



PARTNERSHIPS 2021



4-H LIVESTOCK BARNs, SHOWS & EXHIBITS

July 31 - August 4

PRORODEO, XTREME BULLS, CONCERTS, JR. LIVESTOCK SALE

August 5 - 8

720.733.6900 | FAX 720.733.6901

500 Fairgrounds Drive, Castle Rock, Colorado 80104 **FAIRANDRODEOFUN.COM**

WHY GET INVOLVED?

BE A PART OF THE TRADITION

- Join a long-standing community tradition and help celebrate the 103rd Annual Douglas County Fair & Rodeo

BRAND VISIBILITY

- Reach new audiences and increase brand recognition with access to over 35,000 guests in addition to other forms of marketing leading up to the event

ENCOURAGE INSPIRED CREATIONS

- Support the arts and inspire people to continue to paint, sew, photograph, bake, garden and create!

COMMUNITY INVOLVEMENT

- Create a positive impact by giving back to the community

INVEST IN FUTURE LEADERS

- 4-H empowers youth with skills to lead for a lifetime
- The 2020 Jr. Livestock Sale generated over \$400,000 in funds to help the Jr. Division Exhibitors advance their educational goals

SUPPORT THE GREATEST SPORT ON DIRT

- Voted Mountain States Circuit Most Improved PRCA Rodeo 4 Years Running
- Award Winning Stock Contractor Summit ProRodeo
- Proud Partners with ProRodeo Hall of Fame
- Voted 2019 Medium Rodeo of the Year



ENJOY THE PERKS!

Concerts & Entertainment
VIP & Sponsor Hospitality
Grounds Admission
Rodeo Tickets
Buyers BBQ
VIP Seating



SPONSORSHIP OPPORTUNITIES



DIAMOND STARTING AT: \$20,000

Title Sponsor of the Performance Platform
Presenting Sponsor for all 3 PRCA Rodeo Performances



GOLD STARTING AT: \$5,000

Title Sponsor of the ProRodeo Video Board
Title Sponsor of the Marketplace
Title Sponsor of the ProRodeo Clown
Event Sponsor for Xtreme Bulls
Presenting Sponsor of Mutton Bustin'
Presenting Sponsor of the Junior Livestock Sale
Ticket Sponsor for Cowboys for Cops
Ticket Sponsor for Military Night



BRONZE STARTING AT: \$1,000

Event Sponsor of a 4-H Show and/or Barn
Digital Ad on ProRodeo Scoreboard
Presenting Sponsor of Section in Grandstands



PLATINUM STARTING AT: \$10,000

Title Sponsor of the Midway Stage
Title Sponsor of the VIP Hospitality Tent
Title Sponsor for the Arena
Presenting Sponsor of PS Miller Day at the Fair
Presenting Sponsor of Concert



SILVER STARTING AT: \$2,500

Title Sponsor of the Crow's Nest
Presenting Sponsor of the Volunteer Program
Presenting Sponsor of the Creative Arts Display
Presenting Sponsor of the Agriculture & Floriculture Display
Presenting Sponsor of the Hometown Rodeo
Event Sponsor for the Community Pancake Breakfast
Event Sponsor for a ProRodeo Event

FAIRANDRODEOFUN.COM

720.733.6900

500 Fairgrounds Drive, Castle Rock, CO 80104

A DOUGLAS COUNTY FAIR & RODEO REPRESENTATIVE
WILL HELP CREATE A TAILORED PACKAGE **JUST FOR YOU!**





THE DOUGLAS COUNTY FAIR & RODEO HAS SOMETHING FOR EVERYONE!

Celebrating 103 Years of Fun, this year's event will feature The Marketplace, Entertainment & Concerts, 3 PRCA Rodeos, Professional Bull Riding, Mutton Bustin', Livestock Barns, Creative Art Exhibits, Agriculture & Floriculture Displays and the Jr. Livestock Sale!

