



WEST TEXAS FAIR & RODEO

SPONSORSHIP OPPORTUNITIES



September 7-16, 2023

CONTACT

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WELCOME TO THE WEST TEXAS FAIR & RODEO

Since 1898

2023 Theme: Stirrup Some Fun!



The West Texas Fair & Rodeo celebrates over 100 years of family fun from Carnival rides to the PRCA Rodeo, Livestock Shows to shopping and delicious food. There is always something to keep you and your family entertained!

So, whether you are looking to make an impact on the community, strong brand awareness or develop and build client relationships, the West Texas Fair & Rodeo is the perfect place to market your business.

Over 120,000 people attend the West Texas Fair & Rodeo. This event helps bring in an economic impact to the Abilene area of over \$3 million dollars. People from out of the State and around the region come and enjoy what the Fair has to offer, and their money stays here in Abilene through hotels, gas, shopping, food and more!

Our sponsorship package consists of signage opportunities for our facility, naming rights of an event, prominent & multiple sponsorship listing, Special Flag Presentation during Rodeo Performance, cap sponsorship, PA recognition and hospitality including tickets and VIP section to all our events. The West Texas Fair & Rodeo is the largest attraction in the Abilene and surrounding region.

All proceeds benefit the Taylor County Expo Center which is a 501 (c) 3 Non-Profit Organization.

Our sponsorships range from \$500.00 to \$25,000.00

Opportunity for Sponsors

10 - Day Event

- Increase Brand Awareness
- Networking Opportunities
- Signage
- Announcements
- Social Media
- Special Flag Presentations
- Event Sponsorships
- Website Sponsorships
- Customized Packages
- Giveaways
- TV
- Radio
- Print

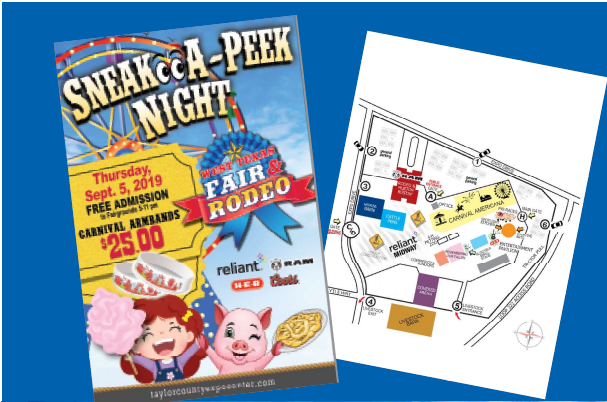


Fair Day Sponsorship

● \$5,000.00 Daily Sponsor (9 Available)

Make a statement and have your name listed on all promotional material for that day. Become a Fair day Sponsor for days such as Family Day, Senior Citizen Day, College Student Day, and more!

- Logo and listing printed on all gate tickets printed for selected day
- Listing on all publications promoting selected day
- Listing on printed schedule of events (circulated for the entire 9 days)
- Listing on website schedule of events as sponsor of selected day
- 10 one-time gate entrance passes
- 2 balcony Rodeo tickets for the date of your choice

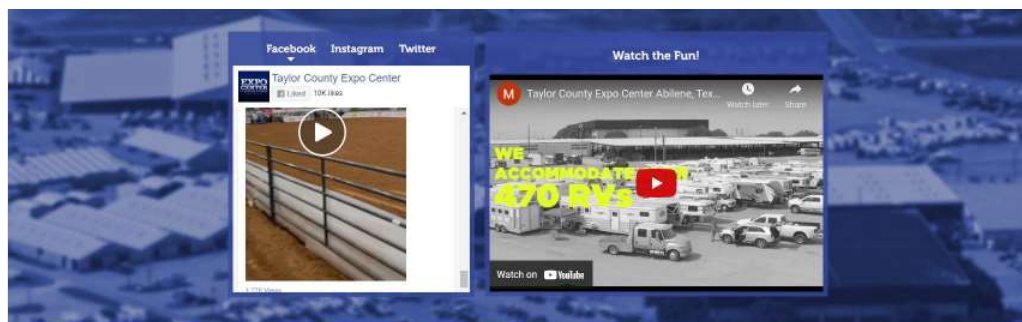


Golf Cart Sponsorship

● \$2,000.00 Sponsor (1 Available)

Have your name listed on all Golf Carts on the grounds. This will include the courtesy carts taking patrons to and from the parking lots.

