



EL PASO COUNTY FAIR

Sponsorship Information

2022 SEASON



EL PASO COUNTY FAIR WHO WE ARE

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 celebrate El Paso County history, culture, and heritage. 2022 will mark the 117th event honoring the County's rich history and traditions, welcoming a new generation of fairgoers, providing educational and entertainment opportunities to visitors of all ages.

2021 **FACTS & STATS**

35% REVENUE INCREASE

Through the generous support of partners and the communities generous response to our Fair we were able to gain financially.

30,958 ATTENDANCE

Our community embraced the 2021 El Paso County Fair as a *Time to Celebrate*. We were able to provide an event for celebration!

486,000 DIGITAL IMPRESSIONS

We implemented a comprehensive social media marketing campaign and installed digital screens on the Fairgrounds to increase exposure for our partners.

\$15,000.00
TITLE SPONSOR

FAIR ZONE NAMING RIGHTS
PRIME OUTDOOR VENDOR SPACE
RECOGNIZED IN ALL ADVERTISEMENT
CHOICE OF EVENT VIP EXPERIENCE
ONE-DAY FAIR PASSES
SPECIAL EVENT PASSES
WEBSITE BANNER ADVERTISEMENT
LARGE ARENA SIGNAGE
FULL PAGE COLOR COVER
ADVERTISEMENT IN FAIR GUIDE
6 SPONSOR FEATHER FLAGS
PROMOTIONAL ANNOUNCEMENTS
RECOGNITION AT ALL GRANDSTAND EVENTS
SPONSOR SPOTLIGHT OPPORTUNITY
OPPORTUNITY TO DISTRIBUTE GIVEAWAYS
AT MAJOR EVENTS & ALL FAIR GATES
SPONSOR PLAQUE AT VIP RECEPTION
RECOGNITION AT BOARD OF COUNTY
COMMISSIONERS MEETING
2023 FIRST RIGHT OF REFUSAL

\$10,000.00
PRESENTING SPONSOR

FAIR ZONE ACTIVITY OPPORTUNITY
PRIME OUTDOOR VENDOR SPACE
RECOGNIZED IN ALL ADVERTISEMENT
ONE-DAY FAIR PASSES
SPECIAL EVENT PASSES
WEBSITE BANNER ADVERTISEMENT
LARGE ARENA SIGNAGE
PRIME LOCATION - FULL PAGE COLOR
ADVERTISEMENT IN FAIR GUIDE
3 SPONSOR FEATHER FLAGS
PROMOTIONAL ANNOUNCEMENTS
RECOGNITION AT ALL GRANDSTAND EVENTS
SPONSOR SPOTLIGHT OPPORTUNITY
OPPORTUNITY TO DISTRIBUTE GIVEAWAYS AT
MAJOR EVENTS & ALL FAIR GATES
SPONSOR PLAQUE AT VIP RECEPTION
RECOGNITION AT BOARD OF COUNTY
COMMISSIONERS MEETING
2023 FIRST RIGHT OF REFUSAL

