
The 2024 Colusa County Fair

“Star Spangled Summer”

SPONSORSHIP PACKET



44th District Agricultural Association
Colusa County Fairgrounds

1303 10th Street
Colusa, CA 95932

Ph. (530) 458.2641
www.colusafairgrounds.com

Introduction

Dear friend of the Colusa County Fair,

Thanks to our sponsors and community involvement, together we had an extremely successful Fair in 2023. We are already excitedly planning, and readying the Colusa County Fairgrounds for the 2024 Fair season. We are currently contacting potential entertainment and exhibits for the 2024 Fair and hope to put together the most exciting Fair Colusa County has ever experienced. This will not be possible without the continued support of our dedicated sponsors, and the participation of new sponsors.

Our sponsorship program contains a unique mix of marketing opportunities such as website promotion, print in local papers and on all event posters, social media exposure through the Fair Facebook page, exhibit, promotional, and on-site opportunities. Perhaps most importantly, the Colusa County Fair is one of the most family orientated fairs in the state, providing an excellent opportunity to show your company's support for community and youth centered events. With many opportunities to choose from, we have created a list that is adaptable to fit any budget; and we are more than willing to work with you to create a custom package tailored to meet your needs, budget, and requests.

Enclosed is a sponsorship packet for our 84th Annual Colusa County Fair. We encourage you to review and select one of the packages, and sign and return the form on the last page to our office.

If for any reason you do not find a package that is a fit for you or your business, please contact us and we will happily work with you to put together a custom package tailored to match your needs. Thank you for your time and consideration, if you have any questions, please feel free to contact me directly at 530-458-2641 ext. 101.

Sincerely,

Laura Ford

Laura Ford, CEO
530-458-2641 ext. 101
laura@colusacountyfair.com
1303 10th St. Colusa, Ca 95932

Exhibit Award Sponsorships

\$40.00 Minimum Donation

The heart and soul of any county fair is the participation of the residents of the county. From agriculture, livestock, floriculture, and home arts to photography and fine arts, there is a category for any interest or hobby. Hundreds of awards are bestowed annually in categories such as fine arts, crafts, livestock and agriculture. A blue ribbon, a shiny trophy – these are what motivate our participants to enter the Colusa County Fair year after year. That motivation allows you to see the best our county has to offer and where we need sponsorships to cover costs. Sponsorships can be for any amount \$40.00 and over. Sponsors can choose which category they would like their donation applied to.

Livestock Arena Sponsors

\$500 Sponsorship – Multiple Available

- Arena Fence Line Banners visible during livestock show week.
- Sponsor is allowed to place 1 (one) 3'x5' banner.
- Sponsor name/logo will be included in social media posts and on Fair website
- Announcements will be made showcasing the sponsor

Kids Area Stage

\$500 Sponsorship – Multiple Available

- Kids Area is named after Company for the entire Fair and will be recognized as a sponsor during all events that take place in that area
- Sponsor is allowed to place a 3'x10' banner in that area.
- Sponsor name/logo will be included in social media posts and on Fair website
- Announcements will be made showcasing the sponsor

Etchepare Garden Stage

\$500 Sponsorship – Multiple Available

- Stage is named after Company for the entire Fair and will be recognized as a sponsor during all events that take place on that stage
 - Sponsor is allowed to place up to a 4'x6' banner on the stage.
 - Sponsor name/logo will be included in social media posts and on Fair website
 - Announcements will be made showcasing the sponsor
-

Festival Stage Sponsor

\$500 Sponsorship Exclusive

- Stage is named after the individual/company for the duration of the Fair and will be recognized as the official sponsor during all events that take place on that stage.
- Sponsor is allowed to place up to a 5'x8' banner on the stage.
- Sponsor name/logo will be listed in social media posts and on Fair website
- Announcements will be made showcasing the sponsor.