- One 6" x 33" sign on all Expo Center of Taylor County golf carts
- Listing website
- Listing on sponsor wrap up video
- 4 one-time gate entrance passes
- 2 balcony Rodeo tickets for the date of your choice



Demographics

Information gathered from Facebook analytics and Google Analytics.

For the month of September alone the West Texas Fair & Rodeo website has over 123,000 page views with over 43% of those viewers as returning visitors.

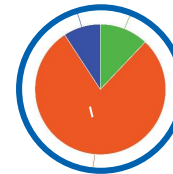
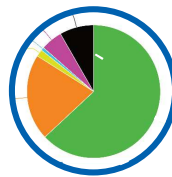
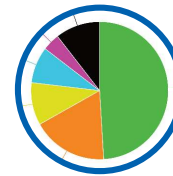
Our Website accounts for over 300,000 views year-round

We have over 15,000 followers on Facebook with a reach over 120,000

Attendees

Profile

- Reach a broad range of age groups and families who attend the West Texas Fair & Rodeo every year.
- Farmers
- Ranchers
- Schools
- Families
- Universities
- Visitors
- Local Community



10%
18-24 Year old



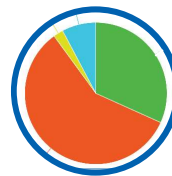
31%
25-34 Year Old



28%
35-44 Year old

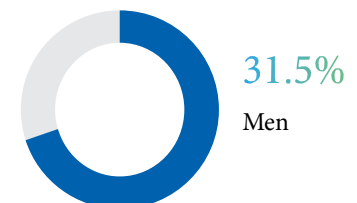
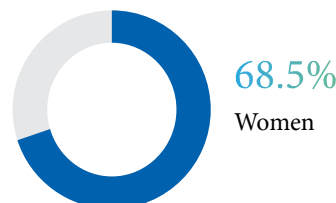


