

# LEA COUNTY FAIR & RODEO

August 1 - 9, 2025

*“Celebrate  
the  
Bounty of  
Lea County”* 



2025  
Sponsor Opportunities



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Thank you for your interest in supporting the Lea County Fair & PRCA Rodeo as a sponsor. The Lea County Fair & PRCA Rodeo is the ideal platform to reach over 100,000 potential customers in only 9 days! This historical event is the largest and best county fair in the great state of New Mexico!

## *The Lea County Fair & PRCA Rodeo will celebrate its 89th Anniversary from August 1 - 9, 2025*

Preparations are under way for the 89th Annual Lea County Fair and Rodeo!! As a respected business in our community, we hope that you choose to support the greatest event in Lea County! Your contribution will make an impact on hundreds of our local 4-H and FFA Youth as they showcase their animals, projects, and talents at one of the largest livestock shows in the state.

Not only is the Lea County Fair and Rodeo home of the PRCA Championship Rodeo, but it is also a venue for this year's great concerts, entertainment, annual parade, fiddler's contest, and much more! Encompassing something for all ages, the Lea County Fair and Rodeo will continue the tradition of great food, culinary, flower show and farm & garden exhibits, and handicrafts from the good folks all around the County. It is truly an opportunity for our community and surrounding areas to come together to support and enjoy "The Best of Lea County!"

The Lea County Fair and Rodeo Board is proud to offer several different sponsorship opportunities that can be customized to meet specific marketing needs. We will strive to ensure that all our sponsors receive the most out of their partnership. Each package incorporates a variety of promotional activities, signage, and effective exposure to over 100,000 fairgoers during the week to help you increase brand awareness and loyalty while stimulating sales. Enclosed you will find sponsorship opportunities for 2025. Please take a moment to review the enclosed information and consider a tax deductible contribution to this worthwhile event.

If you have any questions, please feel free to call the Fair Office at 575-396-8686 or email us at [fair@leacounty.net](mailto:fair@leacounty.net). You can also find all things Fair related on our website at [www.leacountyfair.net](http://www.leacountyfair.net). Help us make our 89th celebration the best Lea County has ever had! Thank you for your generosity and support!

Regards,

The Lea County Fair & Rodeo Board

# EXCLUSIVE PRESENTING SPONSOR



*All Sponsor packages come with a listing on the Fair's website, if logo is provided.*

## Lea County Fair & Rodeo Exclusive Presenting Sponsor - \$50,000

- ◇ Exclusive Sponsorship of the 2025 Lea County Fair and Rodeo
- ◇ Video Screen Ad – Rodeo and Entertainment
- ◇ Recognition at each Rodeo Performance & Concert as Exclusive Presenting Sponsor
- ◇ Signage with Company Name and Logo placed:
  - Main Entrances – Twelve (12) banners
  - Concert Stage – Two (2) tower speaker banners
  - Fairgrounds & Rodeo – Twelve (12) banners
- ◇ Sponsor Box Seat – Six (6) tickets per night (Tuesday through Saturday)
- ◇ VIP Tickets (above bucking chutes) - Six (6) tickets per night (Tuesday through Saturday)
- ◇ Carnival Wristbands – Four hundred (400) wristbands
- ◇ Meet & Greet Passes to each artist (\*\*\*)Dependent upon Availability) - 8 (eight) passes per night
- ◇ General Admission Tickets - Nine hundred (900) tickets

The “Exclusive Presenting Sponsor” will be included in the media campaign, which includes, but not limited to: website, radio, digital, print, rodeo programs/day sheets, arena video screen, entertainment stage and video screen.

Lea County Fair & Rodeo Presenting Sponsor acknowledges, and agrees, that other businesses or individuals will contribute sponsorship(s) to the 2025 Lea County Fair & Rodeo. However, the Lea County Fair & Rodeo Presenting Sponsor will be recognized as the “Exclusive Presenting Sponsor” of the event.



