

FAIR & RODEO

August 1-8, 2026

SPONSOR PACKET

presented by
 **Alpine Bank**
Member FDIC

RED, WHITE
AND BLUE -
A FAIR FOR YOU!



garfieldcountyfair.com/sponsorship

FAIR & RODEO

August 1-8, 2026



GRAND CHAMPION SPONSOR

\$15,000 - **SOLD**

Advertising benefits

- Exclusivity – only one Grand Champion sponsorship offered.
- Business name becomes part of the fair title: "The 2026 Garfield County Fair & Rodeo presented by (your company)".
- Banner on outdoor arena crow's nest (provided by sponsor).
- Banner over east entry to indoor arena (provided by sponsor).
- Name and logo in all print advertising.
- Unlimited banner/flag placement (space permitting) throughout fairgrounds during fair week (provided by sponsor).
- Flag carried in all grand entries by royalty on horseback. Flag provided by sponsor (if possible).
- Name on jumbotrons at concert (if available).
- Name listed on upper level sponsor banner near fair entrance.
- Mention by announcers at all main events.
- Logo on all fair web pages with a link to your website.
- Logo on the daily schedule.
- Name on fair & rodeo staff/volunteer t-shirts.
- Full back cover advertisement on fair book.
- Three individual social media posts for recognition of your support.

Fair benefits

- 15 invites to VIP Kickoff BBQ.
- 15 VIP concert passes.
- Two meet & greet concert artist passes (if available).
- Six general admission concert passes.
- 15 VIP PRCA Xtreme Bulls passes.
- Four general admission PRCA Xtreme Bulls passes.
- 15 VIP PRCA/WPRA ProRodeo passes.
- Six general admission PRCA/WPRA ProRodeo passes.
- 15 VIP demo derby passes.
- Six general admission Demo Derby passes.

Note: One child is admitted per adult VIP pass for all ticketed events, with exception to the concert. See VIP limitations on page 10.

Deadline May 29

All sponsorship payments are required by Friday, May 29, 2026, to receive full sponsorship benefits. Sponsorships may still be purchased after May 29, but those sponsors will not be included on any printed items with deadlines, such as the Garfield County Fair Book, posters, T-shirts and other printed promotions.

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OFFICIAL FREE STAGE SPONSOR

\$10,000 - **SOLD**

Advertising benefits

- Seven banners (provided by sponsor):
 - One outdoor arena chute gate banner.
 - Two in outdoor arena.
 - One on the outside fence.
 - One on the inside panels.
 - One in premium location.
- Two feather flags (provided by sponsor) along Railroad Avenue or the entrance.
- Name on jumbotrons at concert (if available).
- Name listed on upper level sponsor banner near fair entrance.
- Name and logo in all print advertising after sign on.
- Mention by announcers at all main events.
- Logo on all fair web pages with a link to your website.
- Name on daily schedules.
- Name on fair & rodeo staff/volunteer t-shirts.
- Full page advertisement in the fair book.
- Two social media posts for recognition of your support (one group, one individual)

Fair benefits

- Ten invites to VIP Kickoff BBQ.
- Ten VIP concert passes.
- Four general admission concert passes.
- Ten VIP PRCA Xtreme Bulls passes.
- Four general admission PRCA Xtreme Bulls passes.
- Ten VIP PRCA/WPRA ProRodeo passes
- Four general admission PRCA/WPRA ProRodeo passes.
- Ten VIP demo derby passes.
- Four general admission Demo Derby passes.

Note: One child is admitted per adult VIP pass for all ticketed events, with exception to the concert. See VIP limitations on page 10.