25%
45-64 Year Old



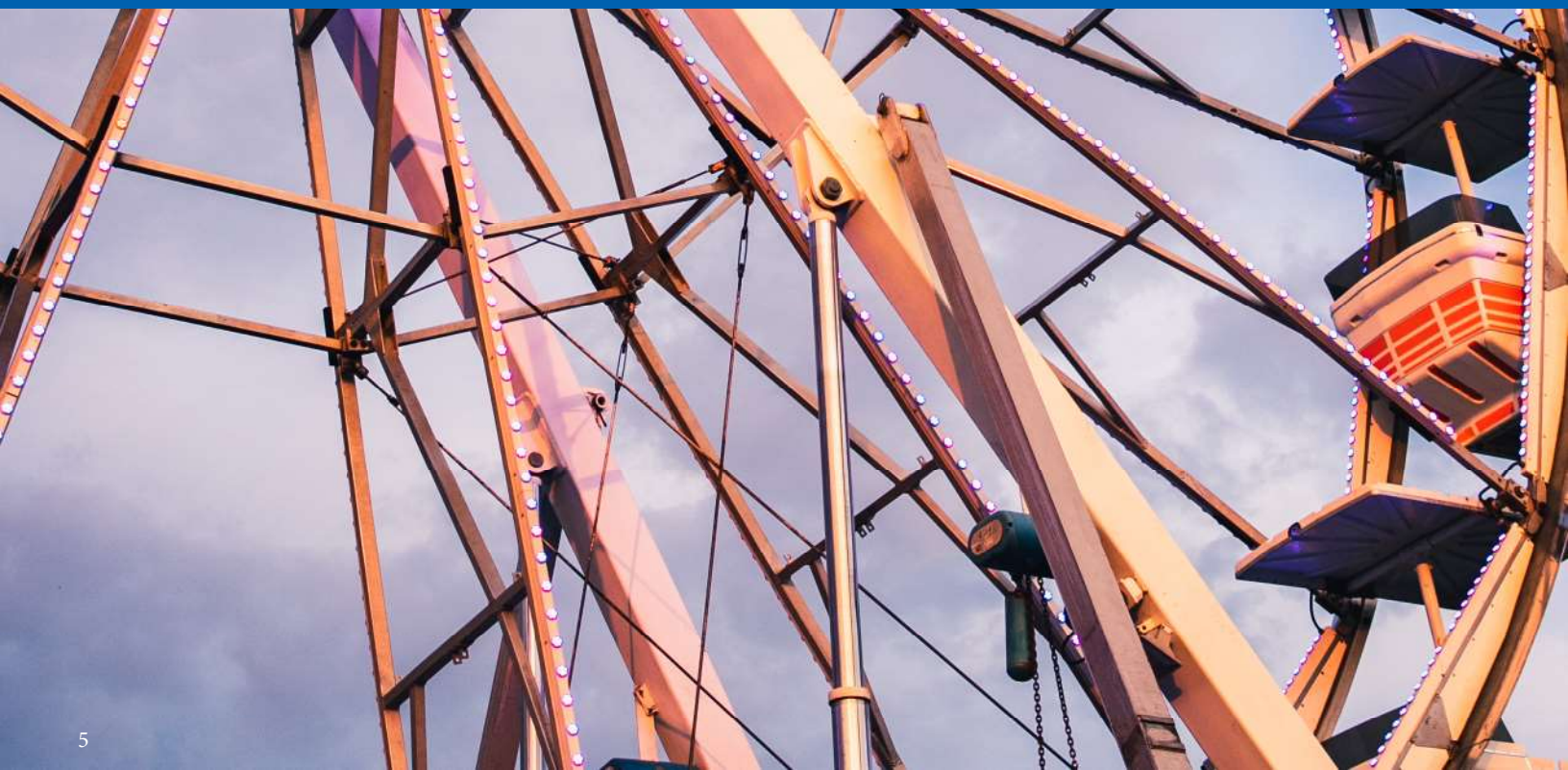
Marital Status

Single - 31.75%
Married - 58.25%
Co-Habitant - 2.26%
No Response - 7.74%





Fairgrounds Sponsorship



Fairground Opportunities

10-Day Event

- Signage
- Events
- Print
- TV/Radio
- Exhibit Space
- Giveaways
- Social Media



Creative Arts



- Overall Sponsor

Livestock Shows



- Title Sponsor
- Species Sponsor

Concert Stage



Concerts have had performers such as Aaron Watson, Reba McEntire, Crystal Gayle, Pat Green, Eddy Raven, and other prestigious acts.

Exhibit Space



Get in front of your future customers by having exhibit space bundled together with your sponsorship.

Specific Event Sponsorships



- Agriculture Learning Experience
- Butterfly Exhibit
- Magician
- Pig Races
- Tractor Pull

Other Opportunities



- Logo listed on Map & Website
- Distributed to over 25,000 attendees
- Seen over 150,000 times through signage and Website

Kiddie Carnival Sponsorship



- \$2,500.00 Overall Sponsor (1 Available)
 - 10 days of business advertisement with over 120K attendees
 - Four (4) weeklong passes
 - Four (4) One Day Carnival Arm Bands
 - Two (2) 2' X 8' signs at both main entrances to carnival
 - Company logo listed on website
 - Four (4) Balcony Rodeo Tickets, your choice of night (gate admission included)
 - Logo placed on the sponsor wrap up video



Petting Zoo Tent Sponsorship

- \$5,000.00 Overall Sponsor (1 Available)

