

EL PASO COUNTY
FAIR & EVENTS
CENTER
Calhan, Colorado

2021 **SPONSOR**
INFORMATION



WHO WE ARE

EL PASO COUNTY FAIR

With the help of generous partners, sponsors, and volunteers the El Paso County Fair is a financially self-sustaining week-long event held annually in July. The County Fair is organized and produced through a collaborative effort between the Board of County Commissioners, Fair Advisory Board, Fairgrounds Corporation, CSU Extension Advisory Committee, County staff, and a multitude of dedicated volunteers.

Occupying more than 50 acres in eastern El Paso County, the Fair has made its home in Calhan, Colorado since 1905. What started as a potato festival has evolved into an annual community celebration featuring 4-H and FFA youth projects, nightly entertainment, and specialty events.

The Fair aims to provide a wide variety of activities that celebrates El Paso County history, culture, and heritage. 2021 will mark the 116th event honoring the County's rich history and traditions, welcoming a new generation of fairgoers, providing educational and entertainment to visitors of all ages.



Thank you for the opportunity to share a special piece of El Paso County. The annual County Fair is an event attended by over 30,000 visitors and features over 200 events, making the Fair one of the largest events held in El Paso County.

Our elected officials, staff and volunteers collaborate to create an event designed to educate and entertain visitors from all demographic groups. Attendees experience the County's rich agricultural and military heritage, and its strong sense of community. The Fair is a family event purposely designed to create adventures for all ages.

Our generous and faithful sponsors allow us to provide an authentic western agriculture experience for our visitors. The El Paso County Fair offers a variety of sponsorship packages appropriate for businesses of all sizes. We look forward to working with you and welcoming you to the County Fair family.

