

Routt County Fair Advisory Board

PO Box 1000 / 398 S. Poplar St., Hayden, CO 81639
970-276-3068 (P) ~ (970)-819-9568 (M)
info@routtcountyfair.org ~ www.routtcountyfair.org



Partner with one of the Yampa Valley's oldest events!

After all that 2020 threw at us, we are ready to get **BACK IN THE SADDLE** in 2021! The 2021 Routt County Fair will be held August 19-22 on the same tract of land where it began in 1914. Strong on western entertainment, the Routt County Fair maintains the glory, commitment and integrity of the Yampa Valley's 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 Art's Department (Exhibition Hall) where we consistently exceed 1,200 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, your sponsorship benefit package could also help you reward hard working employees and loyal customers. Whatever your business goals, we have a variety of ways for you to be involved.

Call 970-276-3068 or email info@routtcountyfair.org for more information and to sign on! Visit us at www.routtcountyfair.org and follow us on Facebook, Twitter, Instagram and Snapchat!

Best Regards,

Routt County Fair Advisory Board

Dave Long, President
Don Hayes, Vice President
Linda Long, Secretary
Jeremy Decker
Tina Decker
Lane Iacovetto, Treasurer
Kody May
Lynn Powell
Ben Vannoy
Jill Delay, *Fairgrounds Manager/
Fair Coordinator*



SPONSORSHIP

Diamond \$5000+

- ~ Full-page fair book ad*
- ~ 12 passes to ticketed event(s)
- ~ 2 Banner placements (sponsor provides)
- ~ Recognition on Fair & Jr. Livestock Sale social media
- ~ Mentions in all radio advertising
- ~ Commercial announcement at ticketed events
- ~ Reserved VIP Parking
- ~ Exhibitor space
- ~ Logo & link on Fair & Jr. Livestock Sale website homepage & sponsor page
- ~ Logo on fair book cover
- ~ Logo on Fair t-shirt
- ~ Logo on all Fair & Jr. Livestock Sale print material

NEW

Platinum \$3000+

- ~ Full-page fair book ad*
- ~ 2 Banner placements (sponsor provides)
- ~ Logo and link on website homepage
- ~ Recognition social media
- ~ Commercial announcement at ticketed events
- ~ Exhibitor space
- ~ 8 passes to ticketed event(s)
- ~ Logo and link on sponsor webpage
- ~ Recognition on "official" sponsor list(s)

Gold \$1500+

- ~ Roadside Banner (sponsor provides)
- ~ Half-page fair book ad*
- ~ 4 passes to ticketed events
- ~ Exhibitor space
- ~ Recognition on "official" Sponsor list(s)
- ~ Logo & link on sponsor webpage

Silver \$1000+

- ~ Rail Banner (sponsor provides banner)
- ~ Quarter-page fair book ad*
- ~ 2 passes to ticketed events
- ~ Recognition on "official" Sponsor list(s)
- ~ Logo & link on sponsor webpage

Bronze \$500+

- ~ Business card fair book ad*
- ~ Recognition on "official" Sponsor list(s)
- ~ Name on sponsor webpage

Copper \$250+

- ~ Recognition on "official" Sponsor list(s)
- ~ Name on sponsor webpage

*Fair book ads must be received by **APRIL 21** to be included in the Fair Book.

Event sponsor exclusivity is available.

Please contact the Fair Office.

(970) 276-3068 or jdelay@co.routt.co.us



2021 ROUTT COUNTY FAIR SPONSORSHIP OPPORTUNITIES INCLUDE

- Adopt-A-Pig
- Adult Pig Scramble
- Barn Dance w/live band
- Bonfire w/live music
- Demolition Derby
- Dress Your Animal Contest
- Family Entertainment: (NEW: bounce houses, cornhole, tic tac toe, sand box, bubble station, cake walk, etc.)
- Freestyle Reining/Dressage
- Home Arts
- Jr. Livestock Sale (NEW)
- Lawn Mower Races (NEW)
- Mini Bronc Riding
- Miniature Golf (NEW)
- Mutton Bustin'
- Open Barrel Race
- Open Draft Horse Contest
- Open Horse Show
- Parade
- Power Wheels Derby (NEW)
- Pretty Baby Contest
- Ranch Sorting
- Wine & Beer Contest
- Youth Bull Riding

Previous year event sponsor gets first right of refusal.

COMMITMENTS ARE DUE THE LAST BUSINESS DAY IN FEBRUARY.

If commitment is not secured by previous sponsor as of the due date, the event becomes available.

ADVERTISING

Fair Book Ads

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

4H/FFA Thank You Ad \$20
(4H/FFA Youth Only-ONE THANK YOU PER AD)

**4H & FFA MEMBERS RECEIVE
25% DISCOUNT ON NON-COMMERCIAL
ADS QUARTER PAGE SIZE OR LARGER!**

-Routt County Fair **DOES NOT** create or make changes to ads.

Banners

(sponsor provides banner)

Roadside (on fence along Poplar St.)	\$350
Livestock Barn	\$350
Grandstands (back of grandstands at main entrance)	\$325
Bucking Chute (on bucking chute, limited)	\$300
Rail Banner (on inside rail of arena)	\$250

Combo

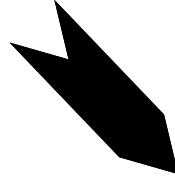
Combine a full page Fair Book Ad with a Banner and receive 20% discount!

For maximum recognition and advertising in the Fair Book, all information must be

received by April 8

RETURN TO:

**ROUTT COUNTY FAIR
PO Box 1000
Hayden, CO 81639-1000
jdelay@co.routt.co.us**



**Fairbook Advertising
DUE APRIL 21!**

~ ***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

~ Not applicable to Business Card Ads, simply submit your business card

BUSINESS/ORGANIZATION NAME: _____

CONTACT NAME: _____ PHONE: _____

MAILING ADDRESS: _____

EMAIL: _____ WEB: _____

SPONSORSHIP SUPPORT

(please indicate level, see page 2)

- _____ Diamond
- _____ Platinum
- _____ Gold
- _____ Silver
- _____ Bronze
- _____ Copper
- _____ Other (prizes, event supplies, in-kind, etc.)

Specific Event? _____

Payment included _____ Bill Me
Email and mailing address required

ADVERTISING SUPPORT

(please indicate size, see above)

- _____ Fair Book Ad Size
- _____ Banner Location
- _____ Combo

_____ Payment included _____ Bill Me
Email and mailing address required

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MAKE CHANGES TO ADS***



**AUGUST 13*15
OPEN HORSE SHOW**



**AUGUST 16*21
4*H SHOWS AND ACTIVITIES**



**AUGUST 19*22
ROUTT COUNTY FAIR**



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PO Box 1000
Hayden, CO 81639

107th Annual Routt County Fair