- 10 days of business advertisement with over 120K attendees
- Two (2) weeklong gate admission passes
- Ten (10) one-time gate entrance passes
- Logo on Three (3) Permanent Facility Signs Year-round
- One (1) 4' X 8' sign with naming rights of Petting Zoo
- One (1) 4' X 8' sign at main entrance of facility at Gate 1
- Company logo listed on website with hyperlink
- Four (4) Balcony Rodeo Tickets, your choice of night (gate admission included)
- Logo placed on sponsorship wrap up video



Hospitality Tent Sponsorship

- \$5,000.00 Overall Sponsor (1 Available)
 - 10 days of business advertisement with over 120K attendees
 - Two (2) weeklong entrance passes
 - Eight (8) one-time entrance passes
 - Company logo on three (3) permanent facility signs year-round
 - One (1) 4' X 8' sign with naming rights of Tent Sponsor
 - Company logo listed on website with hyperlink
 - Two (2) 2' x 4' signs at the entrance of the Tents
 - Two (2) 4' x 4' signs under the tents
 - Four (4) Balcony Rodeo Ticket, your choice of night (gate admission included)
 - Company logo on the wrap up sponsor video



Pig Race Sponsorship

Enjoy all the family fun and excitement as the Swifty Swine Pigs race for an Oreo Cookie! This event has 38 shows and brings in a total of 5,000+ attendees over the course of this event. Sponsors will receive special announcements, banners, logo on flyers, social media promotions, and more!

● \$10,000.00 Title Pig Race Sponsor (1 Available)

- 10 days of business advertisement with over 120K attendees
- 38 shows throughout the 9 days of the West Texas Fair & Rodeo
- Six (6) weeklong gate entrance passes
- Twelve (12) one-time gate entrance passes
- Eight (8) Balcony Rodeo Tickets for two (2) nights of your choice (gate admission included)(16 total tickets)
- Logo on Three (3) Permanent Facility Signs Year-round
- One (1) 4' X 8' signs with naming rights of Pig Races hanging on the trailer
- Two (2) 4' x 8' signs at two (2) main entrances of facility (Gate A & H)
- One (1) 3' x 6' signs on all three (3) bleachers where the crowd sits
- Company logo on all advertisement for Pig Races via social media
- Company logo on all advertisement for Pig Races via billboards, radio, tv commercials
- Company logo listed on website with hyperlink
- Opportunity for merchandise giveaways at companies' expense
- Business announced prior to every race
- Logo on sponsor wrap up video
- Year-round scrolling logo on website



Tractor Pull Sponsorship

The Tractor Pull is held annually and attracts over 6,000 attendees within the two nights. This event has signage opportunities, announcements, flyers, and various other opportunities.

● \$10,000.00 Title Tractor Pull Sponsor (1 Available)

- Eight (8) weeklong gate entrance passes
- Twelve (12) one-time entrance passes
- Eight (8) Balcony Rodeo Tickets for two (2) nights of your choice (gate admission included) (16 Tickets total)
- Company logo on three (3) permanent facility signs year-round
- Two (2) 3' x 6' signs along the racetrack
- One (1) 3' x 6' sign at the Entrance of grandstands
- Company recognition on all advertisement for Tractor Pull via social media
- Company recognition on all advertisement for Tractor Pull via radio commercials & billboards
- Opportunity for merchandise giveaways at companies' expense
- Business announced at the beginning of the race and during the races (minimum of 5 times)
- Logo listed on the Tractor Pull jumbotron
- Logo on the Sponsor wrap up video
- Logo and hyperlink on website



● \$1,000.00 Tractor Pull Sponsor (5 Available)

- Ten (10) one time entrance passes
- One (1) 3' x 6' sign on all 3 bleachers where the crowd sits
- Business Logo listed on the Tractor Pull jumbotron



● \$500.00 Tractor Pull Friends (3 Available)