Dana Nordstrom
COMMUNITY OUTREACH COORDINATOR

SPONSORSHIP

EL PASO COUNTY FAIR

\$10,000

PRESENTING

PRESENTING SPONSOR DAY
THURSDAY, JULY 15

SPONSOR LOGO ON:
ALL FAIR ADVERTISING
COUNTY FAIR WEBSITE
ALL FAIR EVENT TICKETS/WRISTBANDS
FAIR GUIDE & SCHEDULE

**(3) SPONSOR ADS ON ANY AVAILABLE
ELECTRONIC MONITORS**

**(3) GRANDSTAND SIGNS FROM
MAY THROUGH OCTOBER***

**(3) BANNERS,
ONE AT EACH ENTRANCE GATE***

CHUTE GATE BOARD*

PROMOTIONAL ANNOUNCEMENTS

**RECOGNITION AT ALL
MAJOR GRANDSTAND EVENTS**

SOCIAL MEDIA RECOGNITION

INDOOR & OUTDOOR VENDOR BOOTH

**OPPORTUNITY TO DISTRIBUTE SPONSOR
GIVEAWAYS AT
MAJOR EVENTS & ENTRANCE GATES**

**100 ONE-DAY FAIR PASSES
35 SPECIAL EVENT PASSES**

**PRESENTING SPONSOR PLAQUE AWARDED
AT VIP RECEPTION**

**RECOGNITION AT BOARD OF
COUNTY COMMISSIONERS MEETING**

***BANNERS/SIGNS TO BE
PROVIDED BY SPONSOR**

\$7,500

PLATINUM

SPONSOR LOGO ON:
ALL FAIR POSTERS
COUNTY FAIR WEBSITE
FAIR GUIDE & SCHEDULE

**(2) SPONSOR ADS ON ANY AVAILABLE
ELECTRONIC MONITORS**

**(2) GRANDSTAND SIGNS FROM
MAY THROUGH OCTOBER***

**(2) BANNERS,
AT ENTRANCE GATES***

CHUTE GATE BOARD*

**PROMOTIONAL ANNOUNCEMENTS
DURING FAIR**

**RECOGNITION AT ALL
MAJOR GRANDSTAND EVENTS**

SOCIAL MEDIA RECOGNITION

INDOOR & OUTDOOR VENDOR BOOTH

**75 ONE-DAY FAIR PASSES
25 SPECIAL EVENT PASSES**

**PLATINUM SPONSOR PLAQUE AWARDED
AT VIP RECEPTION**

**RECOGNITION AT BOARD OF
COUNTY COMMISSIONERS MEETING**

***BANNERS/SIGNS TO BE
PROVIDED BY SPONSOR**



\$5,000 GOLD

SPONSOR LOGO ON:
ALL FAIR POSTERS
COUNTY FAIR WEBSITE
FAIR GUIDE & SCHEDULE

**(1) SPONSOR AD ON ANY AVAILABLE
ELECTRONIC MONITORS**

**(1) GRANDSTAND SIGN FROM
MAY THROUGH OCTOBER***

**(1) BANNER AT
SOUTH ENTRANCE GATE***

CHUTE GATE BOARD*

**PROMOTIONAL ANNOUNCEMENTS
DURING FAIR**

**RECOGNITION AT ALL
MAJOR GRANDSTAND EVENTS**

SOCIAL MEDIA RECOGNITION

INDOOR & OUTDOOR VENDOR BOOTH

**50 ONE-DAY FAIR PASSES
20 SPECIAL EVENT PASSES**

**GOLD SPONSOR PLAQUE AWARDED
AT VIP RECEPTION**

**RECOGNITION AT BOARD OF
COUNTY COMMISSIONERS MEETING**

***BANNERS/SIGNS TO BE
PROVIDED BY SPONSOR**



\$4,000 EXCLUSIVE EVENT

SPONSOR LOGO ON:
EVENT TICKET/WRISTBAND
COUNTY FAIR WEBSITE
FAIR GUIDE & SCHEDULE

**OPPORTUNITY TO DISTRIBUTE SPONSOR
GIVEAWAYS DURING EVENT**

**(1) GRANDSTAND SIGN FROM
MAY THROUGH OCTOBER***

**(4) BANNERS DISPLAYED
DURING EVENT**

**PROMOTIONAL ANNOUNCEMENTS
DURING FAIR**

SOCIAL MEDIA RECOGNITION

**20 ONE-DAY FAIR PASSES
15 SPECIAL EVENT PASSES**

INVITATION TO VIP RECEPTION

***BANNERS/SIGNS TO BE
PROVIDED BY SPONSOR**

BULL RIDING

TRUCK & TRACTOR PULL

DEMOLITION DERBY

AUTO RACES

\$4,000

WORLD CLASS SHOW

SPONSOR LOGO ON:
COUNTY FAIR WEBSITE
FAIR GUIDE & SCHEDULE

**(3) BANNERS DISPLAYED
DURING EVENT/EXHIBIT**

**PROMOTIONAL ANNOUNCEMENTS
AT EACH PERFORMANCE**

SOCIAL MEDIA RECOGNITION

40 ONE-DAY FAIR PASSES

INVITATION TO VIP RECEPTION

***BANNERS/SIGNS TO BE
PROVIDED BY SPONSOR**

\$3,500

SHOW STOPPER

SPONSOR LOGO ON:
COUNTY FAIR WEBSITE
FAIR GUIDE & SCHEDULE

**(2) BANNERS DISPLAYED
DURING EVENT/EXHIBIT**

**PROMOTIONAL ANNOUNCEMENTS
AT EACH PERFORMANCE**

SOCIAL MEDIA RECOGNITION

30 ONE-DAY FAIR PASSES

INVITATION TO VIP RECEPTION

***BANNERS/SIGNS TO BE
PROVIDED BY SPONSOR**

\$2,500

DAILY SPONSOR

JULY

SATURDAY . 10

**MILITARY
APPRECIATION
DAY**

SUNDAY . 11

**WESTERN
HISPANIC
HERITAGE
DAY**

MONDAY . 12

**EL PASO
COUNTY
DAY**

TUESDAY . 13

**FAMILY
DAY**

WEDNESDAY . 14

**DOLLAR
DAY**

THURSDAY . 15

**PRESENTING
SPONSOR
DAY**

FRIDAY . 16

**SENIOR
DAY**

SATURDAY . 17

**FIRST
RESPONDERS/
HEROES
DAY**

\$2,500

FAMILY FUN SHOW

SPONSOR LOGO ON: COUNTY FAIR WEBSITE AND FAIR GUIDE & SCHEDULE

(1) BANNER DISPLAYED DURING EVENT/EXHIBIT

PROMOTIONAL ANNOUNCEMENTS AT EACH PERFORMANCE

SOCIAL MEDIA RECOGNITION

20 ONE-DAY FAIR PASSES

INVITATION TO VIP RECEPTION

***BANNERS/SIGNS TO BE PROVIDED BY SPONSOR**

SPONSOR LOGO ON: COUNTY FAIR WEBSITE AND FAIR GUIDE & SCHEDULE

BANNERS DISPLAYED AT SOUTH MAIN ENTRANCE ON SPONSORED DAY ONLY*

PROMOTIONAL ANNOUNCEMENTS ON SPONSORED DAY

SOCIAL MEDIA RECOGNITION

20 ONE-DAY FAIR PASSES

INVITATION TO VIP RECEPTION

***BANNERS/SIGNS TO BE PROVIDED BY SPONSOR**

\$2,500

ENTERTAINMENT PAVILION EDUCATIONAL PROGRAMS

SPONSOR LOGO ON:
COUNTY FAIR WEBSITE
FAIR GUIDE & SCHEDULE

BANNER DISPLAYED IN PAVILION/EXHIBIT*

PROMOTIONAL ANNOUNCEMENTS DURING FAIR

SOCIAL MEDIA RECOGNITION

20 ONE-DAY FAIR PASSES

INVITATION TO VIP RECEPTION

***BANNERS/SIGNS TO BE PROVIDED BY SPONSOR**

\$2,000

TALENT CONTEST

SPONSOR LOGO ON:
COUNTY FAIR WEBSITE
FAIR GUIDE & SCHEDULE

BANNER DISPLAYED AT CONTEST*

PROMOTIONAL ANNOUNCEMENTS DURING CONTEST

SOCIAL MEDIA RECOGNITION

15 ONE-DAY FAIR PASSES

INVITATION TO VIP RECEPTION

***BANNERS/SIGNS TO BE PROVIDED BY SPONSOR**



EL PASO COUNTY

FAIR & EVENTS
CENTER

Calhan, Colorado

Dana Nordstrom

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