



2011 Davis County Fair Sponsorship Program

As the **largest event** in Davis County, the Davis County Fair is a great platform for local businesses to showcase their products. Through the fair, companies are able to reach a much broader audience than with traditional media. Businesses are able to create hands-on experiences and interactions for their customers.

The Davis County Fair started in 1929 and has been creating valuable **family and community** experiences ever since. The past six years have been incredibly successful, with each year being better than the last. 2010 was a banner year for the fair! Attendance reached 44,000 people and revenue growth was over 6%. We experienced our 8th straight sellout for the Demolition Derby, introduced Davis County to Bengal Tigers, and held our most successful PRCA Rodeo. As a result of our food drive, we were able to **raise 11,000 pounds of food** for the Family Connection Center of Davis County!

To produce the fair each year, we rely on sponsorship from businesses like yours. With your support we can provide **wholesome entertainment and educational opportunities** for the people of Davis County. We greatly appreciate these contributions, as does the community.

The Davis County Fair sponsorship program is **flexible** and strives to match sponsors with programs that will help them achieve their marketing objectives, and **fit their budget**. We have numerous opportunities available and can create customized programs for each sponsor.

The following pages have basic sponsor packages and demographics information. **Vendor booth applications** will be available at the end of January 2011 on www.davisfair.com. Please contact me if you would like more information about the fair, about vendor booths, or sponsorship opportunities.

We would love for your company to be part of our celebration of Davis County!

Megan Hatch

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Davis County Fair Coordinator

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2011 Davis County Fair Sponsor Opportunities:

Legacy Center Banner:

1. Year round display of Sponsor's 8' x 4' banner in the Legacy Center. Thousands of spectators and participants are exposed to this banner at events such as PRCA Rodeo, Legacy Horse Shows Series, Rad Canyon BMX, Salt City Arena Cross, AW4D Utah Regional Barrel Race, and Golden Spike Dog Club Obedience Show.

Price: \$500.00

Banner & Print Ads:

1. Year round display of Sponsor's 8' x 4' banner in the Legacy Center. Thousands of spectators and participants are exposed to this banner at events such as PRCA Rodeo, Legacy Horse Shows Series, Rad Canyon BMX, Salt City Arena Cross, AW4D Utah Regional Barrel Race, and Golden Spike Dog Club Obedience Show.
2. Logo placement in the Davis County Fair Brochure. Approximately 50,000 will be printed and mailed.

Package Value: \$1,000.00 - Price: \$700.00

Fairadise Bundle

1. Year round display of Sponsor's 8' x 4' banner in the Legacy Center. Thousands of spectators and participants are exposed to this banner at events such as PRCA Rodeo, Legacy Horse Shows Series, Rad Canyon BMX, Salt City Arena Cross, AW4D Utah Regional Barrel Race, and Golden Spike Dog Club Obedience Show.
2. Logo placement in the Davis County Fair Brochure. Approximately 50,000 will be printed and mailed.
3. Sponsor advertisement placed on the Davis County Fair Website from June 2011 through August 2011.
4. Sponsor granted right to have one 8' x 4' banner hung at the Main Entrance of the 2011 Davis County Fair.
5. Sponsor will receive three announcer plugs at each of the Davis County Fair's three ticketed events, Demolition Derby, and two nights of PRCA Rodeo.

Package Value: \$2,000 - Price: \$1,250.00

Other opportunities include: Sponsorships of the Davis County Fair Demolition Derby, PRCA Rodeo, PRCA Rodeo bucking chutes, entertainment, announcer plugs, banner placement in arenas or parking lot entrances, logo placement on tickets or t-shirts, and more!



2010 Fair Survey Results and Demographics Information