- 6 one-time entry passes
- Business listed on the Tractor Pull jumbotron

Outdoor Concert Series

Entertainment Pavilion Stage



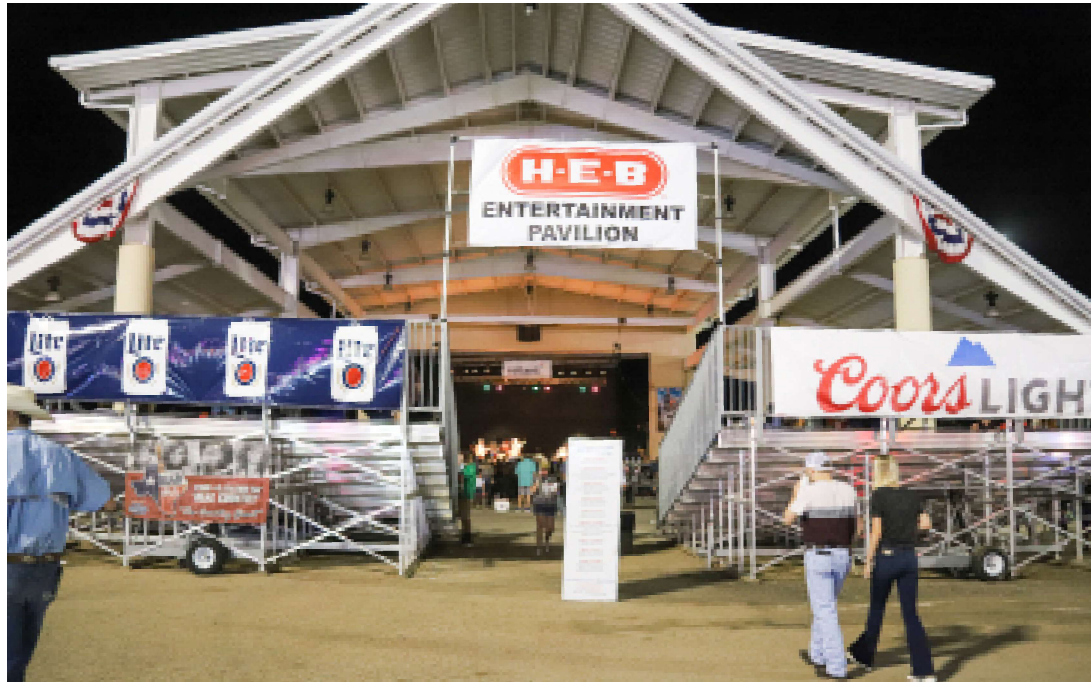
September 7-16th, 2023

Entertainment Pavilion
Next to the Round Building

Outdoor Concert Series Benefits

● \$10,000.00 Title Stage Sponsor (1 Available)

- 10 days of business advertisement with over 120k attendees
- Six (6) weeklong gate entrance passes
- Twelve (12) one-time entrance passes
- Six (6) Balcony Rodeo Tickets for two (2) nights of your choice (this includes daily gate admission) (12 Total Tickets)
- Company logo on three (3) permanent facility signs year-round
- One (1) 4' X 8 sign with naming rights of Concert Series above the center of the stage
- Two (2) 3' x 12' signs on the back of the bleachers
- Company logo on all advertisement for Concert Series via social media
- Company logo on all advertisement for Concert Series via billboards
- Company logo/ business name to be recognized on TV commercials, radio & billboards
- Multiple well-known artists with a total of 9 concerts
- Business Announced prior to every concert
- Company logo on Sponsor wrap up video
- Company logo listed on website with hyperlink



Learning Experience Building Sponsorship

This building has include a butterfly exhibit and Texas Farm Bureau's Doorways to Agriculture.