More sponsor information found at [www.leacountyfair.net](http://www.leacountyfair.net)

# FAIR SPONSORSHIP OPPORTUNITIES



*All Sponsor packages come with a listing on the Fair's website, if logo is provided.*

## Friend of the Fair - \$150

- ◇ Video Screen Ad
- ◇ Six (6) General Admission Tickets

## Lea County Cooking Contest - \$500

- ◇ Sponsorship of Lea County Fair Cooking Contest
- ◇ Company Signage Placed in Yucca Building
- ◇ Sixteen (16) General Admission Tickets

## Flower Show - \$500

- ◇ Sponsorship of Flower Show Activities
- ◇ Company Signage Placed in Yucca Building
- ◇ Sixteen (16) General Admission Tickets

## Farm & Garden Department - \$500

- ◇ Sponsorship of Farm & Garden Department Activities
- ◇ Company Signage Placed in Yucca Building
- ◇ Sixteen (16) General Admission Tickets

## Open Youth Department - \$500

- ◇ Sponsorship of Open Youth Department Activities
- ◇ Company Signage Placed in Yucca Building
- ◇ Sixteen (16) General Admission Tickets

## Creative Arts Department - \$500

- ◇ Sponsorship of Creative Arts Department Activities
- ◇ Company Signage Placed in Yucca Building
- ◇ Sixteen (16) General Admission Tickets

## Fiddler's Contest - \$500

- ◇ Sponsorship of the Fiddler's Contest
- ◇ Company Signage in Fiddler's Section Located in the Yucca Building
- ◇ Sixteen (16) General Admission Tickets

## Parking Lot Sponsor - \$1,000

- ◇ Video Screen Ad
- ◇ Signage on parking lot light pole (2 signs)
- ◇ Twenty (20) General Admission Tickets

## Food Court Pavilion - \$2,500

- ◇ Video Screen Ad
- ◇ Company Signage Placed around the Pavilion
- ◇ Forty (40) General Admission Tickets

## Trash Receptacle Sponsor - \$3,000

- ◇ Video Screen Ad
- ◇ Company Signage Placed on 75 Receptacles throughout Fair & Rodeo Grounds
- ◇ Fifty (50) General Admission Tickets

## Fair & Rodeo Parade - \$4,000

- ◇ Sponsorship of Parade Trophies and Awards
- ◇ Video Screen Ad
- ◇ Company Signage placed on Parade Stage
- ◇ Sixty (60) General Admission Tickets



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# LEA COUNTY FAIR & RODEO

# ROYALTY SPONSORSHIP OPPORTUNITIES



More sponsor information found at [www.leacountyfair.net](http://www.leacountyfair.net)



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## Queen Sponsor - \$1,000

- ◇ Sponsorship of Queen Contest
- ◇ Video Screen Ad
- ◇ Company Signage on Fairgrounds
- ◇ Twenty (20) General Admission Tickets

## Princess Sponsor - \$1,000

- ◇ Sponsorship of the Princess Contest
- ◇ Video Screen Ad
- ◇ Company Signage on Fairgrounds
- ◇ Twenty (20) General Admission Tickets

## Sweetheart Sponsor - \$1,000

- ◇ Sponsorship of the Sweetheart Contest
- ◇ Video Screen Ad
- ◇ Company Signage
- ◇ Twenty (20) General Admission Tickets

## Little Miss Sponsor - \$1,000

- ◇ Sponsorship of the Little Miss Contest
- ◇ Video Screen Ad
- ◇ Company Signage
- ◇ Twenty (20) General Admission Tickets

## Fair & Rodeo Queen Scholarship - \$2,500

- ◇ Sponsorship of Queen Scholarship
- ◇ Video Screen Ad
- ◇ Company Signage
- ◇ Forty (40) General Admission Tickets

