

FAIR PACKAGES

The Southern New Mexico State Fair & Rodeo has been bringing the community 5 days of fun and family oriented atmosphere for over 50 years. Your support as a sponsor can help continue this tradition while marketing your business to over 25,000 people.

DAY SPONSOR- \$5000 **Only 5 Available!**

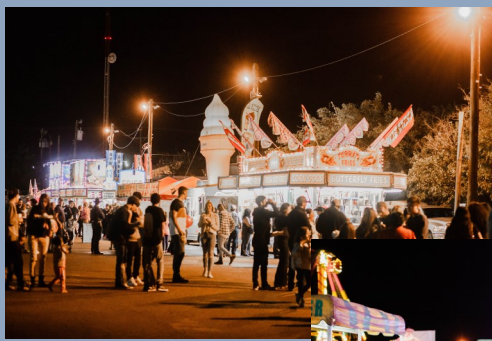
- ◆ Logo on the front of the Fair brochure, printed advertising, website, and Facebook page
- ◆ Radio advertising recognition
- ◆ 100 fair passes
- ◆ 10x30 outdoor booth space
- ◆ 3 banners placed in high traffic area and sign at main gate



STAGE SPONSOR- \$2500

Only 3 Available!

- ◆ Logo on Fair brochure, website, and Facebook page
- ◆ All referrals to stage in print and vocal announcements will indicate sponsors name
- ◆ Sign on stage
- ◆ 50 fair passes



FRONT ENTRANCE- \$2000

Only 4 available!

- ◆ Logo on the Fair website and Facebook page
- ◆ 3x5 sign placed on main gate
- ◆ 40 fair passes

DAILY ENTERTAINMENT SPONSOR- \$2000

- ◆ 3x8 banner displayed at sponsored venue
- ◆ Daily announcements recognizing your sponsorship prior to each performance
- ◆ Business name and logo printed in Fair brochure
- ◆ 40 fair passes

CHARGING TABLE-\$1500

- ◆ vinyl wraps on all 4 sides of the post and the table top.
- ◆ Logo on Fair Facebook
- ◆ Logo on Fair brochure map
- ◆ 30 fair passes



RECOGNITION BANNER- \$500

- ◆ Logo on the Fair Facebook
- ◆ Banner with logo placed in high traffic area upon the fairgrounds
- ◆ 20 fair passes

SHARED SPONSOR BANNER- \$100

- ◆ Multiple banners place on the fair grounds that will list all \$100 donors. NO logos will be used.

Custom packages can be designed



***Sponsorship refunds will be available
if the Fair is cancelled .***

For more information call or email

Shelby Montano

575-496-3044

sponsor@snmstatefairgrounds.net

Please return completed form and/or payment
to: PO Box 1145 Las Cruces, NM 88004

Rodeo Packages

VIDEO BOARD- \$2000

Only 3 Available!

- ◆ 15 Second commercial to play on big screen before rodeo starts (with SNMSF&R approval)
- ◆ Multiple announcer mentions of your partnership
- ◆ Logo on the live feed video board during each night of the rodeo
- ◆ 40 fair passes

INSTANT REPLAY- \$1500

- ◆ Your company's logo displayed and mentioned during replay
- ◆ Multiple announcer mentions of your partnership
- ◆ 30 fair passes

BUCKING CHUTES- \$1500

Only 6 Available!

- ◆ 2x8 banner on chute
- ◆ Recognition during chute events
- ◆ 30 fair passes

BOX SEAT- \$1500

Box seats not to exceed 10 seats per box. Number of seats allowed will be based on the current health orders issued by the State of New Mexico.

- ◆ Premium box seats for Thursday– Saturday performances
- ◆ 3x8 banner in covered arena
- ◆ 30 fair passes



EVENT- \$1000

- ◆ Recognition during your sponsorship event in all rodeo performances
- ◆ Flag presented before the event of your choice with your business name
- ◆ 3x8 banner in arena
- ◆ 20 fair passes

KISS CAM- \$500

- ◆ Your logo displayed and mentioned during kiss cam
- ◆ 15 fair passes

BANNER IN ARENA- \$500

- ◆ Banner in covered arena
- ◆ 10 fair passes



RODEO BUCKLE- \$200 Only 10 available!

All Around, Bull riding, saddle bronc riding, bareback bronc riding, Barrels, Breakaway Roping, steer wrestling, calf roping, and two team roping



2021 Sponsorship Opportunities

September 29th—October 3rd



Social Media Packages



Social Media Package - \$500

- ◆ Four Facebook posts through out the year to promote your business.
- ◆ Logo on Fair website

Social Media Package—\$1000

- ◆ Once a month Facebook post through out the year to promote your business.
- ◆ Logo on Fair website
- ◆ A broadcast at your business through a Facebook live post to inform the Fairs followers on what is new at your place of business.

