



**ROUTT
COUNTY**
FAIRGROUNDS

SPONSORSHIP OPPORTUNITIES

ROUTT COUNTY FAIR
2026



Welcome to the Routt County Fair

For over a century, the Routt County Fair has celebrated the spirit, heritage, and heart of the Yampa Valley. Held on the same grounds since 1914, the Fair is a timeless gathering where neighbors reconnect, families make memories, and the western way of life is honored through generations of hard work and hometown pride. From the rodeo arena to the Exhibition Hall, every event is a testament to our community's values of tradition, family, and fun.

WHY SPONSOR

-   **Celebrate Tradition & Support Local Youth**
Support one of Routt County's most cherished traditions while showcasing your commitment to the western way of life. Sponsorship connects your business with generations of families and visitors who value authenticity, hard work, and community pride.
-   **Boost Brand Visibility & Recognition**
Your business will be seen by thousands of fairgoers and promoted through event signage, the Fair Book, social media, and live event mentions — giving you a powerful platform to reach both local and regional audiences.
-   **Engage Directly with Your Customers**
The Fair offers a welcoming, family-friendly environment to meet your audience face-to-face. Sponsor booths, banners, and event participation create organic opportunities to build trust and lasting relationships.
-   **Strengthen Employee & Customer Loyalty**
Celebrate your employees, clients, or partners with complimentary concert tickets, sponsor perks, and special recognition. Sponsorship shows your organization values local roots and invests in what makes Routt County strong.

Have Questions?

Liz Wood
Fair Operations &
Grounds Manager
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Routt County 4-H
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Angelica Salinas
Routt County
Commissioner
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SPONSORSHIP PACKAGES

	3 Wire	2 Wire	1 Wire	Platinum	Rose Gold
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Routt County Fair Belt Buckles (2)	✓				
Routt County Fair Sponsorship Dinner (10)	✓				
Mention in Radio Ads	✓				
Routt County Fair Engraved Yeti Cooler	✓	✓			
Commercial Announcements at Events	✓	✓			
Logo on Fair Book Cover	✓	✓			
Sponsor CINCH Jackets	2	2	1		
Sponsor T-shirts	20	10	5		
Individual Event Naming Rights	✓	✓	✓		
Exhibitor Space for Booth	✓	✓	✓		
Logo on Merchandise	✓	✓	✓		
Recognition in Social Media & Ads	✓	✓	✓		
Logo & Link on Website	✓	✓	✓	✓	
Banner Placements	5	3	3	3	1
Tickets to Concert	20	15	10	6	4
Fair Book Ad	Full	Full	Half	Half	1/4
Recognition in Fair Book	✓	✓	✓	✓	✓

All 3 Wire and 2 Wire sponsors will get priority booth and banner placements

EVENT DATE: AUGUST 7-16

Fair Book Advertising

Back Cover **\$800**

Inside Front Cover **\$700**

Inside Back Cover **\$700**

Full Page **\$450**

Half Page **\$250**

Quarter Page **\$150**

Business Card **\$75**

Banner Display Options

Grand Stands (back of grandstands @ main entrance) **\$700**

Livestock Barn **\$350**

Roadside (fence line along Poplar St.) **\$350**

Bucking Chutes (limited spacing, 3x8) **\$350**

Rails (inside of outdoor arena) **\$350**

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

FAIRBOOK ADVERTISING AND PAYMENTS ARE DUE BY APRIL 15th, 2026