- **\$10,000.00 Title Sponsor (1 Available)**
(Building to be named after title sponsor for the duration of the WTF&R)
 - 10 days of business advertisement with over 120K attendees
 - Open daily from 2:00 p.m.- 8:00 p.m.
 - Six (6) weeklong gate entrance passes
 - Twelve (12) one-time entrance passes
 - Company logo on three (3) permanent facility signs year-round
 - One (1) 4' X 8' sign located immediately outside of the building
 - Two (2) 4' x 8' sign at two (2) main entrances of facility (gate A & H)
 - One (1) 4 x 4' sign inside building
 - Company logo on all advertisement for this building via social media
 - Company logo on all advertisement for this building via TV interviews, radio, and billboards
 - Six (6) Balcony Rodeo Tickets for two (2) nights of your choice (gate admission included) (12 tickets total)
 - Opportunity for merchandise giveaways at companies' expense
 - Company logo with hyperlink on website year-round
 - Company logo listed on website with hyper link
 - Company logo on sponsor wrap up video



Creative Arts Sponsors

Over 4,500+ items are entered into the Creative Arts every year. Thousands of spectators come to see artwork and exhibits on display.

● \$5,000.00 Title Creative Arts Sponsor (1 Available)

- 9 days of advertisement
- Two (2) weeklong fair admission passes
- Eight (8) one-time entrance passes
- Company logo listed on printed creative arts premium book
- Company logo listed on Paper Entry Forms and Online Entry Forms
- One (1) 4' x 4' Sign at the Entrance of the Round Building
- One (1) 4' x 4' Sign at the Entrance of the Modern Living Mall
- Listing on schedule of events as the “Official Creative Arts Sponsor”
- Company logo on three (3) permanent facility signs year-round
- Company logo on website year-round
- Company logo on the sponsor wrap up video



Livestock Shows

Become an Event sponsor for the West Texas Fair & Rodeo livestock shows and benefit the youth of Texas as they increase their knowledge of agriculture. The West Texas Fair & Rodeo is a one-of-a-kind livestock show. For many participants it may be their first time showing. The West Texas Fair provides an environment for beginners to learn and improve their showmanship skills. Livestock Show sponsors receive announcements, signage opportunities, Logo on our website, and tickets. Over 3,100 livestock entries shown over the course of three weeks.

● \$12,000.00 Title Livestock Show Sponsor (1 Available)

- Company logo on all maps and schedules of events for Livestock Exhibitors
- Company logo on all Entry Forms
- Company logo with hyperlink on the Website year-round
- Company recognized as the Livestock Show Title Sponsor in the premium book
- Eight (8) weeklong fair admission passes
- Sixteen (16) one-time entrance passes
- Announcement of company name at beginning of each show
- Three (3) 4' x 8' signs located at Gates 3, 4 & 5 Entrance
- Company name listed on all social media post promoting livestock show
- Company Logo on three (3) permanent facility signs year-round
- Spotlight on sponsor wrap up video
- Company logo scrolling on website year-round



● \$2,000.00 Livestock Show Species Sponsor (5 Available)

- Listing on all maps and schedules of events for Livestock Exhibitors
- Two (2) weeklong fair admission passes
- Eight (8) one-time entrance passes
- One (1) 3' x 6' sign located in the First Financial Pavilion
- Company recognized Species Show Sponsor in the premium book. (Species of your choice)
- Company logo on website year-round
- Listing on the sponsor wrap up video





Rodeo Sponsorships

Benefits

The PRCA Rodeo will take place the weekend of September 8 & 9 and September 14, 15, and 16. This 5 day event brings in over 20,000 spectators from across the region. Participants travel from all over the world to compete.



Opportunities

The West Texas Fair & Rodeo Sponsors receive Special Announcements from world famous rodeo announcer Bob Tallman, 11 time PRCA Rodeo Announcer of the year. Other opportunities include:

- Signage
- Special Flag Presentations
- Logo on Jumbotron
- Rodeo Programs
- Logo on Website

Special Flag Presentation



Receive a Special Flag Presentation by horseback every night of the Rodeo. Includes special announcements

Signage



Signs in the Rodeo Arena visible to thousands of spectators and participants.

