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
Youth Contest Buckles	unlimited	\$250
Youth Contest Banners	unlimited	\$250
Livestock T-Shirt Sponsor	4	\$500
Rodeo T-Shirt Sponsor	4	\$500
Volunteer T-Shirt Sponsor	4	\$500
General Fair	unlimited	\$250
General Fair	unlimited	\$500
General Fair	unlimited	\$750



Sponsorships Available

Additional Opportunities

In-Kind Donation Opportunities

In addition to traditional sponsorships, we also welcome in-kind donations to support the Brazos Valley Fair & Rodeo. These contributions play a vital role in helping us provide a memorable experience for our participants and guests.

Examples of in-kind donations include:

- Food & Beverage – Meals or snacks for volunteers, contestants, and staff.
- Supplies & Materials – Items such as fencing, livestock equipment, feed, and shavings
- Services – Printing, marketing, security, or transportation assistance.
- Prizes & Awards – Donations for youth contests, livestock shows, or special events.

In-kind donors receive recognition for their contributions, including signage, announcements, and listing in our event materials. Your support helps us continue to provide a high-quality experience for all who attend the Brazos Valley Fair & Rodeo.

Scholarship Donations

The Brazos Valley Fair & Rodeo is proud to support the next generation through its growing scholarship program. These scholarships recognize students who demonstrate academic achievement, leadership, and a commitment to their communities. Funds directly support youth pursuing higher education and career development through college, trade schools, and agricultural programs. Opportunities like the Equine IQ Contest and Junior Livestock Shows as well as the General Brazos Valley Fair & Rodeo & Texas Flame & Smoke Scholarships also help expand our scholarship reach and encourage educational engagement. Supporting the BVFR Scholarship Program is an investment in our youth and the future of agriculture.