

2026



# SPONSORSHIP OPPORTUNITIES

Grays Harbor County Fairgrounds

*Partner with a regional tradition. Reach an engaged audience.*

**82,313+**

Annual Fair Visitors

**200+**

Interim Events / Year

**468,883**

Regional Population

**12 Mo.**

Year-Round Exposure

**WHY PARTNER WITH GRAYS HARBOR COUNTY FAIR?**

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The Grays Harbor County Fair is one of Western Washington's longest-running community traditions. When you become a sponsor, you don't just buy an ad — you become part of a regional institution that families return to year after year. Our fairgrounds are active every single month, giving your brand sustained exposure far beyond fair week.

<b>82,313+</b> Annual Fair Visitors	<b>200+</b> Interim Events Per Year	<b>468,883</b> Population Served	<b>12</b> Months of Signage (Select Packages)
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*Unlike a single-event sponsorship, select packages include 12-month signage and recognition across all 200+ interim events — rodeos, horse shows, trade shows, and more.*

## SPONSORSHIP TIERS AT A GLANCE

<b>COMMUNITY PARTNER</b>  <b>\$100 – \$500</b>  Great local visibility during fair week	<b>BARN &amp; BUILDING</b>  <b>\$500 – \$3,000</b>  12-month signage on key structures	<b>STAGE &amp; EVENT</b>  <b>\$1,250 – \$5,000</b>  High-traffic entertainment zones	<b>VENUE NAMING</b>  <b>\$5,000 – \$12,000+</b>  Maximum brand presence & legacy
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## BENEFITS COMPARISON

Benefit	Community \$100–\$500	Barn Partner \$500–\$3,000	Stage / Day Sponsor	Venue Naming \$5,000+	Pavilion Title \$12,000+
Logo on print collateral	✓	✓	✓	✓	✓
Exterior signage	—	✓	✓	✓	✓
Year-round interim exposure	—	✓	—	✓	✓
Gate / event branding	—	—	✓	✓	✓
Social & media mentions	—	—	✓	✓	✓
Naming rights	—	✓	—	✓	✓
Complimentary passes	—	—	—	✓	✓

Capital improvement credit	—	—	—	—	✓
Press release inclusion	—	—	—	✓	✓

## PREMIER ENTERTAINMENT & STAGE SPONSORSHIPS

**Main Entertainment Stage — Presenting Sponsor** **\$5,000**

- Exclusive naming rights for the headline stage featuring national acts
- Premier banner placement throughout the venue
- Mentioned by name in all TV, radio, and social media marketing
- 25 Daily Passes + 10 Parking Passes included

**Pavilion Stage Sponsor** **\$4,500**

- High-traffic central location with daily entertainment schedule
- Pavilion branding remains year-round — visible at all 200+ interim events
- Significant exposure to motorists and walk-in fairgoers

**Food Court Stage Sponsor** **\$4,000**

- Prime placement in the highest-dwell-time area of the fair
- Captive audience exposure during every meal period
- Branding included on food court signage and printed schedules

## VENUE & FACILITY NAMING RIGHTS

**The Pavilion — Title Naming Rights Most Impactful** **\$12,000 Min.**

- Premier naming rights on our most prominent multi-use building
- Directly funds capital improvements (recent Wi-Fi & electrical modernization)
- 12-month signage included in all news releases, maps, and schedules
- Highest-visibility position at the fairgrounds year-round

**Indoor Arena Interior Banners****\$750 each**

- High-impact 4'x8' banners inside the Arena
- Visible to spectators at Rodeos, Horse Shows, and year-round interim rentals
- One of the most cost-effective impressions in our portfolio

**LIVESTOCK & AGRICULTURAL LEGACY PARTNERSHIPS****Barn Title Partner (Beef, Sheep, Horse, Swine, etc.)****\$1,000 – \$3,000**

- Primary naming rights for specific barns in our agricultural complex
- Largest exterior signage placement maintained for 12 full months
- Strong association with our agriculture heritage and 4-H community

**Specialty Building Partner****\$500**

- Exterior entrance signage on Komfort Korner, Dog Barn, Playground, or Info Booth
- Strong community goodwill and foot-traffic exposure

**ENGAGEMENT & EVENT DAY SPONSORSHIPS****Official Day Sponsor****\$2,750**

- Exclusive branding at every main entrance gate on your sponsored fair day.
- Recognized as the 'Official Partner' in all marketing for that date.
- Social media spotlight and on-site PA announcements throughout the day

**Major Entertainment Act Sponsor****\$1,250+**

- Directly sponsor a named headline act or designated entertainer
- Signage and promotional booth space in immediate proximity to the act
- Sliding scale — choose your investment level based on act profile

## COMMUNITY & ENTRY-LEVEL PACKAGES

### Fair Fence Banner

**\$300**

- Outside fence placement for the full duration of the Fair
- Seen by thousands of drive-by motorists and fair attendees

### Fair Brochure Sponsor

**\$250**

- Logo placement on 7,000+ brochures distributed to fair visitors
- Taken home — extended impressions beyond fair week

### Exhibitor / Youth Award Sponsor

**\$100 – \$500**

- Funds cash prizes for 850+ youth and adult exhibitors
- Name recognition in award ceremonies; powerful community goodwill

Select naming and barn packages keep your signage in front of audiences at every one of our **200+ annual interim events** — not just during fair week. That's rodeos, horse shows, trade shows, and private rentals, all year long. For sponsors seeking maximum impressions per dollar, these year-round packages deliver unmatched regional reach.

## READY TO PARTNER? LET'S TALK.

Contact Us	Mailing Address
<p><b>Nikki Brown</b>                      Fairgrounds Director                      360-482-2651                      nikki.brown@graysharbor.us</p>	<p>Grays Harbor County Fairgrounds                      PO Box 1229                      Elma, WA 98541</p>

*Packages are available on a first-come, first-served basis. Custom sponsorship arrangements are welcome — reach out to discuss your goals.*