Sponsor Website



Sponsor Scrolling bar on West Texas Fair & Rodeo Website. Over 300,000 page views annually

Event Sponsor



Event sponsor the Bull Riding, Saddle Bronc Riding, Mutton Bustin', etc.. Signage on Rodeo programs and option for giveaways.

Title PRCA Rodeo Sponsor

\$20,000.00 (1 available)

Customizable packages to fit your business needs. Special PA Announcements, Flag Presentations, Logo placements, Banners, Giveaways, and various other promotional opportunities.

- 10 days of business advertisement with over 120k attendees
 - 5 days of advertisement at the PRCA Rodeo nightly performances and during slack
 - Fifty (50) one time entrance passes
 - Eight (8) Box seats for each night of the PRCA Rodeo performance (gate admission included) (6 Tickets/ night will be VIP Experience Tickets) (40 total tickets)
 - Billboard, Radio, and TV Commercial Exposure pertaining to the PRCA Rodeo
 - Logo on three (3) permanent facility signs year-round
 - Three (3) 4'x8' signs inside the Taylor Telecom Arena
 - Company logo on all advertisement for the PRCA Rodeo via social media
 - Company logo with hyperlink on website year-round
 - Opportunity for merchandise giveaways at sponsor's expense
 - Logo listed on the jumbotron
 - 30 second video on jumbotron (provided by the sponsor)
 - Logo for the "kiss cam" that is used during the performances (used during down time/ change of performances)
 - Flag on horseback during the each PRCA Rodeo performance
 - Flag on horseback during the West Texas Fair & Rodeo Parade
 - Booth Space outside of the East Entrance of the Taylor Telecom Arena
 - Logo on Rodeo Program
 - Business recognized multiple times throughout the Rodeo by the legendary announcer Bob Tallman
 - Spotlight on sponsor wrap up video
 - Static logo placement on website year-round
- **** Customizable packages



● \$10,000.00 Diamond Sponsor (5 Available)

- 10 days of business advertisement with over 120k attendees
- 5 days of advertisement at the PRCA Rodeo nightly performances and during slack
- Twenty- Six (26) one-time entrance passes
- Six (6) Box Seats for each night of the PRCA Rodeo performance (gate admission included) (4 Tickets / night will be VIP Experience Tickets) (30 total tickets)
- Billboard, Radio, and TV Commercial Exposure pertaining to the PRCA Rodeo
- Company logo on three (3) permanent facility signs year-round
- One (1) 4'x8' sign inside the Taylor Telecom Arena
- Company logo on all advertisement for the PRCA Rodeo via social media
- Company logo with hyperlink on website year-round
- Logo listed on the jumbotron
- Flag on horseback during the each PRCA Rodeo performance
- Flag on horseback during the West Texas Fair & Rodeo Parade
- Logo on Rodeo Program
- Business recognized multiple times throughout the Rodeo by the legendary announcer Bob Tallman
- Spotlight on sponsor wrap up video

**** Customizable packages



● \$5,000.00 Gold Sponsor (5 Available)

- 10 days of business advertisement with over 120k attendees
- 5 days of advertisement at the PRCA Rodeo nightly performances and slack
- Sixteen (16) one-time entrance passes
- Four (4) Box Seats for 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (2 of the tickets will be VIP Experience Tickets) (8 total tickets)
- Four (4) Balcony Seats for 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (8 total tickets)
- Company logo on three (3) permanent facility signs year-round
- One (1) 4' x 8' sign in the Taylor Telecom Arena
- Company logo with hyperlink listed on website year-round
- Flag on horseback during the each PRCA Rodeo performance
- Flag on horseback during the West Texas Fair & Rodeo Parade
- Company logo listed on the jumbotron
- Company logo on Rodeo Program
- Business recognized by the legendary announcer Bob Tallman

**** Customizable packages



● \$2,500.00 Bronze Sponsor (10 Available)

