FORT BEND COUNTY FAIR & RODEO

# SPONSORSHIP OPPORTUNITIES

## 90 YEARS STRONG:
## HONORING THE PAST. GROWING THE FUTURE

**September 25 - October 4, 2026**

**Championship BBQ Cook-Off: September 18-19, 2026**

**www.FortBendCountyFair.com**

# Fort Bend County Fair & Rodeo
# Information for Community & Corporate Partners

## ABOUT US

We are proud to be one of the largest fairs on the Gulf Coast and a cornerstone event in Fort Bend County, giving back millions of dollars through scholarships, junior livestock auctions, and youth programming that invest directly in the next generation.

This impact is the result of more than 90 years of service through the Fort Bend County Fair & Rodeo, one of Texas' longest-standing county fairs, established in 1933. Organized by the **Fort Bend County Fair Association, a 501(c)(3) nonprofit organization**, the Fair continues a long-standing tradition of community involvement and youth support.

## OUR MISSION

Benefiting Youth, Promoting Agriculture and Supporting Education.

## OUR GUIDING PRINCIPLE

Community First. Youth Focused. Tradition Driven.

We believe that strong communities are built by investing in young people, preserving our agricultural roots, and creating inclusive events that bring families together. Every program, partnership, and event is designed with these principles in mind.

## ALIGNMENT

The Fort Bend County Fair & Rodeo aligns with organizations and sponsors who value:

- Youth education and leadership development
- Agricultural awareness and heritage
- Community engagement and volunteerism
- Family-centered entertainment
- Economic growth and local business support
- Our sponsors are partners in sustaining a tradition that directly benefits the county's students and families.

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**2026 Board of Directors Officers:**

Ruben O'Canas Honorary President (In Memoriam)

President: Brian Graeber

President Elect: Mark Weber | Vice President: Pauletta Klemstein

Secretary: Larry Loesch | Treasurer: Harvey Bryson

Immediate Past President: Robert "Bobby" Poncik

**2026 Sponsorship Committee:**

Directors-in-Charge: James Duke, Dwayne Grigar, Chase Raska

Sponsorship Chairman: Jody Tancred

Co-Chair: JJ Casias

## The Run of the Fair

The Fort Bend County Fair & Rodeo is a multi-day annual event traditionally held in late September through early October at the Fort Bend County Fairgrounds in Rosenberg, Texas.

The event includes:

- Livestock shows and youth competitions
- Rodeo performances
- Live entertainment and concerts
- Carnival rides and attractions
- BBQ cook-off and culinary competitions
- Commercial vendor exhibits
- Educational and community showcases

Over the course of the Fair, tens of thousands of visitors attend to celebrate, compete, volunteer, and connect. The event schedule spans several days, offering continuous programming designed to engage a broad and diverse audience.

# Sponsorship Packages

## LARIAT – $ 10,000

- Reception: Invitation for ten (10) guests to dinner and to receive Fair credentials prior to the Fair
- Season Passes/Tickets: Sixteen (16) Season Passes
- Website: Your logo will appear on the FBCFA website
- Banner: Display Sponsor's banner in prime locations, three (3) 3x8 banner (banners provided by sponsor)
- Parking Passes: Three (3) reserved parking pass
- Hospitality Nights/VIP Areas: Ten (10) passes to view Rodeos and Concerts
- Print Material: Logo to appear on various FBCFA print material which could include but not limited to magazine, newsletter, etc.
- Grand Entry: Participation in rodeo grand entry (subject to availability)
- Flag: Will be carried in the Professional Rodeo Grand Entry each night by the Rodeo Sweethearts or displayed in Arena (flag provided by donor)

## BANDANA – $ 7,000

- Reception: Invitation for eight (8) guests to dinner and to receive Fair credentials prior to the Fair
- Season Passes/Tickets: Twelve (12) Season Passes
- Website: Your logo will appear on the FBCFA website
- Banner: Display Sponsor's banner in prime locations, three (3) 3x8 banner (banners provided by sponsor)
- Parking Passes: Two (2) reserved parking pass
- Hospitality Nights/VIP Areas: Eight (8) passes to view Rodeos and Concerts
- Print Material: Logo to appear on various FBCFA print material which could include but not limited to magazine, newsletter, etc.