**SOLD**

## LCFR Royalty Packages

- ◇ Sponsorship of the LCFR Royalty Contest
- All packages include Company Signage and General Admission Tickets as listed below:*
- ◇ \$250 – Bronze – Ten (10) General Admission Tickets
  - ◇ \$500 – Silver – Sixteen (16) General Admission Tickets
  - ◇ \$1,000 – Gold – Twenty (20) General Admission Tickets

# CUSTOMIZED PACKAGES AVAILABLE!

*All Sponsor packages come with a listing on the Fair's website, if logo is provided.*

# HISPANIC HERITAGE CELEBRATION SPONSORSHIP OPPORTUNITIES

## Silver Sponsor - \$500

- ◇ Silver Fair Sponsor
- ◇ Company Signage on Fairgrounds
- ◇ Sixteen (16) General Admission Tickets

## Hispanic Heritage Queen Scholarship - \$2,500

- ◇ Sponsorship of Queen Scholarship
- ◇ Video Screen Ad
- ◇ Company Signage
- ◇ Forty (40) General Admission Tickets

**SOLD**

## Gold Sponsor - \$1,000

- ◇ Gold Fair Sponsor
- ◇ Company Signage
- ◇ Twenty (20) General Admission Tickets

## Platinum Sponsor - \$1,500

- ◇ Platinum Fair Sponsor
- ◇ Company Signage on Fairgrounds
- ◇ Twenty-Five (25) General Admission



## Hispanic Heritage Packages

- ◇ Sponsorship of the Hispanic Heritage Celebration Contest

*All packages include Company Signage and General Admission Tickets as listed below:*

- ◇ \$250—Ten (10) General Admission Tickets
- ◇ \$500—Sixteen (16) General Admission Tickets
- ◇ \$1,000—Twenty (20) General Admission Tickets

**BUILD YOUR  
OWN  
PACKAGE!**

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# LOCAL RODEO SPONSORSHIP OPPORTUNITIES

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## Local Team Roping - \$3,000

- ◇ Official Sponsor of the Local Team Roping
- ◇ Video Screen Ad
- ◇ Recognition at each PRCA Rodeo Performance
- ◇ Arena Signage for 1 Year
- ◇ Forty (40) General Admission Tickets

**SOLD**



Cowboy Images

## Mutton Bustin' - \$4,000

- ◇ Please Call for Availability
- ◇ Official Sponsor of the Mutton Bustin'
- ◇ Video Screen Ad
- ◇ Arena Signage for 1 Year
- ◇ Four (4) VIP Announcer Seats for each Performance (Wed-Sat)
- ◇ Fifty (50) General Admission Tickets



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## Special Rodeo - \$1,000

- ◇ Sponsor of the Special Rodeo
- ◇ Company Signage
- ◇ Video Screen Ad
- ◇ Twenty (20) General Admission Tickets



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# CARNIVAL SPONSORSHIP OPPORTUNITIES

*All Sponsor packages come with a listing on the Fair's website, if logo is provided.*

## Carnival Buddy - \$500

- ◇ Video Screen Ad
- ◇ Company Signage Near Carnival Entrance
- ◇ Sixteen (16) General Admission Tickets

## Carnival Midway - \$500

- ◇ Video Screen Ad
- ◇ Company Signage located in Carnival Midway
- ◇ Sixteen (16) General Admission Tickets



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## Carnival Booth Sponsor - \$500

- ◇ Video Screen Ad
- ◇ Company Signage located at Carnival Ticket Booths
- ◇ Sixteen (16) General Admission Tickets

## Ferris Wheel Sponsor - \$3,000

- ◇ Video Screen Ad
- ◇ Company Logo centered on Ferris Wheel
- ◇ Ten (10) Amusement Ride Wristbands
- ◇ Forty (40) General Admission Tickets

**SOLD**

More sponsor information found at [www.leacountyfair.net](http://www.leacountyfair.net)

# JUNIOR LIVESTOCK SPONSORSHIP OPPORTUNITIES

*All Sponsor packages come with a listing on the Fair's website, if logo is provided.*

