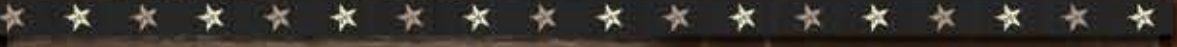




PARTNERSHIP OPPORTUNITIES





ONCE IN A LIFETIME OPPORTUNITY!

Dear Potential State Fair Partner:

Thank you for your interest in the Wyoming State Fair and Rodeo. A proud tradition since 1905 and one of Wyoming's largest attended single events, attracting over 45 thousand guests from all over Wyoming and the region.

Considered to be the showcase of Wyoming's Best, featuring great equine and livestock shows, fabulous fair food, wonderful entertainment, engaging performers, night shows; with competitive events and family fun for all ages.

As an official sponsor of the Wyoming State Fair, your organization will have the opportunity to be involved with this outstanding statewide event. Please read the pages that follow and gain more information about the benefits of sponsorship status and a partnership with the Wyoming State Fair and Rodeo.

We look forward to assisting you with plans for successful sponsorship that will help fulfill your marketing goals. If you have any questions please do not hesitate to contact us at 307-358-2398 or email: vicki.rupert@wyo.gov.

Best wishes for a great partnership,

James Goodrich,
Director

Vicki Rupert
Deputy Director and
Sponsorship Manager



JOIN THESE PROGRESSIVE SPONSORS

ANADARKO Petroleum
Cameco Resources
Cloud Peak Energy
CommuniComm Services
Converse County Auto Repair
Converse County Bank
Dodge Ram
Douglas Hardware Hank
Encana Oil & Gas USA
Farmers Union Insurance
Greenline Equipment (Formerly Lathrop)
Greiner Motors
Justin
Kistler Tent & Awning
Northern Broadcasting System
Peabody Energy/Powder River Coal
Pepsi
Renewal by Anderson
Rocky Mountain Regional Ford
Russell Construction
Thunder Basin Orthopaedics
Tri-State G & T
WESC Federal Credit Union
Western Traditions
Wyoming Community Gas
Wyoming Dept. of Health, Mental Health & Substance Abuse Division
Wyoming Farm Bureau Federation
Wyoming Machinery Company
Wyoming Rural Electric - WREA
Wyoming Pork Producers Council
Uranium One

SPONSOR LEVELS ~ BENEFITS ~

~ **GOLD MEDALLION** *~*

YOUR PARTNERSHIP INVESTMENT:

\$8,100 and up

Marketing Benefits

- 1) Logo tags or name on all print materials
 - Posters/Flyers/Newsletter
 - Premium Book
 - Event Programs with announcements
- 2) State Fair homepage logo link to official website
- 3) 10 vinyl banners (banners provided by sponsor)
- 4) One (1) editorial in Wyoming State Fair's official guide
- 5) One (1) color ad in Wyoming State Fair's official guide

Exclusive Entitlement

- 16 VIP credentials for grandstand events
- 6 VIP parking permits on grounds
- 1 company exhibit space

~ **SILVER MEDALLION** *~*

YOUR PARTNERSHIP INVESTMENT:

\$4,100 ~ \$8,000

Marketing Benefits

- 1) State Fair homepage logo link to official website
- 2) 5 vinyl banners (banners provided by sponsor)
- 3) Logo or name on event programs and Wyoming State Fair's official guide with announcements
- 4) One (1/2) page color ad in Wyoming State Fair's official guide

Exclusive Entitlement

- 10 VIP credentials for grandstand events
- 4 VIP parking permits on grounds
- 1 company exhibit space

~ **BRONZE MEDALLION** *~*

YOUR PARTNERSHIP INVESTMENT:

\$3,100 ~ \$4,000

Marketing Benefits

- 1) State Fair homepage logo link to official website
- 2) Logo or name on event programs and Wyoming State Fair's official guide with announcements
- 3) 3 vinyl banners (banners provided by sponsor)

Exclusive Entitlement

- 6 VIP credentials for grandstand events
- 2 VIP parking permits on grounds
- 6 season admission pins

SPONSOR LEVEL ~ BENEFITS ~

~ GOLDEN TROPHY ~

YOUR PARTNERSHIP INVESTMENT:

\$2,100 ~ \$3,000

Marketing Benefits

- 1) Sponsor recognition with name in Premium Book and daily newsletter
- 2) 2 vinyl banners (banners provided by sponsor) with announcements

Exclusive Entitlement

- 4 VIP credentials for grandstand events
- 2 VIP parking permits on grounds
- 4 season admission pins

~ ROYAL BANNER ~

YOUR PARTNERSHIP INVESTMENT:

\$1,000 ~ \$2,000

Marketing Benefits

- 1) Sponsor recognition with name in Premium Book
- 2) 1 vinyl banner (banner provided by sponsor)
- 3) Sponsor recognition on awards