**FOR CUSTOM SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:**

**Barbara Magana-Robertson**

**: 281-723-5995**

**: barbara@maganamedia.com**

# Sponsorship Packages

## DUSTER – $ 4,000

- Reception: Invitation for six (6) guests to dinner and to receive Fair credentials prior to the Fair
- Season Passes/Tickets: Ten (10) Season Passes
- Website: Your logo will appear on the FBCFA website
- Banner: Display Sponsor's banner in prime locations, three (3) 3x8 banner (banners provided by sponsor)
- Parking Passes: Two (2) reserved parking pass
- Hospitality Nights/VIP Areas: Six (6) passes to view Rodeos and Concerts
- Print Material: Logo to appear on various FBCFA print material which could include but not limited to magazine, newsletter, etc.

## SADDLE – $ 2,500

- Reception: Invitation for four (4) guests to dinner and to receive Fair credentials prior to the Fair
- Season Passes/Tickets: Six (6) Season Passes
- Website: Your name will be listed on the FBCFA website
- Banner: Display Sponsor's banner, two (2) 3x8 banner (banners provided by sponsor)
- Parking Passes: One (1) reserved parking pass
- Hospitality Nights/VIP Areas: Four (4) passes to view Rodeos and Concerts

## CHAPS – $ 1,500

- Reception: Invitation for four (4) guests to dinner and to receive Fair credentials prior to the Fair
- Season Passes/Tickets: Four (4) Season Passes
- Website: Your name will be listed on the FBCFA website
- Banner: Display Sponsor's banner, one (1) 3x8 banner (banners provided by sponsor)
- Parking Passes: One (1) reserved parking pass

## BOOT– $ 750

- Reception: Invitation for two (2) guests to dinner and to receive Fair credentials prior to the Fair
- Season Passes/Tickets: Two (2) Season Passes
- Website: Your name will be listed on the FBCFA website
- Banner: Display Sponsor's banner, one (1) 3x8 banner (banners provided by sponsor)


**FAIR OFFICE**
: 281-342-6171
: sponsor@fbcfa.org

**BARBARA MAGANA-ROBERTSON**
: 281-723-5995
: barbara@maganamedia.com

## EVENT OPPORTUNITIES

- Children's Events
- Creative Arts
- Sensory Calm Down Corral
- Livestock
- Auctions
- Competitive Events
  - Fair Queen Coronation
  - Jr. Fair Royalty Pageant
  - Championship BBQ Cook-Off
  - Horticulture Competition
  - Lawn Tractor Races
  - Domino | Cornhole Tournament
- Rodeo
  - Mutton Bustin'
  - Business Ribbon Roping
  - Ranch Rodeo
  - Barrel Race
  - Reunion Youth Rodeo
  - Ike Fredrickson Team Roping
  - Invitational Breakaway Roping
  - Chad Thames Invitational Calf Roping
  - Exceptional Rodeo
  - Old 300 Horse Show
- PRCA Rodeo Events (8 available)

## NAMING OPPORTUNITIES

- Carnival
- Day at the Fair (10 Available)
- Video (Big Screen)
- Building C (Marketplace) - SOLD OUT
- Building W (Wine Room)
- Building B (Receptions/Silver Spur)
- Building D (Creative Arts)
- Kid Zone

## AWARD DONORS

**Buckle, Plaque and Trophies**

Award donors are invited to present award(s) at event

## IN-KIND OPPORTUNITIES

Please contact the Fair Office for availability

***Returning 2025 Event/Naming Sponsors** are granted the **first right of refusal** for their sponsorship level. Commitments must be confirmed by **June 1, 2026.**

## DEADLINES

To receive full benefits, contract must be submitted by **Friday, August 28, 2026**.
(Contracts received after this date are not guaranteed all benefits listed)
Banners due September 1, 2026. Please adhere to the specified banner dimensions.
Banners that do not meet size requirements may not be installed.

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## HOW TO GET INVOLVED

Ready to make a lasting impact? Whether you're an individual, business, or organization, your support matters.


**FAIR OFFICE**
: 281-342-6171
: sponsor@fbcfa.org

OR

**BARBARA MAGANA-ROBERTSON**
: 281-723-5995
: barbara@maganamedia.com


**Together, let's inspire youth, advance agriculture, and champion education.**

## 2026 SAVE THE DATES

April 18 - Boots & Buckles on the Bay Fishing Tournament
June 27 - Summer Night Gala
September 12 - Life Member Kick-Off Dance
September 17 - Sponsor Reception
September 18-19 - BBQ Cook-Off
September 21 - Senior Citizen's Day
September 24 - Sneak Peek Night
September 25 - Opening Day 9am Parade
September 26 - Auction: Replacement Heifer School Art
October 1 - Auction: Junior Livestock
October 2 - Armed Forces Appreciation Day
October 3 - Auction: Freezer Sale Last Draw Art Sale
October 4 - Fair Closes