



August 9-11
ATV Rodeo, Ranch Rodeo/Sorting

August 12-17
4-H Shows and Activities

August 14
Home Arts Entries Due

August 15-18
Routt County Fair

ROUTT COUNTY FAIRGROUNDS

PO Box 1000 / 398 S. Poplar St., Hayden, CO 81639

970-276-3068 (P)

info@routtcountyfair.org ~ www.routtcountyfair.org

ROUTT COUNTY FAIR ADVISORY BOARD

PO Box 1000 / 398 S. Poplar St., Hayden, CO 81639

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PARTNER WITH ONE OF YAMPA VALLEY'S OLDEST EVENTS!

Come celebrate at the **2024 Routt County Fair held August 9th-18th** on the same tract of land where it all began in 1914. Devoted to the western way of life, the Routt County Fair maintains the glory, commitment, and integrity of the Yampa Valley spirit. The Routt County Fair offers fun-filled, family-oriented activities and events enjoyable for all audiences.

As a sponsor of the Routt County Fair, your generosity goes toward honoring traditions and creating opportunities for families and youth to enjoy and participate in our community's heritage. Routt County Fair pride runs deep in the Yampa Valley as proven in our Home Arts Department (Exhibition Hall) where we consistently exceed 1000 entries. That's more than Moffat, Eagle, Jackson, and Rio Blanco counties **COMBINED!**

Not only will your sponsorship create positive community relations and brand awareness in a non-traditional way, but your sponsorship benefit package could also help you reward hard-working employees and loyal customers. Whatever your business advertising goals, we have a variety of ways for you to be involved.

Do not hesitate to call us at **970-276-3068** or email info@routtcountyfair.org for more information. Visit us at www.routtcountyfair.org and don't forget to follow us on Facebook!

Best regards,

Routt County Fair Advisory Board

- David Long, President
- Don Hayes, Vice President
- Linda Long, Secretary
- Tina Decker, Treasurer
- Ben Vannoy
- Jeremy Decker
- Kody May
- Lynn Powell
- Doug Wheeler

Noel Neal, Fairgrounds Manager/Fair Coordinator



ADVERTISING

FAIR BOOK ADVERTISING AND PAYMENT DUE MARCH 15TH, 2024!

ADS AND/OR PAYMENTS NOT SUBMITTED BY MARCH 15TH WILL NOT BE INCLUDED THE FAIR BOOK.

FAIR BOOK ADS

Back Cover	\$700
Inside Front Cover	\$450
Inside Back Cover	\$375
Full Page (7.5"W x 10.25"H)	\$200
Half Page (7.5"W x 5.1" H)	\$175
Quarter Page (3.6"W x 5.1"H)	\$100
Business Card (3.25"W x 2.25"H)	\$50
Brand (Electronic File must be included)	\$20

BANNERS

Banner sizes may not exceed 4'x10'
Banners due August 1st

Roadside (On fence along Poplar)	\$350
Livestock Barn (3'x5')	\$350
Grand Stands (Back of Grand Stands at main entrance)	\$325
Bucking Chutes (Limited: 3'x8')	\$300
Rails Inside of Arena	\$250

COMBO

Combine a full page Fair Book Ad with a Banner and receive a 20% discount!

4-H & FFA

4-H/FFA Thank You Ad (Only-ONE THANK YOU PER AD) \$20
4-H & FFA MEMBERS RECEIVE 25% DISCOUNT ON
NON-COMMERCIAL ADS QUARTER PAGE SIZE OR LARGER!

***For maximum recognition and advertising in the Fair Book,
all information must be received by MARCH 15th!***

SPONSORSHIP PACKAGES

SPONSORSHIPS ARE DUE BY MARCH 15TH, 2024!

ADS AND/OR PAYMENTS NOT SUBMITTED BY MARCH 15TH WILL NOT BE INCLUDED IN THE FAIR BOOK.

