



WALKER COUNTY FAIR ASSOCIATION
POST OFFICE BOX 1817 HUNTSVILLE, TEXAS 77342-1817



44th Annual
WALKER COUNTY FAIR AND RODEO

An Investment In Youth Through Community Involvement

Thank you for your interest in supporting the youth of our fine community. We invite and welcome you to join us at the 44nd Annual Walker County Fair and Rodeo, March 25th thru April 3rd, 2022.

In an effort to continue providing the best for our fair participants, we ask you to consider a sponsorship of the Walker County Fair Association. Our goal is to increase the number of local businesses and individuals we partner with in an effort to provide a fun, educational and affordable experience for all to enjoy. Your sponsorship will help support the youth of Walker County while you and/or your business will gain valuable exposure and interaction with our community. If you wish to remain anonymous, we will be pleased to honor your request.

The sponsorship packet offers many opportunities in which your assistance can support the Walker County Fair and Rodeo. We welcome any ideas you may have in supporting the fair and our youth. Feel free to contact the Fair Association at wcfa@walkercountyfair.com or your representative if you have any questions.

We thank you for your support and look forward to seeing you at the fair!

Sincerely,

Pam Worley

Walker County Fair Association
wcfa@walkercountyfair.com

Otis Oliphant
President

Sherry Hirsch
Secretary

Viola Hollis
Treasurer

Mike Yargo
*Immediate Past
President*

Vice Presidents

Tom Fordyce

Derl Ellisor

LeighAnne Klawinsky

Julie Kuykendall

Jeff Smith

Dannell Thomas

2022 WALKER COUNTY FAIR AND RODEO SPONSORSHIP OPPORTUNITIES

AFTER REVIEWING THE SPONSORSHIP OPPORTUNITIES, PLEASE FILL IN THE OFFICIAL FORM WITH YOUR SELECTIONS. ALSO, PLEASE EMAIL YOUR COMPANY LOGO FOR THE WEBSITE.

Walker County Fair and Rodeo Season “Presenting Sponsor”- \$15,000

(Limit 1)

- This sponsorship permits the donor access to all Walker County Fair and Rodeo activities for four persons
- Donor name/logo listed/mentioned on the WCFA website, during the fair, and other marketing venues
 - o Ex: “...Walker County Fair and Rodeo presented by ___”
- Donor name/logo listed in the Fair Catalog
- Donor name/logo on signage throughout fairgrounds

Livestock Show Arena Sponsor- \$5,000

(Limit 1)

- Donor name/logo will be displayed in the livestock arena for all fair dates
- Donor name announced and listed (when possible) when arena is
- Donor name/logo listed on the WCFA website, in the Fair Catalog and other marketing venues
- 4 Season Passes (excludes PRCA Rodeo)

Website Sponsor - \$3,500

(Limit 1)

- Donor name/logo displayed on the main page of the WCFA website as (“Website Sponsored by.....”
- Donor name/logo listed on the WCFA website homepage, in the Huntsville Item and Fair Catalog
- 3 season passes (excludes PRCA Rodeo)

Main Gate Admissions Sponsor- \$1000

(Limit 1)

- Exclusive signage at the main fair admissions entrance
- Donor name announced/listed (when applicable/possible)
- Donor name/logo listed on the WCFA website, in the Fair Catalog and other marketing venues
- 2 Season Passes (excludes PRCA Rodeo)

Friends of the Fair/ General Fair Sponsorship

All fair sponsors will be presented as a Friend of the Fair

General fund/ scholarship donations are Friends of the Fair contributions

All Fair Friends will be listed on the official “Friends of the Fair” sign, which is to remain posted year round in the Main Building

- Season Passes/Admission tickets (excludes PRCA Rodeo) given based on sponsorship level

Bronze Level:	100	4 Day passes
Silver Level:	200	6 Day passes
Gold Level:	500	8 Day passes
Platinum Level:	1,000+	4 Season passes

Fair Event Sponsors- Various levels

(Unlimited)

- Donor will receive an official “Event Sponsor” badge (Silver level and higher) for admittance into fair week activities (excludes PRCA Rodeo)
- Donor name posted on the sponsored event(s) and official display
- Donor name announced/listed (when applicable/possible)
- Donor name/logo listed on the WCFA website, in the Fair Catalog and other marketing venues

Judge and Awards Sponsors- \$150- \$1000

(Multiple Opportunities)

- Donor name announced/listed (when applicable/possible)
- Donor name/logo listed on the WCFA website, in the Fair Catalog and other marketing venues

In Kind Contributions

PRCA Rodeo- \$400- \$4,500

(Multiple Opportunities)

- Limited spaces – contact a fair representative for availability
- See attached list for package descriptions
- Donor name/logo listed on the WCFA website, in the Fair Catalog and other marketing venues

PRCA RODEO SPONSORSHIP OPPORTUNITIES

Join us at the Sponsor Party before and after each performance. We invite you to get to Cowboy Camp early and eat, drink, and mingle with some of the top cowboys in the country as well as the local community and the rodeo committee.

