



# 2024 SPONSORSHIP GUIDE





## **PBR Aug. 29-Sept. 1, 2024 Sponsorship Opportunities**

Our sponsors help us continue the tradition of making the Central Texas State Fair one of Texas best summer events. Together, we create a win-win event for our partners.

We work with you to build a complete marketing program that authenticates your brand, using a wide variety of media, while positioning your branding messages in the direct path of your target audience. With over 40,000 attendees during the Central Texas State Fair, it's the best fit for advertising in Central Texas.

These exciting options offer affordable packages to fit your marketing needs and budget.

Let us help you begin customizing your partnership and sponsorship options!

For more information on sponsorships and other promotional opportunities, please call Jennifer at 254-933-5353

# STATS

## Attendance - 40,000

- 4 nights of Fair
- 2 Nights PBR
- 1 Night Demo Derby
- 4 Nights Live Music
- Attendance traveled from all over Texas



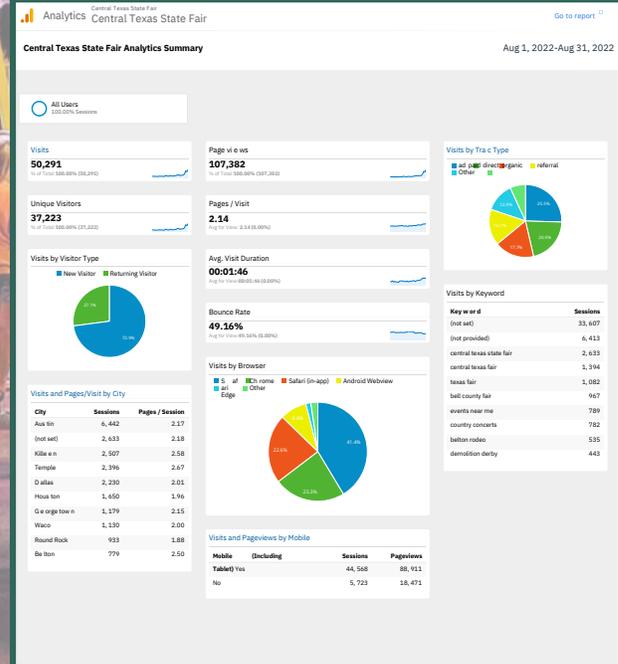
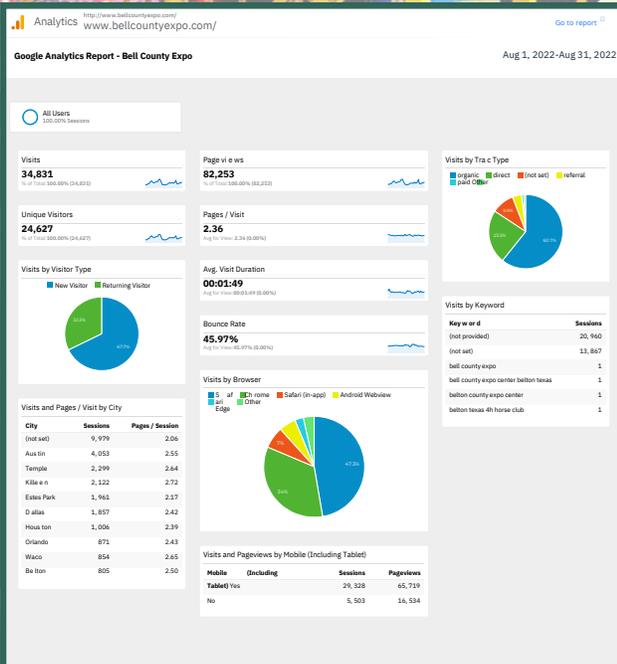
## Social Media Reach and Websites

Page Views - 189,000

Visits - 85,000

Followers - 45,000

Proven Reach August and September - 600,000



## PBR Sponsorship Opportunities

\$50,000

### “Overall Presenting Sponsor”

- 4 Day event with company name attached to all advertising
- Company name on website, media and social post
- Company name on all commercials, radio and digital billboards
- Company name on all artist announcements
- Exclusive company promo code for employee discounts during the fair
- 4 Arena Signs
- 50 fairground tickets each night of fair
- 30 Reserved Seats for Saturday and Sunday Night Professional Bull Riding event
- High Def Logo on digital billboard on fairgrounds
- Sponsor name promenade on fair t-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Brochure
- Exclusive VIP Sponsor Tent access with private bar at concerts
- VIP Sponsor Dinner Saturday and Sunday