- 10 days of business advertisement with over 120k attendees
- 5 days of advertisement at the PRCA Rodeo nightly performances and slack
- Ten (10) one-time gate entrance passes
- One (1) 4' x 8' sign in the Taylor Telecom Arena
- Company logo listed on website with hyper link
- Two (2) Box Seats for 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (4 total tickets)
- Two (2) Balcony Seats for 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (4 total tickets)
- Company logo listed on the jumbotron
- Company logo on Rodeo Program
- Business recognized by the legendary announcer Bob Tallman

● \$1,500.00 Nickel Sponsor (15 Available)

- 10 days of business advertisement with over 120k attendees
- 5 days of advertisement at the PRCA Rodeo nightly performances and slack
- Four (4) one-time entrance passes
- Two (2) Box Seats for 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (4 total tickets)
- One (1) 4' x 8' sign in the Taylor Telecom Arena
- Company listed on website year-round
- Company listed on the jumbotron
- Company listed on sponsor wrap up video

● \$1,000.00 Just Rodeo Friends (20 Available)

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- 5 days of advertisement at the PRCA Rodeo nightly performances and slack
- Two (2) one-time entrance passes
- Two (2) Box Seats for 1 night of the PRCA Rodeo performance of your choice (gate admission included)
- Company listed on website year-round
- Company listed on the PRCA Sponsors Sign in the East Side Foyer of the Taylor Telecom Arena



Bucking Chute Sponsors

\$2,500.00 (6 available)

Bucking Chute Sponsors receive announcements every time the gate opens.
Estimated 5 times per night.

Includes bucking chute signage visible to all Rodeo Attendees.



- 5 days of advertisement at the PRCA Rodeo nightly performances and slack
- Eight (8) one time entrance passes
- One (1) Bucking Chute Sign
- Company logo on website year-round
- Two (2) Box Seats for 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (4 total tickets)
- Two (2) Balcony Seats 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (4 total tickets)
- Company logo on the jumbotron
- Company logo on Rodeo Program
- Company logo on sponsor wrap up video
- Business recognized by the legendary announcer Bob Tallman when chute is opened



● \$1,500.00 Contestant Exit Gate Sponsor (2 Available)

- 5 days of advertisement at the PRCA Rodeo nightly performances and slack
- Two (2) one-time entrance passes
- Two (2) Box Seats for 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (4 total tickets)
- One (1) 4' x 4' sign in the Taylor Telecom Arena on the contestant exit gate
- Company listed on website year-round
- Company listed on the jumbotron
- Company listed on sponsor wrap up video



● \$5,000.00 Specialty Act Sponsor (1 Available)

- 10 days of business advertisement with over 120k attendees
- 5 days of advertisement at the PRCA Rodeo nightly performances and slack
- Ten (10) one-time entrance passes
- Four (4) Box Seats for 1 night of the PRCA Rodeo performance of your choice (gate admission included)
- Four (4) Balcony Seats for 2 nights of the PRCA Rodeo performance of your choice (gate admission included) (8 total tickets)
- One (1) 8' x 4' sign in the Taylor Telecom Arena
- Company logo on website with hyper link year-round
- Company logo listed on the jumbotron
- Company logo on Rodeo Program
- Company logo on sponsor wrap up video
- Business recognized by the legendary announcer Bob Tallman before and after the performance





Sponsorship Agreement

Sponsorship Request

On behalf of the West Texas Fair & Rodeo Board of Directors and PRCA Rodeo Committee, we thank you for taking an interest in sponsoring the 2023 West Texas Fair & Rodeo.

THANK YOU!

If interested in the packages presented above please fill out the form below or contact jkittley@exopctc.com for more information. A formal contract will be sent once both parties agree on the sponsorship.

Select Your Package:

Sponsor Package

Sponsor Name:

Institutional address:

Phone: Email:

Please put any requested package customization here:

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.....

Total \$:

DETAILS

Contact Info

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P. 325.795.6708

E. jkittley@exopctc.com

W. www.westtexasfairrodeo.com

Signature:

Date:

Name:

Position:



THANK YOU!