Exclusive Entitlement

- 2 VIP credentials for grandstand events
- 1 VIP parking permits on grounds
- 2 season admission pins



SPECIFIC DEADLINES APPLY TO PRINTED MATERIAL

WYOMING STATE FAIR

~ SPECIAL EVENT SELECTIONS ~

GOLD MEDALLION LEVEL

\$8,100 and up

- Feature Concert \$8,100
- Presenting Sponsor of "A Day At The Wyoming State Fair" \$8,100
- Combination of Events from any level for a total greater than \$8,100

SILVER MEDALLION LEVEL

\$4,100 ~ \$8,000

- County Displays \$6,000
- Combination of Events from any level for a total between \$4,100 and \$8,000

BRONZE MEDALLION LEVEL

\$3,100 ~ \$4,000

- State Finals Ranch Rodeo \$3,500
- Monster Truck Night \$3,500
- Demolition Derby \$3,500
- WSF Parade \$3,500
- Temp. Staff / Volunteer Shirts \$3,500
- Combination of Events from any level for a total between \$3,100 and \$4,000

GOLDEN TROPHY LEVEL

\$2,100 ~ \$3,000

- Carnival Fun Zone Sponsor \$3,000
- Free Entertainment Stage \$2,500
- Beer Garden \$2,500
- Pig N Mud Wrestling \$2,500
- Guest Shuttles \$2,100
- Open & Youth Horse Shows \$2,100
- Open & Youth Livestock Shows (Market, Breeding & Jackpot Shows)
Beef Cattle; Sheep; Dairy Goats; Meat Goats; Swine \$2,100 - per show
- Combination of Events from any level for a total between \$2,100 and \$3,000

WYOMING STATE FAIR

~ SPECIAL EVENT SELECTIONS ~

ROYAL BANNER LEVEL

\$1,000 ~ \$2,000

- Mutton Bustin' \$1,500
- Kids N Kars Parade & Cowboy Picnic \$1,500
- Sheep Wagon Contest \$1,500
- Wyoming Mustang Days \$1,500
- Youth Showmanship Contests \$1,500
- Open Shows-Special Awards \$1,500
- Trash Barrels (Entire Grounds) \$1,500
- Grandstand Event Personnel Sponsor \$1,500
- Announcers Stand \$1,000
- Rodeo Chute Sign \$1,000
- Military Appreciation Night \$1,000
- The Youth Attic \$1,000
- Coolest Pickup Truck in Wyoming \$1,000
- Ropefest \$1,000
- Stock Dog Trials \$1,000
- Ranch Sorting \$1,000
- Metal Art Contest \$1,000
- Theme Quilt Challenge \$1,000
- Combination of Events from any level for a total between \$1,000 and \$2,000

OTHER SPONSORSHIP OPPORTUNITIES

Between \$100 and \$500 Each

- Livestock Arena Banner \$500
- Equine Arena Banner \$500
- Demolition Derby Division Sponsor \$500
- Exterior Fence Banner \$500
- Sponsor Parking Zone Signage \$500
- Event Program - Full Page Back Cover
(Ranch Rodeo; PRCA Rodeos; & Livestock Shows) \$500 - per event
- Pig 'N Mud Wrestling Division Sponsor \$300
- Demolition Derby Heat Sponsor \$300 - per heat
- Flower Barrel \$100 - per barrel

SPECIAL EVENT ~ DETAILS ~

Kids Cowboy Picnic Title Sponsor and Kids and Kars Parade Title Sponsor \$1,500

A fun gathering for all of Wyoming to join together for some great food, hosted by F.A.I.R. (Following Kids and Kars parade)

Wyoming State Fair Parade Title Sponsor \$3,500

Entertaining parade featuring the best of Wyoming down the Main Street of Douglas (Saturday only).

The Attic Title Sponsor \$1,000

For youth use to allow a relaxation center away from the many fast paced fair activities.

Coollest Pick-Up Truck in Wyoming Title Sponsor \$1,000

Featuring vintage models to today's factory fresh trucks, this is sure to please any pickup truck enthusiast.

Judging done by People's Choice voting with special awards to winners.

Sheep Wagon Contest Title Sponsor \$1,500

Sheep wagons have a long history in the development of the Wyoming Sheep Industry. Sheep wagons from original to revitalized will be on competitive display with special awards to winners.

Open & Youth Horse Show(s) Title Sponsor \$2,100

Halter classes and performance classes featuring youth of Wyoming and their equine projects.

Open & Youth Livestock Show(s) - Market, Breeding & Jackpot Shows:

Highlights the youth of Wyoming and their livestock projects, through the 4-H and FFA youth programs.

Beef Cattle \$2,100

Dairy Goats \$2,100

Meat Goats \$2,100

Sheep \$2,100

Swine \$2,100

Youth Showmanship Contests \$1,500

Eleven contests based on the age of the youth and species shown which highlights the skills of the youth exhibitor in fitting and showing the animal project.