\$5,000

## **"Official Bull Riding Performance Sponsor"**

- Announcer Recognition throughout the Bull Riding Performances
- 1 Arena Sign
- High Def Logo on digital billboard on fairgrounds
- 15 Reserve Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Social Media Featured Post on Fair and Cadence Bank Center Socials
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$5,000

## **Ticket Sponsor**

- Company name on all digital tickets
- Company name on all printed tickets
- 2 Arena Signs
- 15 Reserved Seats for Saturday and Sunday Night Professional Bull Riding event
- High Def Logo on digital billboard on fairgrounds
- Sponsor name on fair t-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Brochure
- Exclusive VIP Sponsor Tent access with private bar at concerts
- VIP Sponsor Dinner Saturday and Sunday

\$2,500

**"Official Performance Sponsor"**

- Announcer Recognition throughout the Bull Riding Performances
- 1 Arena Sign
- High Def Logo on digital billboard on fairground
- 12 Reserve Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$2,500

**"Ticket Booth Sponsor" (2 available)**

- 12 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- 1 sign on each ticket booth points of sales
- High Def Logo on digital billboard on fairgrounds
- Sponsor name on fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$1,500

### **"Center Let Out Gate Sponsor" or "Side Gates"**

- Announcer Recognition throughout the Bull Riding Performances
- 2 Arena Signs
- High Def Logo on digital billboard on fairgrounds
- 10 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$1,500

### **"Bucking Chute Sponsor"**

- Recognition when chute is in use and during the performances
- 1 Sign on Chute Gate and 1 sign in the arena
- High Def Logo on digital billboard on fairgrounds
- 10 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$1500

## **VIP Sponsor Tent**

- 8 Reserved Seats for Saturday and Sunday Night Professional Bull Riding event and Demo Derby
- 1 Arena Sign
- 2 Banners at Sponsor Tent
- High Def Logo on digital billboard on fairgrounds
- Sponsor name on fair t-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Brochure
- Exclusive VIP Sponsor Tent access with private bar at concerts
- VIP Sponsor Dinner Saturday and Sunday

\$1,500

## **"Video Replay Sponsor"**

- Announcer Recognition during the replays on the video board
- 1 Arena Sign
- High Def Logo on digital billboard on fairgrounds
- 8 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$1,000

## **"Barrel Man"**

- Recognition as Specialty Sponsor for the night
- 1 Arena Sign
- High Def Logo on digital billboard on fairgrounds
- 6 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirt
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$1,000

## **"Mutton Bustin"**

- Recognized during Mutton Bustin' each night
- 1 Sign in the Arena
- High Def Logo on digital billboard on fairgrounds
- 6 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$700

## **“Bull Fighter’s” Sponsor**

- Recognized throughout the Bull Riding Performances
- 1 Arena Sign
- High Def Logo on digital billboard on fairgrounds
- 6 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$600

## **“Official Sound Sponsor”**

- Announcer Recognition throughout the Bull Riding Performances
- 1 Arena Sign
- High Def Logo on digital billboard on fairgrounds
- 6 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirts.
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$600  
**"KISS CAM"**

- Announcer Recognition throughout the Bull Riding Performances
- 1 Arena Sign
- High Def Logo on digital billboard on fairgrounds
- 6 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

\$500  
**"Arena Sponsor"**

- 1 Arena Sign
- High Def Logo on digital billboard on fairgrounds
- 4 Reserved Seats for Saturday & Sunday Night Professional Bull Riding event
- Sponsor name on fair-T-shirts
- Logo on Central Texas State Fair and Cadence Bank Center Website
- Logo on Fair Brochure
- Exclusive VIP Sponsor Tent access with private bar
- VIP Sponsor Dinner on Saturday and Sunday

## **Gold**

**\$ 1,500**

10 reserve seats to  
Saturday and Sunday  
Professional Bull Riding  
event

## **Silver**

**\$ 1,000**

8 reserve seats to  
Saturday and Sunday  
Professional Bull Riding  
event

## **Bronze**

**\$ 500**

6 reserve seats to  
Saturday and Sunday  
Professional Bull Riding  
event

## **Plus**

Sponsors name on Fair T-shirts!

VIP Sponsor Dinner on Saturday and Sunday!

One Banner in Garth Arena!

High Def Logo on digital billboard on fairgrounds!

Logo on Central Texas State Fair and Cadence Bank Center Website!

Logo on Fair Brochure!

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For more information or to customize a plan for your company,  
contact Jennifer Weir:

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254-933-5353