DOUBLE DIAMOND \$7,500-\$10,000

Full-page Fair book ad

10 passes to the Demolition Derby OR Concert

2 Banner placements (sponsor provides)

Logo & link on Fair website

homepage and sponsor page

Logo on Fair Book Cover

Logo on Fair T-shirt

Logo on all non-exclusive Fair print materials

Recognition on Fair social media

Commercial announcements at ticketed events

Mentions in all radio advertising

Exhibitor space in Midway

DIAMOND \$5,000-\$7000

Full-page Fair book ad

8 passes to the Demolition Derby OR Concert

2 Banner placements (sponsor provides)

Logo & Link on Fair website

homepage and sponsor page

Logo on book cover

Logo on T-shirt

Logo on all non-exclusive Fair print materials

Recognition on Fair social media

Commercial announcements at ticketed events

Mention for non-exclusive radio advertising

Exhibitor space in Midway

PLATINUM \$3,000-\$4500

Full-page Fair book ad

2 Banner placements (sponsor provides)

6 passes to Demolition Derby OR Concert

Logo and link on Fair website

homepage and sponsor page

Recognition on Fair social media

Commercial announcement at ticketed events

Recognition on "official" sponsor list(s)

Exhibitor space in midway

GOLD \$1,500-\$2500

Half- page Fair book ad

Roadside Banner (sponsor provides)

Logo & link on sponsor webpage

Recognition on "official" Sponsor list(s)

Exhibitor space in midway

SILVER \$1,000-\$1400

Quarter-page Fair book ad

Rail Banner (sponsor provides)

Logo & link on sponsor webpage

Recognition on "official" Sponsor list(s)

BRONZE \$500-\$900

Business card Fair book ad

Name on sponsor webpage

Recognition on "official" Sponsor list(s)

COPPER \$250+

Name on sponsor webpage

Recognition on "official" Sponsor list(s)

EXHIBITOR SPACE IS ONLY ALLOWED IN THE MIDWAY.

4-H and Junior Livestock Sale sponsorships need to be directed
to CSU Extension and the Junior Livestock Sale Committee

ROUTT COUNTY FAIR

SPONSORSHIP OPPORTUNITIES:

Event sponsor exclusivity is available!!

Previous year event sponsors get first right of refusal.

- Adopt-A-Pig
- ATV/UTV Rodeo
- Bonfire w/live music
- Demolition Derby
- Dress Your Animal Contest
- Freestyle Reining
- Home Arts
- Open Horse Show
- Lawn Mower Races
- Power Wheels Derby
- Pretty Baby Contest
- Event Buckles/Prizes
- Fashion Show
- Youth Rodeo
- Mutton Bustin'
- Gymkhana
- Open Draft Horse Contest
- Bobby Robinson Sr. Memorial BBQ
- Junior Livestock Sale
- Family Entertainment
- Midway Entertainment
- Ranch Sorting
- Ranch Rodeo
- Wine & Beer Contest
- Roping
- 4-H Concert Tickets

**Routt County Fair Reserves the Right to move
Sponsorships as needed.**

**Please fill out your
Sponsorship/Advertising online
@routtcountyfair.org
under the Get Involved tab**

4.5% FEE WILL APPLY WHEN USING CREDIT CARD.

**4-H and Junior Livestock Sale sponsorships need to be directed
to CSU Extension and the Junior Livestock Sale Committee.**

Routt County Fair DOES NOT CREATE OR MAKE CHANGES TO ADS

~Ads must be submitted in the correct size and format (.jpg, .png, .pdf)

~Routt County Fair is not responsible for presentation of ads not submitted in this format

~Business Card Ads must be submitted in the correct size and format (.jpg, .png, .pdf) - no pictures or copies allowed

ADS AND/OR PAYMENTS NOT SUBMITTED BY MARCH 15TH WILL NOT BE INCLUDED IN THE FAIR BOOK

BUSINESS/ORGANIZATION NAME: _____

CONTACT NAME: _____ **PHONE:** _____

MAILING ADDRESS: _____

EMAIL: _____ **WEB:** _____

SPONSORSHIP SUPPORT

(please indicate level and
entertainment option if necessary)

_____ Double Diamond

___ Derby OR ___ Concert (#)

_____ Diamond

___ Derby OR ___ Concert (#)

_____ Platinum

___ Derby OR ___ Concert (#)

_____ Gold

_____ Silver

_____ Bronze

_____ Copper

_____ Other (prizes, event supplies,
in-kind, donation, etc.)

ADVERTISING SUPPORT

(please indicate size)

_____ Fair Book Ad Size

_____ Banner Location(s)

_____ Combo

_____ Payment included

_____ Bill Me

_____ I am a 4-H/FFA Member

ADS AND/OR PAYMENTS NOT SUBMITTED BY MARCH
15TH WILL NOT BE IN THE FAIR BOOK.

Specific Event Request?

_____ I will need an exhibitor space

(Vendor Application & Contract required.)

Address and Email Required

Payment and Advertising

Due by March 15th