Open Shows – Special Awards \$1,500

Needlework, Culinary, Photography, Arts & Craft, Floriculture & Horticulture

Metal Art Contest Sponsor \$1,000

The famous Wyoming Buckin' Horse is put to the challenge as competitors apply their skills at re-creating this classic in usable metal art. A division of open crafts and FFA shop ag mechanics.

WYOMING STATE FAIR & RODEO FACTS

- Began in 1886 as a territorial fair.
- Since 1905 held annually at State Fair Park, Douglas, WY - except for 7 years (1935-37; 1942- 1945)
- Located in Converse County in Douglas. Home of the Jackalope.
- Produced annually by the Wyoming Department of Agriculture and the State Fair Advisory Board whose members are appointed by the Wyoming Board of Agriculture for a four year term.
- 2012 will mark the 100th edition of the State Fair.
- Located in east central Wyoming with the mountains and the North Platte River as natural resources and attractions.
- The premier showcase of Wyoming culture and lifestyle.
- Operating on 118 acres with facilities used all year round.
- Hosts over 500 events annually in State Fair facilities.
- Operates a modern high quality campground capable of hosting 412 campers in the State Fair Park.
- Hosts and provides annual support to the Wyoming State High School Finals Rodeo; Senior Pro Rodeo and Miss Rodeo Wyoming.
- Provides eight nights of quality entertainment (including a feature concert) for the enjoyment of all family members.
- Serves exhibitors and guests from all twenty-three counties in Wyoming.
- Hosts visitors and guests from fourteen additional states and Canada.
- Largest attended single event in Converse County.
- Provides competitive events for any interested exhibitor in OPEN TO THE WORLD; OPEN CLASS for Wyoming residents; YOUTH SHOW for youth enrolled in 4-H/FFA programs; competition for 4-H youth; competition for FFA youth; Boy Scouts and Girl Scouts with special events for youth 8 years old and younger.
- Offers 19 departments and over 500 classes to highlight the efforts of the citizens of Wyoming and several surrounding states.
- Largest single site concentration of equine, livestock (5 species) and small animals in Wyoming!
- Showcases Rodeo, the official sport of Wyoming, with a Ranch Rodeo Championship and PRCA (professional) rodeo, along with a major team roping event, and major equine events.
- Largest showcase of youth in Wyoming; from 4-H, FFA, Boy Scouts, Girl Scouts and other individual youth in educational competitions.
- Supported by community volunteers who receive no pay for their personal efforts to support the State Fair (F.A.I.R Posse).
- The 2011 fair brought in over 46,000 persons.
- Provides employment opportunities to over 200 people during the State Fair's ten day run.



400 West Center, Douglas, WY.
P.O. Box 10, Douglas, WY 82633
307.358.2398
email: vicki.rupert@wyo.gov
website: www.wystatefair.com

COME AND CELEBRATE WITH US!



THE BUCKLES, PINS, AND BRACELETS
NUMBERED 1 - 10 (30 ITEMS)
WILL BE SOLD AT AUCTION
go to wystatefair.com for details!

Buckle



CONTRIBUTE A HUNDRED YEAR STEER (BELT BUCKLE)

- Limited production of 150
- Individually Numbered
- Good for 100 Years!
- Admission to Special Event during 2012 W.S.F.
- Copy of 100th W.S.F. Commemorative Book
- Admission to Grandstand Events during 2012 W.S.F. (excludes concert)
- Recognition on 100th W.S.F. Monument
- Chance to win Commemorative Saddle
- One-time cost of 1 steer calf or yearling steer. Proceeds of Fall 2011 Sale (\$750 minimum value) or \$750 cash

Pin or Bracelet



BECOME A HERITAGE CONTRIBUTOR (PIN OR BRACELET)

- Limited production of 1000
- Individually numbered
- Good for 100 Years!
- Admission to Special Event during 2012 W.S.F.
- Copy of 100th W.S.F. Commemorative Book
- Admission to Grandstand Events during 2012 W.S.F. (excludes concert)
- One-time cost of \$250 each

Purchase all THREE items (Buckle, Pin and Bracelet) for \$1250 and CHOOSE your number for all three. If your preferred number is still available. Example: # 50. (Excluding numbers 1-10).

CATEGORIES PLEASE SELECT YOUR OPPORTUNITY(S).

Heritage Contributor at \$250

Pin Bracelet

Hundred Year Steer at \$750

Total: \$ _____

Name: _____

Address: _____

City/State: _____ Zip: _____

Phone: _____ Email: _____

Check: _____ (Payable to Wyoming State Fair)

Visa/MasterCard#: _____

Exp Date: _____ CV Code _____

Name on Card: _____

Signature: _____

For more information,
please call (307) 358-2398
or E-mail wsf.100years@wyo.gov

Mail form to: Wyoming State Fair - 100 Years
P.O. Box 10 • Douglas, WY 82633



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