## **Barn Sponsor - \$250**

- ◇ Sponsorship of Individual Livestock Barns (Choose from the following: Rabbit, Chicken, Swine, Steer, Meat Goat, Lamb, Dairy Heifer, Beef Heifer, Horse, Breeding Heifer)
- ◇ Company Signage in Livestock Barn
- ◇ Recognition During Specified Livestock Show
- ◇ Ten (10) General Admission Tickets



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## **Livestock Ribbons, Banners, and Awards - \$3,500**

- ◇ Sponsorship of all Livestock placing Ribbons, Banners, and Awards
- ◇ Company Signage in the Pavilion
- ◇ Recognition at all Livestock Shows
- ◇ Sixty (60) General Admission Tickets

## **Show Ring Sponsor - \$500**

- ◇ Sponsorship of Junior Livestock Show Ring
- ◇ Company Signage in the Pavilion
- ◇ Recognition at Junior Livestock Sale
- ◇ Sixteen (16) General Admission Tickets

## **Livestock Pavilion Sponsor - \$5,000**

- ◇ Sponsorship of the Livestock Pavilion
- ◇ Company Signage in the Pavilion
- ◇ Recognition at all Livestock Shows as Pavilion Sponsor
- ◇ Arena Signage for 1 year
- ◇ One Hundred (100) General Admission Tickets

## **Junior Livestock Breakfast Sponsor - \$1,500**

- ◇ Sponsorship of Buyer's & Exhibitor's Breakfast
- ◇ Company Signage in the Pavilion
- ◇ Recognition at Junior Livestock Sale
- ◇ Twenty (25) General Admission Tickets



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# PRO RODEO SPONSORSHIP OPPORTUNITIES

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## Rodeo Arena Sign - \$1,500

- ◇ Company Signage on Rodeo Arena Wall for 1 year
- ◇ Video Screen Ad
- ◇ Twenty-five (25) General Admission Tickets

## Rodeo Announcer Stand - \$2,000

- ◇ Company Signage on Announcer Stand
- ◇ Video Screen Ad
- ◇ Two (2) VIP Announcer Stand Tickets to each PRCA Rodeo Performance
- ◇ Thirty (30) General Admission Tickets

## Rodeo Event Sponsor - \$2,500

- ◇ Choose Sponsorship from the Following: Bareback Riding, Breakaway Roping, Steer Wrestling, Tie-Down Roping, Saddle Bronc Riding, Team Roping, Barrel Racing, Bull Riding.
- ◇ Arena Signage for 1 year
- ◇ Video Screen Ad
- ◇ Recognition During each Rodeo Performance
- ◇ Recognition on Nightly Rodeo Day Sheet
- ◇ Thirty (30) General Admission Tickets



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## Inside Bucking Chute Sponsor - \$1,500

- ◇ Please Call for Availability (8 available)
- ◇ Company Signage on Inside of Bucking Chute
- ◇ Recognition During each Rodeo Performance
- ◇ Video Screen Ad
- ◇ Two (2) VIP Announcer Stand Tickets to each PRCA Rodeo Performance
- ◇ Twenty (20) General Admission Tickets

## Bucking Chute Sponsor - \$3,000

- ◇ Please Call for Availability (8 available)
- ◇ Company Signage on Rodeo Bucking Chute
- ◇ Recognition During each Rodeo Performance
- ◇ Video Screen Ad
- ◇ Four (4) VIP Announcer Stand Tickets to each PRCA Rodeo Performance
- ◇ Thirty (30) General Admission Tickets

**INTERESTED IN BUILDING  
YOUR OWN PACKAGE?  
CONTACT US TODAY!**

# PRO RODEO SPONSORSHIP OPPORTUNITIES

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## Grandstands Sponsor - \$3,500

- ◇ Sponsorship of Arena Grandstands
- ◇ Company Signage on Grandstands
- ◇ Arena Signage for 1 year
- ◇ Recognition at each Rodeo Performance
- ◇ Video Screen Ad
- ◇ Forty (40) General Admission Tickets

