



Dear Friend of the Navajo County Fair & Rodeo!

My name is Mike Sample and I am the President of the Navajo County Fair, Inc. I am writing today to let you know about an exciting sponsorship opportunity as we plan our 2009 Fair & Rodeo. The 2009 Navajo County Fair will be September 16 – 20, 2009.

### **Background Information**

The first Navajo County fair was held in 1931. Navajo County Fair, Inc. was incorporated in 1980. We are a non-profit 501(c)(4) corporation dedicated to providing the infrastructure for use by federal, state and local governments, organizations, businesses, clubs and individuals to hold public events and to provide a safe and healthy atmosphere for such events.

This corporation was formed to organize and conduct a fair in Navajo County. Navajo County Fair, Inc. strives to advance the agricultural, homemaking, educational, cultural, esthetic and scientific interests of the residents of Navajo County. We also promote the competitive exhibition of farm products, livestock, home economics, and other material.

The Navajo County Fairgrounds is located in Northern Arizona off of Interstate 40 in Holbrook. The facility sits on 80 acres and consists of a 350' x 250' rodeo arena with grandstand seating for 4,000+, a warm-up arena, Jr. Livestock show ring and pens, an open class building, a commercial exhibit hall, stage, concession stands, boarding stalls and much more.

### **Event Description**

Throughout the year, Navajo County Fair, Inc. hosts numerous events with the largest one being the Navajo County Fair & Rodeo in September. This is a five day event which includes General & Headliner Entertainment, a Demolition Derby, (2) Rodeo Performances, a Little Buckaroo Rodeo, a Ranch Rodeo, a Ranch Horse Competition, Jr. Livestock Show & Auction, Exhibits, Carnival, Vendors and much, much more. Attendance to the five day event was over 25,000 in 2008.

The Navajo County Fair also enables the 4-H and Jr. Livestock members to display their projects and livestock on a county wide level. This prepares them for state competition at the Arizona State Fair. The open classes allow all county citizens to publicly display their talents, abilities, livestock and agricultural products.

The Navajo County Fair Rodeo draws some of the top riders in the southwest and presents its own brand of entertainment. The Navajo County Fair Rodeo is sanctioned by the Grand Canyon Professional Rodeo Association (GCPRA) and is co-sanctioned by the All Indian Rodeo Cowboy Association (AIRCA), the New Mexico Rodeo Association (NMRA) and the Colorado Rodeo Association (CRA) and we are proud to announce that we have added another sanctioning body to this years rodeo it is the Professional Armed Forces Rodeo Association (PAFRA).

In 2008 there were 647 contestants at our rodeo and we were again recognized as the largest GCPRA rodeo in AZ. & N.M. The Navajo County Fair Rodeo was again voted as the “2008 GCPRA Rodeo of the Year” This is the second year in a row for this award. The GCPRA is a sanctioning body dedicated to the professionalism and promotion of the sport of rodeo.

In order to host an event the size of the annual Navajo County Fair & Rodeo, it requires monetary donations and volunteers. In 2008 we had over 300 volunteers donate their time to our organization. Navajo County Fair is in its 78<sup>th</sup> year this year. It is the hope that this tradition will continue for many years to come. With the dedication of all our sponsors and volunteers, this dream can become a reality. Also we will again be holding a “**Tough Enough to Wear Pink**” Night, Promoting Breast Cancer Awareness with proceeds from different events going to a local Breast Cancer group.

Please take a moment and look over the following sponsor levels. You may choose one of these levels or you may sponsor any dollar amount. Any of the following levels can be modified and/or combined to better suit your needs and serve you as a valued sponsor. Please feel free to contact us with any questions.