\$7,500.00
PLATINUM SPONSOR

FAIR ZONE ACTIVITY OPPORTUNITY

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

SPONSOR ADVERTISEMENT ON ANY
AVAILABLE ELECTRONIC MONITORS

ONE-DAY FAIR PASSES
SPECIAL EVENT PASSES

ARENA CHUTE GATE SIGNAGE*

2 SPONSOR FEATHER FLAGS

PROMOTIONAL ANNOUNCEMENTS

SPONSOR SPOTLIGHT OPPORTUNITY

SPONSOR PLAQUE AT VIP RECEPTION

RECOGNITION AT BOARD OF
COUNTY COMMISSIONERS MEETING

*SIGNAGE TO BE PROVIDED BY SPONSOR

\$5,000.00
GOLD SPONSOR

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

SPONSOR ADVERTISEMENT ON ANY
AVAILABLE ELECTRONIC MONITORS

ONE-DAY FAIR PASSES
SPECIAL EVENT PASSES

ARENA CHUTE GATE SIGNAGE*

1 SPONSOR FEATHER FLAGS

PROMOTIONAL ANNOUNCEMENTS

SPONSOR SPOTLIGHT OPPORTUNITY

SPONSOR PLAQUE AT VIP RECEPTION

RECOGNITION AT BOARD OF
COUNTY COMMISSIONERS MEETING

*SIGNAGE TO BE PROVIDED BY SPONSOR



\$4,000.00

EXCLUSIVE EVENT & AFTER PARTY SPONSOR

SPONSOR LOGO INCLUDED ON:
SPECIFIC EVENT MARKETING
COUNTY FAIR WEBSITE
FAIR GUIDE & SCHEDULE

ONE-DAY FAIR PASSES
SPECIAL EVENT PASSES

IN-SHOW DELIVERABLES DURING EVENT

PROMOTIONAL ANNOUNCEMENTS

SPONSOR SPOTLIGHT OPPORTUNITY

INVITATION TO VIP RECEPTION

**AUTO RACES | BULL RIDING
DEMOLITION DERBY | TRUCK & TRACTOR PULL**

\$4,000.00

WORLD CLASS SHOW

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

BANNER/FEATHER FLAG TO BE DISPLAYED
DURING EVENT/SHOW*

OPPORTUNITY TO DISTRIBUTE
GIVEAWAYS AT SHOW

ONE-DAY FAIR PASSES

PROMOTIONAL ANNOUNCEMENTS

SPONSOR SPOTLIGHT OPPORTUNITY

INVITATION TO VIP RECEPTION

*SIGNAGE TO BE PROVIDED BY SPONSOR

\$3,500.00

SHOW STOPPER

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

BANNER/FEATHER FLAG TO BE DISPLAYED
DURING EVENT/SHOW*

OPPORTUNITY TO DISTRIBUTE
GIVEAWAYS AT SHOW

ONE-DAY FAIR PASSES

PROMOTIONAL ANNOUNCEMENTS

SPONSOR SPOTLIGHT OPPORTUNITY

INVITATION TO VIP RECEPTION

*SIGNAGE TO BE PROVIDED BY SPONSOR

\$3,000.00

FAMILY FUN SHOW

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

BANNER/FEATHER FLAG TO BE DISPLAYED
DURING EVENT/SHOW*

OPPORTUNITY TO DISTRIBUTE
GIVEAWAYS AT SHOW

ONE-DAY FAIR PASSES

PROMOTIONAL ANNOUNCEMENTS

SPONSOR SPOTLIGHT OPPORTUNITY

INVITATION TO VIP RECEPTION

*SIGNAGE TO BE PROVIDED BY SPONSOR

\$2,500.00
DAILY SPONSOR

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

SPONSOR ADVERTISEMENT ON ANY
AVAILABLE ELECTRONIC MONITORS

OPPORTUNITY TO DISTRIBUTE
GIVEAWAYS AT FAIR GATES

ONE-DAY FAIR PASSES

PROMOTIONAL ANNOUNCEMENTS ON SPONSOR DAY

SPONSOR SPOTLIGHT OPPORTUNITY

INVITATION TO VIP RECEPTION

\$2,500.00
EDUCATIONAL PROGRAMS

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

SPONSOR ADVERTISEMENT ON ANY
AVAILABLE ELECTRONIC MONITORS

OPPORTUNITY TO DISTRIBUTE
GIVEAWAYS AT PROGRAM EXHIBIT

ONE-DAY FAIR PASSES

PROMOTIONAL ANNOUNCEMENTS

SPONSOR SPOTLIGHT OPPORTUNITY

INVITATION TO VIP RECEPTION

JULY

SATURDAY 16

**AGRICULTURE
DAY**

SUNDAY 17

**WESTERN
HERITAGE
DAY**

MONDAY 18

**EL PASO COUNTY
DAY**

TUESDAY 19

SENIOR DAY

WEDNESDAY 20

DOLLAR DAY

THURSDAY 21

**FAMILY
DAY**

FRIDAY 22

**MILITARY
APPRECIATION
DAY**

SATURDAY 23

**FIRST RESPONDERS
DAY**

\$2,000.00
SUPPORTING SPONSOR

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

SPONSOR ADVERTISEMENT ON ANY
AVAILABLE ELECTRONIC MONITORS

ONE-DAY FAIR PASSES

PROMOTIONAL ANNOUNCEMENTS

SPONSOR SPOTLIGHT OPPORTUNITY

INVITATION TO VIP RECEPTION



El Paso County Fair

366 TENTH STREET
CALHAN, COLORADO 80808
WWW.ELPASOCOUNTYFAIR.COM

EXECUTIVE LEADERSHIP

Todd Marts
Community Services Executive Director

Theresa Odello
Recreation & Cultural Services Manager

PROGRAMMING

Dayna Buffington
Fair & Event Center Supervisor

SPONSORSHIP

Dana Nordstrom
Community Outreach Coordinator

MARKETING

Amy Jo Fields
Communications & Marketing Specialist

GROUNDSD

Adam Baker
Parks East District Supervisor