

# CHOWCHILLA-MADERA COUNTY FAIR

THERE'S IS MAGIC IN THE FAIR!

May 15 - 18, 2025

## 2025 Sponsorship Program





The Chowchilla-Madera County Fair has been a cherished tradition since its beginning in 1946. While the faces have changed over the years, the core values of genetics, goals, pride, and community have remained steadfast. The fairgrounds are a vibrant reflection of our agricultural heritage and western culture, serving as a gathering place that is deeply woven into the fabric of our community.

Some may wonder why the fairgrounds hold such an integral place in a community like Chowchilla. The answer lies in the memories they encapsulate—memories that evoke emotions of the past, visions of ancestors, and the heartwarming sights and sounds of fairs gone by. From livestock shows and rodeos to the laughter of children, the call of an auctioneer, and the delights of carnival treats like corndogs and cotton candy, the fairgrounds are a repository of love, loss, joy, and tradition.

The Chowchilla-Madera County Fair Board of Directors and Fair Staff are eagerly anticipating the upcoming fair, scheduled for May 15 - 18, 2025. We are committed to making this one of the greatest fairs in Chowchilla history, and we aim to continue building on the legacy of past fairs with new and exciting offerings.

As a non-profit organization, we are dedicated to fostering a sense of community and supporting local initiatives. As we prepare for this grand event, we are reaching out to the community for sponsorship. Our fair has always thrived thanks to the support of a committed community, and we are grateful for any past contributions.

Sponsoring the Chowchilla Fair offers numerous benefits to both businesses and individuals:

- **Community Engagement:** Connect with thousands of attendees and showcase your commitment to the community.
- **Brand Visibility:** Increase your brand's exposure through event signage, promotional materials, and online platforms.
- **Networking Opportunities:** Build relationships with other sponsors, vendors, and community members.
- **Tax Benefits:** As a non-profit, contributions to our organization may be tax-deductible.

If you are interested in supporting the Chowchilla Fair and benefiting from our sponsorship opportunities, please review the Sponsorship Program Packet. This packet provides detailed information on each sponsorship level and the associated benefits. We are also open to exploring other ways we can tailor this opportunity to best suit your needs and ours. We are excited to collaborate with you to make the 2025 Chowchilla Fair a memorable event for everyone involved. Thank you for considering this opportunity to support our community.

The Fair Board of Directors and the Fair Staff extend our heartfelt gratitude for your previous sponsorship and invite you to consider supporting the 2025 Chowchilla-Madera County Fair. Together, we can create lasting memories and continue to honor the rich heritage of Chowchilla. Thank you for your consideration and support.

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**FOR MORE SPONSORSHIP INFO:**  
Gene Beels, CEO ♦ Chowchilla-Madera County Fair  
Stephanie Eatmon, Office Manager ♦ Chowchilla-Madera County Fair  
PO Box 597 ♦ Chowchilla, CA 93610  
559.665.3728  
[gene@chowchillafair.org](mailto:gene@chowchillafair.org)



# Sponsorship Perks

## Best of Show - \$10,000+ Exclusive Title

- ◆ Sponsor's name and logo will be prominently featured at the three main entrances.
- ◆ The Sponsor's name and logo will be placed at a prominent location.
- ◆ You will receive 100 one day admission passes and 6 VIP Admission Badges, 4 VIP Parking passes
- ◆ Multiple mentions by the voice of the fair.
- ◆ Logo on Fair's daily schedule and poster.
- ◆ Logo on Fair's website along with a link to Sponsor's website.
- ◆ Free 10' x 10' Display booth
- ◆ 1- 4'x8' banner to be displayed on the fence line on Rd 16. Banner will be provided by the Chowchilla Fair & will remain the property of the Fair. Banner to be on display during the run of the Fair thru April 1st of the following year.

## Blue Ribbon Level - \$5,000

- ◆ Sponsor's name and logo will be prominently featured at the three main entrances.
- ◆ The Sponsor's name and logo will be placed at a prominent location.
- ◆ You will receive 50 one day admission passes, 4 VIP Admission Badges, 2 VIP Parking passes
- ◆ Multiple mentions by the voice of the fair.
- ◆ Logo on Fair's daily schedule and poster.
- ◆ Logo on Fair's website along with a link to Sponsor's website.
- ◆ Free 10' x 10' Display booth
- ◆ 1- 3'x5' banner to be displayed on the fence line on Rd 16. Banner will be provided by the Chowchilla Fair & will remain the property of the Fair. Banner to be on display during the run of the Fair thru April 1st of the following year.

## Red Ribbon - \$2500

- ◆ The Sponsor's name and logo will be placed at prominent location.
- ◆ You will receive 40 one day admission passes and 2 VIP Admission Badges.
- ◆ Multiple mentions by the voice of the fair.
- ◆ Logo on Fair's daily schedule and poster.
- ◆ Logo on Fair's website along with a link to Sponsor's website.
- ◆ 1- 2'x4' banner to be displayed on the fence line on Rd 16. Banner will be provided by the Chowchilla Fair & will remain the property of the Fair. Banner to be on display during the run of the Fair thru April 1st of the following year.