Sincerely,

**Mike Sample**

Mike Sample  
President  
Navajo County Fair, Inc

### **Day Champion Vests Sponsor – \$4,000 – (26 Vests)**

- This Sponsorship is specific for Sponsoring (26) Champion Vests Awarded to the Day Champions in each event.
- Sponsor Name /or Logo Embroidered on all vests
- One vest awarded to Sponsor with his /or her name on vest.
- Name Announced by Rodeo Announcer during both rodeo performances.

### **Gold Buckle Sponsor – \$3,000 – (14 Buckles)**

- This Sponsorship is specific for sponsoring the (14) Rodeo Champion Buckles
- Buckle Sponsor sign printed with Sponsor Name and /or Logo to remain in arena for a period of one year.
- Sponsor if, available, to hand out Buckles to Rodeo Champions
- Sponsor Business Cards in all Buckle boxes.
- Name Announced by Rodeo Announcer during both rodeo performances

### **“Man in the Can” Sponsor - \$2,500**

- This Sponsorship is specific for sponsoring the Rodeo Clown Barrel Man.
- Sponsor Name and or Logo displayed on Bull Barrel. There are 2 rounds of bulls each night.
- Name Announced by Rodeo Announcer during both rodeo performances.
- This year the man in the Can is PRCA Barrel Man ***Brian Potter***. He is one of the Top PRCA Barrel Man

### **(Cable - One) Fair Commercial Sponsor - \$2,000 (only one available)**

- 30 sec. Commercial advertising the fair to run on 6 networks, 8 times a day for a period of 4 weeks, the end of August through the first of September, 2009
- Sponsor Name and logo to appear on the commercial to say “Commercial brought to you by – Sponsor”

### **LED Video Screen Commercial Sponsor – \$1,500 (Only 4 Commercial Spots available during each event)**

This Event is the only event in Northern Arizona to have a Video Score Board with (4) live action cameras

- This Sponsorship is specific for sponsoring the Commercial to be played on the LED Video/Score Board. And has the most visual impact on the audience. Video screen Up for 4 events, 3 days
- LED video board for display of Live Video, Scores, Times, Sponsor Commercials, Slow Motion and Instant Replay. Events available are: Rodeo (2 days) Lil Buckaroo Rodeo, Ranch Rodeo,
- Sponsor Commercial Played on Video screen, sponsor to provide a 30 sec. DVD commercial.
- DVD's of Each event available for sale at the end of each event
- Name Announced by Rodeo Announcer during each performance.

### **LED Video Screen Scoreboard Banner Sponsor – \$600 (3 x 6) or \$1,000 (6 x 6)**

**Note: 3 x 6 spaces only 4 available or 6 x 6 spaces only 2 available**

- This Sponsorship is specific for sponsoring the sides of the LED Video/Score Board. And has a great visual impact on the audience. Video Screen Banners Up for 4 events, 3 days
- LED video board for display of Live Video, Scores, Times, Sponsor Commercials, Slow Motion and Instant Replay. Events are: Rodeo (2 days) Lil Buckaroo Rodeo, Ranch Rodeo,
- Sponsor Name & /or logo on either a 3' x 6' banner or a 6' x 6' banner or Plastic Cardboard panels
- Sponsor to supply Banner or Plastic Cardboard Panels
- Name Announced by Rodeo Announcer during each performance.

### **Rodeo Committee Shirt (logo) Sponsor - \$800 for one night or \$1,600 for both nights**

(Saturday we are planning to hold a **"Tough Enough To wear Pink"** night and a portion of the proceeds will go to the local breast cancer group)

- (40) Rodeo Committee Shirts per night that will be worn during the rodeo performances by the workers or (80) for both nights
- Please specify which Night or both nights. One color for Friday night and a different color for Saturday night \* Sponsor name and/or logo embroidered on all shirts
- Sponsor name will be announced by rodeo announcer during both rodeo performances