## Feed Sponsor - \$8,000

- ◇ Sponsorship of Feed for PRCA Stock
- ◇ Arena Signage for 1 year
- ◇ Recognition at each Rodeo Performance
- ◇ Video Screen Ad
- ◇ Four (4) VIP Announcer Stand Tickets to each PRCA Performance
- ◇ One Hundred Forty (140) General Admission Tickets

## Single Rodeo Performance - \$3,500

- ◇ Sponsorship of Rodeo Performance (Choose the night(s): Tuesday, Wednesday, Thursday, Friday, Saturday)
- ◇ Recognition During Rodeo Performance
- ◇ Company Logo on Nightly Day Sheet
- ◇ Arena Signage for 1 year
- ◇ Video Screen Ad
- ◇ Forty (40) General Admission Tickets



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## Rodeo Video Screen - \$2,500 (per performance)

- ◇ Recognition During Rodeo Performance as a Rodeo Video Screen Sponsor
- ◇ Company Signage on Rodeo Arena Wall
- ◇ Recognition at each Rodeo Performance
- ◇ Video Screen Ad
- ◇ Twenty-five (25) General Admission Tickets

## Pro Rodeo Performance Sponsor - \$20,000

- ◇ Sponsorship of all 5 PRCA Performances
- ◇ Company Signage on Rodeo Arena Wall (2)
- ◇ Recognition at each Rodeo Performance
- ◇ Video Screen Ad
- ◇ Eight (8) VIP Announcer Stand Tickets to each PRCA Performance
- ◇ Three Hundred (300) General Admission Tickets

*More sponsor information found at [www.leacountyfair.net](http://www.leacountyfair.net)*

# ENTERTAINMENT SPONSORSHIP OPPORTUNITIES

All Sponsor packages come with a listing on the Fair's website, if logo is provided.

More sponsor information found at [www.leacountyfair.net](http://www.leacountyfair.net)

## Entertainment Pavilion Sponsor - \$1,500

- ◇ Naming of Entertainment Pavilion for the 2025 Fair
- ◇ Company Name and Logo Displayed in Entertainment Area
- ◇ Video Screen Ad
- ◇ Twenty-Five (25) General Admission Tickets

## Entertainment Catering - \$2,500 (per night)

- ◇ Sponsor of Catered Meals for Entertainment Artist (Please choose from the following days: Hispanic Heritage Friday, Tuesday, Wednesday, Thursday, Friday, Saturday)
- ◇ Company Signage in Entertainment Area
- ◇ Video Screen Ad
- ◇ Thirty (30) General Admission Tickets
- ◇ Four (4) Meet & Greet Passes for night sponsored (\*\*Dependent on Availability)

## Nightly Concert Video Screen - \$3,000

- ◇ Sponsor of Concert Video Screen for Night of Choice (Hispanic Heritage Friday, Tuesday, Wednesday, Thursday, Friday, Saturday)
- ◇ Company Name and Logo Displayed on Video Screen
- ◇ Thirty (30) General Admission Tickets
- ◇ Four (4) Meet & Greet Passes for night sponsored (\*\*Dependent on Availability)

## Entertainment Stage Sponsor - \$20,000

- ◇ Please Call for Availability
- ◇ Sponsorship of all Concerts on Main Stage
- ◇ Company Signage on Stage
- ◇ Rodeo Arena Signage for 1 year
- ◇ Recognition at each Rodeo Performance as Entertainment Stage Sponsor
- ◇ Video Screen Ad
- ◇ Six (6) Meet & Greet Passes to each Artist (\*\*Dependent on Availability)
- ◇ Eight (8) VIP Announcer Stand Tickets to each PRCA Performance
- ◇ Two Hundred Fifty (250) General Admission Tickets



Photos used in this material were provided by Lea County's authorized entertainment photographer and are the sole property of Lea County, NM.

**INTERESTED IN BUILDING YOUR OWN PACKAGE? CONTACT US TODAY!**