

LEA COUNTY FAIR & RODEO

August 1 - 9, 2025

*"Celebrate
the
Bounty of
Lea County"* 



2025
Sponsor Opportunities



Cowboy Images

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. You can also find all things Fair related on our website at 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.



Cowboy Images

More sponsor information found at 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



Marleah Cramer Photography

LEA COUNTY FAIR & RODEO

ROYALTY SPONSORSHIP OPPORTUNITIES



More sponsor information found at www.leacountyfair.net



Marleah Cramer Photography

Fair & Rodeo Queen Scholarship - \$2,500

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

SOLD

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

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

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!**

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

More sponsor information found at www.leacountyfair.net

LOCAL RODEO SPONSORSHIP OPPORTUNITIES

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



Cowboy Images

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



Cowboy Images

Special Rodeo - \$1,000

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



Cowboy Images

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



Marleah Cramer Photography

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

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



Marleah Cramer Photography

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



Marleah Cramer Photography



Marleah Cramer Photography



PRO RODEO 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

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



Cowboy Images

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

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

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



Cowboy Images

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

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

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!