### **Rodeo Sponsor - \$1,000**

- 1 – 4x8 Announcer Booth sign painted with Sponsor Name/or logo to stay up for one year
- 1 – 3x2 Flag with Sponsor Name and /or Logo to be carried on horseback in Grand Entry and for Sponsor Runs by Rodeo Royalty during both rodeo performances or if your company already has a flag then we will run that flag.
- Name Announced by Rodeo Announcer during both rodeo performances

### **Grocery Race Sponsor - \$300 one night or \$600 both nights**

- This Sponsorship is specific for 1 of 2 Grocery Races for the kids in the grandstands. This is a fun event for children to participate in.
- During the Grocery Race the Announcer asks all kids in the grandstands to line up at the end of the arena. The rodeo committee brings a pickup truck into the arena and unloads hundreds of sealed food items including fruits & vegetables at the opposite end of the arena. Then when the pick up leaves the arena, the announcer then counts down and the children run and pick up as much as they can carry. They get to keep how ever much as they can carry.
- Name Announced by Rodeo Announcer during that Rodeo Performance.

### **Children's Give-Away Sponsor – \$200 per event**

- This Sponsorship is specific for the Children's Give-Away during the fair. These are small toy items for the children who are present at the different events. Last year the children were so excited because every child received a toy. Unlike some events you see where there are only a handful of items given out, we strive to supply enough so every child walk away with something.
- The Events are: Demolition Derby, Both Rodeo Performances, Little Buckaroo Rodeo, and Ranch Rodeo.
- Name Announced by Announcer during the events.
- Last year we gave out 200+ items per event, for a total of 1,000+ items, this year we would like to do the same.

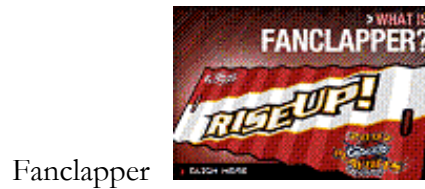
You may choose to purchase the items yourself, or you may Sponsor the dollar amount and we will order the items. ***Please note:*** If your Company chooses to purchase the items please order the following: (footballs, Balls, Stuffed Animals, Frisbees, etc. please order items that can be tossed to the children

### **Rodeo Queen Silent Auction Sponsor – Product Donation (Gift Certs, Gear Bags, Gloves, Etc.)**

- This Sponsorship is specific for sponsoring the Navajo County Rodeo Queens Silent Auction. The Navajo County Rodeo Queens travel across Az., N.M. & Nevada promoting the sport of rodeo, Navajo County & their communities and the western way of life.

### **Sponsor Promotion Give-A-Ways**

- This Sponsorship is specific for Sponsoring the Audience Give-A-Ways, your company to supply Promotional items with your Company Name and/or logo.
- This can be (T-Shirts, Hats, Balls, Rollabana, Fanclapper, Frisbees, Pop up Flyers, Bandanas, Totes, Seat Cushions, Etc.) \* Get your Company Name in the hands of the spectators, 4,000 + spectators each night \* We will pick up the Items or Items can be shipped directly to the fairgrounds
- A great one is the 2-sided Rollabanas, a self-rolling, handheld banner that is extremely fan-friendly and is catching the eye of corporate advertising executives everywhere as an innovative and effective form of non-traditional advertising.



Any of these levels can be modified to fit your needs to better serve you as a Sponsor

All levels will be Recognized at the Annual Awards Banquet (to be at a later date).

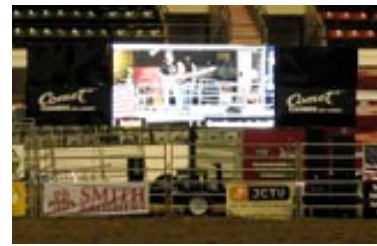
VIP Passes for Top level sponsors

Video  
Scoreboard



W/Banners

Video Scoreboard



Please make check payable to: Navajo County Fair, Inc.

Mail Payment to:  
Navajo County Fair, Inc.  
P.O. Box 309  
Holbrook, AZ. 86025

For more information please call:  
928-524-4757