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OFFICIAL VEHICLE RESERVE GRAND CHAMPION SPONSOR

\$8,000 - SOLD

Advertising benefits

- Seven banners (provided by sponsor):
 - One outdoor arena chute gate banner.
 - Two in outdoor arena.
 - One on the outside fence.
 - One on the inside panels.
 - "Official Vehicle of the Fair" at fair entrance.
 - One in premium location.
- Two feather flags (provided by sponsor) along Railroad Avenue or the entrance.
- Name on jumbotrons at concert (if available).
- Name listed on upper level sponsor banner near fair entrance.
- Place up to four vehicles on the grounds during the fair.
- Name and logo in all print advertising after sign on.
- Mention by announcers at all main events.
- Logo on all fair web pages with a link to your website.
- Name on daily schedules.
- Name on fair & rodeo staff/volunteer t-shirts.
- Full page advertisement in the fair book.
- Two social media posts for recognition of your support (one group, one individual)

Fair benefits

- Eight invites to VIP Kickoff BBQ.
- Eight VIP concert passes.
- Two meet & greet concert artist passes (if available).
- Two general admission concert passes.
- Eight VIP PRCA Xtreme Bulls passes.
- Two general admission PRCA Xtreme Bulls passes.
- Eight VIP PRCA/WPRA ProRodeo passes.
- Two general admission PRCA/WPRA ProRodeo passes.
- Eight VIP demo derby passes.
- Two general admission Demo Derby passes.

Note: One child is admitted per adult VIP pass for all ticketed events, with exception to the concert. See VIP limitations on page 10.

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RESERVE GRAND CHAMPION SPONSOR

\$7,500

Advertising benefits

- Six banners (provided by sponsor):
 - One outdoor arena chute gate banner.
 - Two in outdoor arena.
 - One on the outside fence.
 - One on the inside panels
 - One in premium location.
- Two feather flags (provided by sponsor) along Railroad Avenue or the entrance.
- Name on jumbotrons at concert (if available).
- Name listed on upper level sponsor banner near fair entrance.
- Name and logo in all print advertising after sign on.
- Mention by announcers at all main events.
- Logo on all fair web pages with a link to your website.
- Name on daily schedules.
- Name on fair & rodeo staff/volunteer t-shirts.
- Full page advertisement in the fair book.
- Two social media posts for recognition of your support (one group, one individual)

Fair benefits

- Eight invites to VIP Kickoff BBQ.
- Eight VIP concert passes.
- Two meet & greet concert artist passes (if available).
- Two general admission concert passes.
- Eight VIP PRCA Xtreme Bulls passes.
- Two general admission PRCA Xtreme Bulls passes.
- Eight VIP PRCA/WPRA ProRodeo passes.
- Two general admission PRCA/WPRA ProRodeo passes.
- Eight VIP demo derby passes.
- Two general admission Demo Derby passes.

Note: One child is admitted per adult VIP pass for all ticketed events, with exception to the concert. See VIP limitations on page 10.

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GOLD BUCKLE SPONSOR

\$5,000

Advertising benefits

- Four banners (provided by sponsor):
 - Two in outdoor arena.
 - One on the outside fence.
 - One on the inside panels
- Name listed in Gold Buckle sponsor group on jumbotrons at concert (if available).
- Name listed on upper level sponsor banner near fair entrance.
- Name on multiple fair web pages with a link to your website.
- Name on daily schedules.
- Name on fair & rodeo staff/volunteer t-shirts.
- 1/2 page advertisement in the fair book.
- Two social media posts for recognition of your support (one group, one individual)

Fair benefits

- Six invites to VIP Kickoff BBQ.
- Six VIP concert passes.
- Two general admission concert passes.
- Six VIP PRCA Xtreme Bulls passes.
- Two general admission PRCA Xtreme Bulls passes.
- Six VIP PRCA/WPRA ProRodeo passes
- Two general admission PRCA/WPRA ProRodeo passes.
- Six VIP demo derby passes.
- Two general admission Demo Derby passes.

Note: One child is admitted per adult VIP pass for all ticketed events, with exception to the concert. See VIP limitations on page 10.

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SILVER BUCKLE SPONSOR

\$2,500

Advertising benefits

- Three banners (provided by sponsor):
 - One in outdoor arena.
 - One on the outside fence.
 - One on the inside panels
- Name on sponsor web page with a link to your website.
- Name on daily schedules.
- Name on fair & rodeo staff/volunteer t-shirts.
- 1/2 page advertisement in the fair book.
- One group social media post for recognition of your support

Fair benefits

- Four invites to VIP Kickoff BBQ.
- Two VIP concert passes.
- Two VIP PRCA Xtreme Bulls passes.
- Two general admission PRCA Xtreme Bulls passes.
- Two VIP PRCA/WPRA ProRodeo passes
- Two general admission PRCA/WPRA ProRodeo passes.
- Two VIP demo derby passes.
- Two general admission Demo Derby passes.

