

THE WYOMING STATE FAIR & RODEO

2010 Sponsorship Packages

Theme- "Wyoming's **BARNYARD** Mardi Gras"- 2010

This special sponsor opportunity targets up to 50,000 Wyoming residents who are involved leaders in agriculture business, mineral industries, railroad companies, FFA & 4-H youth organizations, and other industries who attend or participate in the Wyoming State Fair annually in August.

FOUR PREMIUM SPONSORSHIP PACKAGES AVAILABLE:

1. PURPLE RIBBON SPONSOR
2. BLUE RIBBON SPONSOR
3. EQUINE / LIVESTOCK SPONSOR
4. RED RIBBON SPONSOR

PURPLE RIBBON SPONSORSHIPS INCLUDE:

1. 1 Full page Ad in the State Fair Program/Guide. Distributed Statewide in the Casper Star Tribune to nearly 75,000 readers and additional copies will be distributed during the State Fair. (Sponsorship MUST be in place by June 01, 2010 for this portion of the Sponsorship, due to printing deadline). **OR** One (1) commercial exhibit sponsor booth space for the entire week of the 2010 Wyoming State Fair.
2. Web site logo acknowledgment and editorial about sponsor.
3. Daily announcements from Center Street Guest Center.- Submit by August 1, 2010
1. Daily announcements at youth and open livestock shows.
2. Five (5) signs and/or banners located throughout the fairgrounds (banners MUST be provided and maintained by Sponsor). Submit by August 1, 2010
3. Sponsor Tags on visual advertising. (Sponsorship MUST be in place by June 01, 2010 due to recording/taping deadlines).
4. Sponsor Logo on specific Daily Roundup Newsletter.
5. Sponsor Day at the Fair (Your Company will be a sponsor of a particular day during the fair). The day will be assigned by the Wyoming State Fair management. The Sponsor will be given the opportunity to give out bounce back coupons to their customers.
6. One (1) full page ad in the Open Livestock Show books that are produced.
7. Fifty (50) daily admission tickets for sponsor to enhance customer appreciation (to be given out as sponsors sees fit).
8. Six (6) VIP Prime On Grounds Parking Permits.
9. Twelve (12) VIP Sponsorship Credentials (Good for daily gate admission and ALL Grandstand events, except the main concert.
10. VIP Seating for all grandstand events, except the main concert.
11. One (1) Main Arena Chute Sign location (Chute sign to be supplied and maintained by Sponsor). Submit by August 1, 2010

THE PURPLE RIBBON SPONSORSHIP VALUE IS = \$ 6,000.00

BLUE RIBBON SPONSORSHIPS INCLUDE:

1. 10'x10' inside or 20'x35' outside commercial exhibit sponsor space for the entire week of the of 2010 Wyoming State Fair. Must be set up by Monday, August 16th, 2010.
2. Web site Logo acknowledgment and editorial about sponsor.
3. Daily announcement from Center Street Guest Center. Submit by August 1, 2010
4. Three (3) signs/banners located on fairgrounds. (Banners to be provided and maintained by Sponsor). Submit by August 1, 2010
5. Four (4) VIP On Grounds Parking Permits.- Good for entire week of the 2010 WSF.
6. Eight (8) VIP Sponsorship Credentials (Good for daily admission and ALL grandstand events except the main concert.
7. VIP Seating for all grandstand events except the main concert.
8. One - Half (1/2) page Black & White Ad in the Open Livestock Show Books that are produced. Submit ad by August 1, 2010

THE BLUE RIBBON SPONSORSHIP VALUE IS = \$ 3,500.00

EQUINE/LIVESTOCK EVENTS SPONSORSHIP INCLUDE:

1. One (1) banner strategically located in the Equine/Livestock arena area of Sponsor's choice. (Banner to be provided and maintained by Sponsor). Submit by August 1, 2010.
2. Special recognition by announcements in a particular show or breed of Sponsor's choice.
3. Announcements during a particular time of the choice event during the show. (Time to be determined by WSF management) One-line announcements to be submitted to WSF management by Sponsor. Deadline for announcements: August 1, 2010.
4. Web Site name recognition acknowledgment listed on the 2010 Wyoming State Fair web site.
5. Half (1/2) page ad in the Open Livestock Show Books that are produced. Ad must be submitted by Sponsor- Deadline for ad is August 1, 2010.
6. Three (3) VIP Sponsorship Credentials (Good for daily admission and ALL grandstand events except the main concert.
7. VIP Grandstand seating for all Grandstand events except the main concert.
8. Three (3) VIP Sponsorship Parking Permits. (Permits the Sponsor to park on the fairgrounds in ANY Permitted parking area for entire week of the 2010 WSF).

THE EQUINE/LIVESTOCK EVENT SPONSORSHIP VALUE = \$ 1,750.00

RED RIBBON SPONSORSHIPS INCLUDE:

1. Web Site name recognition acknowledgment listed on the 2010 Wyoming State Fair web site.
2. Daily announcements from Center Street Guest Center. – Submit by August 1, 2010.
3. Two (2) signs/banners located on fairgrounds, NOT in any livestock arena(s). (Banners to be provided and maintained by Sponsor). Submit by August 1, 2010.
4. Two (2) VIP Sponsorship Credentials (Good for daily admission and ALL grandstand events except the main concert).
5. VIP Seating for all grandstand events except the main concert.
6. Two (2) VIP On Grounds Parking Permits. Good for entire week of the 2010 WSF.

THE RED RIBBON SPONSORSHIP VALUE IS = \$ 1,350.00

**The Wyoming State Fair is the
*Show Window of Wyoming***

This is an excellent opportunity to access an audience that can boost your business.

**FOR MORE INFORMATION, CONTACT THE
SPONSORSHIP DIVISION
WYOMING STATE FAIR**

**Vicki Rupert, Assistant Director
P.O. Drawer 10
Douglas, WY 82633**

**Phone: 307-358-2398 Fax: 307-358-6030
e-mail: vruper@state.wy.us
web site: www.wystatefair.com**

**Division of the State of Wyoming
Department of Agriculture**

WYOMING STATE FAIR SPONSORSHIP OPPORTUNITIES

Purple Ribbon Package	\$6,000
Blue Ribbon Package	\$3,000
Equine/Livestock Package	\$1,750.00
Red Ribbon Package	\$1,350.00
Grandstand Chute Sign All Week (With Announcements)	\$1,000 3' x 8' long
ROPING CHUTE Sign All Week (With Announcements)	\$ 750 4' x 5' long
The People Shuttles*	\$1,000 3' x 3'= long
<i>*Shuttles run daily for attendees. 2- Shuttles with 3' x 3' Sides and 1- Shuttle with</i>	
<i>Livestock/EquineSHOW ARENA BANNERS</i>	
	<i>\$ 400 4' x 8' long</i>

All signage/banners must be designed and prepared by the sponsor with maintenance by the sponsor. The Wyoming State Fair will hang all banners, but WSF is not responsible for the upkeep or replacement of banners.

Legal notice- banners/signs have been taken by spectators in the past, WSF is not responsible for replacement of missing banners/signs.

**2010 WYOMING STATE FAIR
AVAILABLE SPONSOR EVENTS**

**BANNER PLACEMENTS
ARM WRESTLING TOURNAMENT
DEMOLITION DERBY
RANCH RODEO
PIG WRESTLING
RUBBER CHICKEN RACE
MAIN CONCERT- Joe Diffie w/ LoCash Cowboys In Concert
PRCA RODEO (Two Nights of PRCA Rodeo)
PRCA EXTREME BULL RIDING (ONE NIGHT)
SINGLE STEER ROPING & CALCUTTA
NAMING RIGHTS FOR THE BEER GARDEN
ANY FREE STAGE ENTERTAINMENT ACT
HYPNOTIST ACT
ANY CREATIVE & HOME ARTS SHOW
EQUINE SHOWS
LIVESTOCK SHOWS
CARCASS CONTESTS-LAMB, SWINE & BEEF
YOUTH LIVESTOCK SHOWS
KIDS DAY PARADE
CARNIVAL PROMOTIONS
CHILDREN'S PETTING ZOO
YOUTH ATTIC ROOM
OTHER SPECIALTY ACTS**

2010 SPONSORED FEATURED BREEDS:

**CATTLE- Shorthorn
EQUINE- Mule/Donkey
SHEEP- Natural Colored
GOATS- IBGA
DAIRY GOAT- LaMancha**