## White Ribbon - \$1000

- ◆ The Sponsor's name and logo will be placed at prominent location.
- ◆ You will receive 20 one day admission passes.
- ◆ Multiple mentions by the voice of the fair.
- ◆ 1- 2'x4' banner to be displayed on the fence line on Rd 16. Banner will be provided by the Chowchilla Fair & will remain the property of the Fair. Banner to be on display during the run of the Fair thru April 1st of the following year.

## Honorable Mention - \$500

- ◆ 1- 2'x4' banner to be displayed on the fence line on Rd 16. Banner will be provided by the Chowchilla Fair & will remain the property of the Fair. Banner to be on display during the run of the Fair thru April 1st of the following year.
- ◆ You will receive 8 one day admission passes.

# Other Sponsorship Opportunities

## AWARD SPONSORSHIPS:

- ◆ Purpose: Award sponsorships provide an award to local exhibitors who have won a class, either in the still exhibits department or the livestock department.
- ◆ Amount: These awards range from \$25 to \$170.
- ◆ Benefits to Award Sponsorship:
  - ◇ Your business name will be displayed in the area of your sponsorship (i.e. livestock or in the still exhibits building). Livestock Award Sponsor's name will be announced at the conclusion of the class, when the winning exhibitor is chosen.
  - ◇ The winner of the award you sponsored will receive a card with your information on it, so the exhibitor may send you an thank you note.

## EXHIBITOR HANDBOOK & JR. LIVESTOCK AUCTION CATALOG:

- ◆ Purchase an advertisement space in the Exhibitor Handbook, which will be seen by over 1,500 exhibitors online.
- ◆ Purchase an advertisement space in the Jr. Livestock Auction Catalog. Over 500 buyers will see and take home.
  - ◇ \$50 - Business card ad
  - ◇ \$125 - 1/2 Page or \$250 for both Handbook and Catalog
  - ◇ \$200 - Full Page or \$350 for both Handbook and Catalog

## OTHER DONATIONS:

- ◆ Services: Use your business' talents to spruce up the fairgrounds or provide a service that will benefit fairgoers - a simple way to advertise for your business and support the Fair.
- ◆ In-kind/Trade: Donate either services or products to the Fair in exchange for advertisement or sponsorship.



# Partnership Agreement

## Chowchilla-Madera County Fair May 15-18, 2025

**“There is Magic in the Fair!”**

Please check one of the levels of Partnership below. Complete and sign below. **Please make check payable to the Chowchilla Madera County Fair, or we can bill you if you prefer.** Please send this Partnership Agreement in as soon as possible for all of the contract conditions to apply. Deadline for Exhibitor Handbook advertisements is Monday, December 02, 2024 all others is Friday, March 7, 2025. Please Check below all you would like to participate in.

- |   |   |
|---|---|
| <input type="checkbox"/> <b><u>\$10,000 + Best of Show</u></b><br><br><input type="checkbox"/> <b><u>\$5,000 Blue Ribbon</u></b><br><br><input type="checkbox"/> <b><u>\$2500 Red Ribbon</u></b><br><br><input type="checkbox"/> <b><u>\$1000 White Ribbon</u></b><br><br><input type="checkbox"/> <b><u>\$500 Honorable Mention</u></b><br><br><input type="checkbox"/> <b>In-kind Donation Valued at \$ _____</b><br><br><input type="checkbox"/> <b>Please contact me about being an award sponsor.</b><br><br><p style="margin-left: 20px;">Please include business card or email artwork to<br/>Stephanie@chowchillafair.org</p> | <input type="checkbox"/> <b><u>Full Page Add in Livestock Auction Catalog \$200</u></b><br><br><input type="checkbox"/> <b><u>1/2 Page Add in Livestock Auction Catalog \$125</u></b><br><br><input type="checkbox"/> <b><u>Full Page Add in Exhibitor Handbook \$200</u></b><br><br><input type="checkbox"/> <b><u>1/2 Page Add in Exhibitor Handbook \$125</u></b><br><br><input type="checkbox"/> <b><u>Business Card Add in Livestock Auction Catalog \$50</u></b><br><br><input type="checkbox"/> <b><u>Business Card Add in Exhibitor Handbook \$50</u></b><br><br><input type="checkbox"/> <b><u>Business Card Add in Livestock Auction Catalog &amp; Exhibitor Catalog \$100</u></b><br><br><input type="checkbox"/> <b><u>1/2 Page Add in Livestock Auction Catalog &amp; Exhibitor Catalog \$250</u></b><br><br><input type="checkbox"/> <b><u>Full Page Add in Livestock Auction Catalog &amp; Exhibitor Catalog \$350</u></b> |
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\_\_\_\_\_  
Name/Company – exactly as you wish it to appear on materials

Address	City	St	Zip
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\_\_\_\_\_  
Company website

Telephone	Email
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\_\_\_\_\_  
Signature

Amount of Sponsorship Enclosed: \$ \_\_\_\_\_

**Mail or deliver to:** Chowchilla Madera County Fair  
P.O. Box 597  
Chowchilla, CA 93610

**Questions:** Contact Gene Beels 559-665-3728

Chowchilla-Madera County Fair • P.O. Box 597 • Chowchilla, CA 93610 • Phone: (559) 665-3728 • Fax: (559)665-3720

FAIR OFFICE USE ONLY

Date: \_\_\_\_\_ Received by: \_\_\_\_\_ Received Artwork \_\_\_\_\_ Amt. Paid: \$ \_\_\_\_\_