Note: One child is admitted per adult VIP pass for all ticketed events, with exception to the concert. See VIP limitations on page 10.

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BLUE RIBBON SPONSOR

\$1,500

Advertising benefits

- Two banners (provided by sponsor):
 - One outdoor arena banner placement.
 - One banner displayed at location of activity or exhibit area.
- Name on sponsor web page with a link to your website.
- Name on daily schedules.
- 1/4 page advertisement in the fair book.
- One group social media post for recognition of your support

Fair benefits

- Two invites to VIP Kickoff BBQ.
- Two Premiere concert passes.
- Two VIP PRCA Xtreme Bulls passes
- Two general admission PRCA Xtreme Bulls passes.
- Two VIP PRCA/WPRA ProRodeo passes
- Two general admission PRCA/WPRA ProRodeo passes.
- Two general admission Demo Derby passes.

Note: One child is admitted per adult VIP pass for all ticketed events, with exception to the concert. See VIP limitations on page 10.

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RED RIBBON SPONSOR

\$1,000

Advertising benefits

- One outdoor arena banner placement (provided by sponsor).
- Name on sponsor web page with a link to your website.
- 1/4 page advertisement in the fair book.
- One group social media post for recognition of your support

Fair benefits

- Two invites to VIP Kickoff BBQ.
- Two general admission concert passes.
- Two VIP PRCA Xtreme Bulls passes.
- Two VIP PRCA/WPRA ProRodeo passes.
- Two general admission Demo Derby passes.

Note: One child is admitted per adult VIP pass for all ticketed events, with exception to the concert. See VIP limitations on page 10.

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WHITE RIBBON SPONSOR

\$500

Advertising benefits

- One outdoor arena banner placement (provided by sponsor).
- Name on sponsor web page with a link to your website.
- 1/8 page advertisement in the fair book.
- One group social media post for all sponsors at this level.

Fair benefits

- Two invites to VIP Kickoff BBQ.
- Two general admission concert passes.
- Two general admission PRCA Xtreme Bulls passes.
- Two general admission PRCA/WPRA ProRodeo passes.

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VIP area limitations

- 1) Sponsorships include one child VIP ticket. Only one child is permitted with the VIP ticketed adult – with the exception of the Friday night concert. Children 16 years of age and older will need their own purchased tickets on concert night.
- 2) A VIP ticket is required for all guests 16 and under for ticketed events, such as PRCA ProRodeo, Xtreme Bulls and demo derby. Children must be under supervision of parents.
- 3) For the Friday night concert, no one under 16 years of age, including infants and toddlers, is allowed in the VIP area/tent.
- 4) No additional VIP tickets may be purchased, except for the concert.

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Banners

Banners for Reserve Grand Champion sponsors and above shall measure no larger than 10'x6' and must be oriented horizontally.

For Gold Buckle Sponsors and below, banners for the outdoor arena and fences shall measure 2'x4' and be oriented horizontally.

Fair book advertising

The Garfield County Fair & Rodeo book is 8.5" x 5.5" and printed on higher quality paper providing better print quality for your ad. The fair book is available for free to any person who wants one, while supplies last. The fair book is a great way for your business to reach the citizens of Garfield County and beyond!

Program advertising

Full page ad 5" x 8"	\$750
Half page ad 5" x 3.94"	\$450
Quarter page ad 5" x 1.91"	\$350
Eighth page ad 2.4375" x 1.91"	\$250

Preferred file types: .ai, .eps, high resolution .pdf. All files should be CMYK. All black should be set at 100 percent.

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Full page ad
5" x 8"
\$750

1/8 page ad
2.44" x 1.91"
\$250

1/4 page ad
5" x 1.91"
\$350

1/2 page ad
5" x 3.94"
\$450

GARFIELD COUNTY FAIR

2026 Ad Rates and Sizes



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THANK YOU TO
OUR SPONSORS!



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