Package 1 Corporate Sponsor \$4500

- Recognized in all Pro Rodeo and Promotional Advertising
- Rodeo Tickets as needed
- Large Arena Sign
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor logo posted on WCFA website

Package 2 Official Performance Sponsor \$1750

- Recognition as Official Performance Sponsor in promotional advertising
- Large arena sign
- Announced advertising and program advertising
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor logo posted on WCFA website

Package 3 Timed Event Sponsor \$1750

- Special sign on timed event boxes
- Recognition by Announcer during all timed events
- Program advertising
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor name posted on WCFA website

Package 4 Bucking Chute Sponsor \$1750

- Individual sign on bucking chute
- Announcer recognition during rough stock events
- Program advertising
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor name posted on WCFA website

Package 5 Let-Out Gate Sponsor \$1500

- Large sign on Let Out gate
- Recognized by announcer during rough stock events
- Program advertising
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor name posted on WCFA website

Package 6 Special Event Sponsor \$1250

- Recognized during special events and specialty acts during all performances
- Preferred elevated sign location
- Program advertising
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor name posted on WCFA website

Package 7 Event Sponsor \$1250

- Recognized during event at all performances
- Preferred elevated sign location
- Program advertising
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor name posted on WCFA website

Package 8 Cowboy Camp Sponsor \$1250

- Cowboy Camp advertising
- Program advertising
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor name posted on WCFA website

Package 9 Side Gate Sponsor \$1250

- Large sign on gate beside bucking chute or roping boxes (easily seen from both sides)
- Announcer recognition
- Program advertising
- 1 Private Box (6 seats, rodeo ticket stub is entry pass to Cowboy Camp)
- Sponsor name posted on WCFA website

Package 10 Entrance Welcome Sign Sponsor \$850

- Sign at front gate entrance of Rodeo Grounds
- Program advertising
- 6 Rodeo Tickets (3 per performance, rodeo ticket stub is entry pass to Cowboy Camp)

Package 11 Inside Scoreboard Sign Sponsor \$850

- Large sign on Arena Scoreboard
- Program advertising
- 6 Rodeo Tickets (3 per performance, rodeo ticket stub is entry pass to Cowboy Camp)

Package 12 Overhead Sign Sponsor \$750

- Arena sign over bucking chute
- Announcer recognition during rough stock events
- Program advertising
- 6 Rodeo tickets (3 per performance, rodeo ticket stub is entry pass to Cowboy Camp)

Package 13 Outside Scoreboard Sign Sponsor \$700

- Sign on outer edge of Arena Scoreboard
- Program advertising
- 6 Rodeo Tickets (3 per performance, rodeo ticket stub is entry pass to Cowboy Camp)

Package 14 Double-Sided Bleacher Sign Sponsor \$700

- Sign above bleachers with ad on both sides (one side facing Midway and other side facing arena)
- Program advertising
- 6 Rodeo tickets (3 per performance, rodeo ticket stub is entry pass to Cowboy Camp)

Sponsor: _____ Contact: _____

Address: _____

Phone: _____ Email: _____

WCFA Representative: _____

General Fair Limited Sponsorships		QTY	GIFT
Refer to the website or representative for availability			
Walker County Fair and Rodeo Season Presenting Sponsor	15,000	1	
Livestock Show Arena	5,000	1	
Website Sponsor	3,500	1	
Main Gate Sponsor	1,000	1	
		Total	

Friend of the Fair/ General Fair Sponsorship			
Platinum	1,000		
Gold	500		
Silver	200		
Bronze	100		
		Total	

Fair Event Sponsor	1000	500	200	100
(Select desired level from packet description)	PLATINUM	GOLD	SILVER	BRONZE
Academic Rodeo				
Baked and Canned Goods				
BBO Cook-off				
Broiler Show				
Children's Barnyard/ Petting Zoo				
Chuck Wagon Cook-off				
Commercial Heifer Show				
Fine Arts Show				
Horticulture				
Kindergarten Day				
Little Tykes Rodeo				
Market Lamb				
Market Swine Show				
Meat Goat Show				
Mutton Busting				
Photography Show				
Pre-K Day				
Prince and Princess Contest				
Queen's Contest				
Quilt Show				
Rabbit Meat Pen				
Ranch Rodeo				
Scramble Heifer Show				
Special Kids Rodeo				
Steer Show				
Style Show				
Supervised Projects				
WCFA Country Star				
WCFA Parade				
		Total		

Judge and Awards			
Judge	300		
Buckle	150		
Awards	100		
Crown	100		
		Total	

Rodeo			
CONTACT WCFA FOR AVAILABILITY- LIMITED SPACE			
Corporate Sponsor	4500		
Bucking Chute Sponsor	1750		
Official Performance Sponsor	1750		
Timed Event Sponsor	1750		
Let-Out Gate Sponsor	1500		
Cowboy Camp Sponsor	1250		
Event Sponsor	1250		
Special Event Sponsor	1250		
Side Gate Sponsor	1250		
Entrance Welcome Sign Sponsor	850		
Inside Scoreboard Sign Sponsor	850		
Overhead Sign Sponsor	750		
Double-Sided Bleacher Sign Sponsor	700		
Outside Scoreboard Sign Sponsor	700		
Arena Sign Sponsor	400		
Bleacher Sign Sponsor	400		
Shiny Buckle	200		
Bull Rider Sponsor	50		
		Total	

Renewals due ASAP to guarantee spot
All sponsorships due by MARCH 1, 2022

Email business logo for the website to the below address

Contact your representative or email wcf@walkercountyfair.com any questions.

Return the copy with your payment
 Checks payable to Walker County Fair Association CK# _____

In Kind Contributions			
List item(s) donated, value, fair recipient(s)			
		Total	

Gift Total: