

# THE WYOMING STATE FAIR & RODEO

## 2008 Sponsorship Packages

Theme- "Rides, Ribbons and Rodeo"- 2008

This special sponsor opportunity targets over 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 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 May 1, 2008 for this portion of the Sponsorship, due to printing deadline). **OR** One (1) commercial exhibit sponsor space for the entire week of the 2008 Wyoming State Fair.
- Web site logo acknowledgment advertising and write up about sponsor.
- Daily announcements from Center Street Guest Center.
- Daily announcements at youth and open livestock shows.
- Five (5) signs and/or banners located throughout the fairgrounds (banners MUST be provided and maintained by Sponsor).
- Sponsor Tags on visual advertising. (Sponsorship MUST be in place by May 1, 2008 due to recording/taping deadlines).
- Sponsor Logo on specific Daily Roundup Newsletter.
- 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.
- Provide Sponsor with premium location on the fairgrounds for inflatable signage.
- Fifty (50) daily admission tickets for sponsor to enhance customer appreciation (to be given out as sponsors see fit).
- Six (6) VIP "Prime" On Grounds Parking Permits.
- Twelve (12) VIP Sponsorship Cards (Good for daily gate admission and ALL Grandstand events).
- VIP Seating for all grandstand events.
- One (1) Main Arena Chute Sign location (Chute sign to be supplied and maintained by Sponsor).

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

### BLUE RIBBON SPONSORSHIPS INCLUDE:

- 10'x10' inside or 20'x35' outside commercial sponsor space for the entire week of the of 2008 Wyoming State Fair.
- Web site Logo acknowledgment advertising and write up about sponsor.
- Daily announcement from Center Street Guest Center.
- Three (3) signs/banners located on fairgrounds. (Banners to be provided and maintained by Sponsor).
- Four (4) VIP "Prime" On Grounds Parking Permits.
- Eight (8) VIP Sponsorship Cards (Good for daily admission and ALL grandstand events).
- VIP Seating for all grandstand events.
- One - Half (1/2) page Black & White Ad in the Open Livestock Show Book (s).

**THE BLUE RIBBON SPONSORSHIP VALUE IS =**

**\$3,500.00**

**EQUINE/LIVESTOCK EVENTS SPONSORSHIP INCLUDE:**

- One (1) banner strategically located in the Equine/Livestock arena area of Sponsor's choice. (Banner to be provided and maintained by Sponsor).
- Special recognition by announcements in a particular show or breed of Sponsor's choice.
- 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 by August 1, 2008.
- Web Site name recognition acknowledgment listed on the 2008 Wyoming State Fair web site.
- Half (½) page ad in the Open Livestock Show Book (s). Ad must be submitted by Sponsor.
- Three(3) VIP Sponsorship Cards (Good for daily admission and ALL grandstand events).
- VIP Grandstand seating for all Grandstand events.
- Three (3) VIP Sponsorship "Prime" Parking Permits. (Permits the Sponsor to park on the fairgrounds in ANY Permitted parking area).

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

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**RED RIBBON SPONSORSHIPS INCLUDE:**

- Web Site name recognition acknowledgment listed on the 2008 Wyoming State Fair web site.
- Daily announcements from Center Street Guest Center.
- Two (2) signs/banners located on fairgrounds, not in any livestock arena(s). (Banners to be provided and maintained by Sponsor).
- Two (2) VIP Sponsorship Cards (Good for daily admission and ALL grandstand events).
- VIP Seating for all grandstand events.
- Two (2) VIP "Prime" On Grounds Parking Permits.

**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**

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

# WYOMING STATE FAIR SPONSORSHIP OPPORTUNITIES

|   |                             |
|---|-----------------------------|
| <b>Purple Ribbon Package</b>  | <b>\$6,000</b>              |
| <b>Blue Ribbon Package</b>  | <b>\$3,000</b>              |
| <b>Equine/Livestock Package</b>   | <b>\$1,750.00</b>           |
| <b>Red Ribbon Package</b>   | <b>\$1,350.00</b>           |
| <b>Grandstand Chute Sign All Week<br/>(With Announcements)</b>  | <b>\$1,000 3' x 8' long</b> |
| <b>ROPING CHUTE Sign All Week<br/>(With Announcements)</b>  | <b>\$ 750 4' x 5' long</b>  |
| <b>The People Shuttles*</b><br><i>*There are 4 shuttles which run daily<br/>(For each side - 8 sides of shuttles)</i> | <b>\$1,000 3' x 3' long</b> |
| <b>SHOW ARENA BANNERS</b>   | <b>\$ 400 4' x 8' long</b>  |

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

**2008 WYOMING STATE FAIR  
AVAILABLE SPONSOR EVENTS**

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**BANNER PLACEMENTS  
ARM WRESTLING TOURNAMENT  
DEMOLITION DERBY  
RANCH RODEO  
PIG WRESTLING  
RUBBER CHICKEN RACE  
MAIN 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 FREESTAGE 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 WEB CAFE**

**2008 FEATURED BREEDS:**

**CATTLE- Texas Longhorns  
EQUINE- Pinto  
SHEEP- Wether Sire/Wether Dam  
GOATS- Dairy Goats (Nigerian Dwarf)  
DAIRY GOAT- Boer Goats**