Sun Valley Rice Main Stage

\$2,500 Sponsorship Exclusive

- Stage is named after the individual/company for the duration of the Fair and will be recognized as a sponsor during all events that take place on that stage.
- 10 Season Pass credentials for Fair
- Sponsor is allowed to place up to a 10'x10' or 3'x10' banner in stage area.
- Sponsor name/logo will be listed on the Fair website and social media posts.
- Announcements will be made showcasing the sponsor

Midway Banners

\$2,000

- Midway Banners are prime real estate for advertising. Banners are placed on poles in high traffic areas and will be seen repeatedly by every attendee. There are 25 poles on the grounds, which gives Sponsor 25 double sided banners (management will provide sign size) (production costs and creation are responsibility of sponsor)



Pageant Stage Sponsors

\$750 Sponsorship- Multiple Available

- Stage is named after the individual/company for the duration of the Fair and will be recognized as a sponsor during all events that take place on that stage.
- Sponsor is allowed to place a 3'x10' banner in stage area.
- Sponsor name/logo will be listed on the Fair website and social media posts.
- Announcements will be made showcasing the sponsor

Bronze Sponsor

\$500

- Company Logo on all Fair promo's including print, social media posts, and website
- 2 Season Pass Credentials for Fair

Silver Sponsor

\$1,000

- Company Logo on all Fair promo's including print, social media posts, and website
- 1 company banner, 4'x6', placed at discretion of Fair Management.
- 4 Season Pass Credentials

Gold Sponsor

\$2,500

- Company Logo on all Fair promo's including print, social media posts, and website
- Logo showcased on the sponsor's page of fair website
- (1) up to 8'x10' Banner at North Gate.
- 10 Season Pass credentials for Fair
- Sponsor will receive a 10'x10' booth space during the duration of the Fair week. (location to be determined upon mutual agreement)

Platinum Sponsor

\$5,000

- Company logo on all Fair promo's including print, social media posts and website
 - Entry Gate Banners – Your company name and logo will be featured on two 3' x 10' banners that will hang at the main and north entry gates.
 - Logo on the sponsor's page and schedule of events on the Fair website
 - Participation in competition judging and contest concepts
 - 20 Season Pass Credentials for Fair
 - Voice of the fair announcements
 - 10'x20' booth space in prominent fair location, location to be determined upon mutual agreement between Fair Management and Sponsor
-

Destruction Derby Sponsorships

Sunday Only

\$250 Bleacher Banners

- Behind the bleachers facing food court
- Sponsor is allowed to place 1 (one) 4'x6' banner.

\$500 Arena Fence Line Banners

- Arena Fence Line Banners visible to Derby patrons
- Sponsor is allowed to place 1 (one) 4'x8' banner.
- Announcements will be made showcasing the sponsor

\$3,000 VIP Bleacher

- Bleacher seats 75 guests (Fair Admission is not included). Fair provides "Reserved Seating" Signage
- Sponsor may display 1 (one) banner (not to exceed 10'x10').
- Sponsor name/logo will be listed on the Fair website and social media posts.
- Announcements will be made showcasing the sponsor

Multiple Class Sponsors from \$500 to \$10,000

\$30,000 Purse (Total Driver Payouts)

- Sponsor name/logo on all Derby related Social Media Posts
- Sponsor name/logo listed on Fair Sponsor webpage
- Announcements during Derby Awards Presentation
- Derby Tickets distributed to Sponsor based on Sponsor amount:
 - o Bash Class:
 - 1st Place \$5,000 – 20 Single Day Fair Pass Credentials
 - 2nd Place \$1,000 – 4 Single Day Fair Pass Credentials
 - 3rd Place \$500 – 2 Single Day Fair Pass Credentials
 - o Stock Class:
 - 1st Place \$2,500 – 10 Single Day Fair Pass Credentials
 - 2nd Place \$1,000 – 4 Single Day Fair Pass Credentials
 - o Truck Class:
 - 1st Place \$10,000 – 40 Single Day Fair Pass Credentials
 - 2nd Place \$4,000 – 16 Single Day Fair Pass Credentials
 - 3rd Place \$2,000 – 8 Single Day Fair Pass Credentials
 - 4th Place \$1,000 – 4 Single Day Fair Pass Credentials
 - Most Aggressive Driver \$3,000 – 12 Single Day Fair Pass Credentials

\$5,000 Presenting Sponsor

- Company logo on all Fair promo's including print, social media posts and website
- Entry Gate Banners – Your company name and logo will be featured on two 3' x 10' banners that will hang at the main and north entry gates. Logo on the sponsor's page and schedule of events on the Fair website
- Participation in competition judging and contest concepts
- 20 Season Pass Credentials for Fair
- Voice of the fair announcements
- 10'x20' booth space in prominent fair location, location to be determined upon mutual agreement between Fair Management and Sponsor

Combine Derby Sponsorships **Saturday Only**

\$3,000 VIP Bleacher

- Bleacher seats 75 guests (Fair Admission is not included). Fair provides "Reserved Seating" Signage
- Sponsor may display 1 (one) banner (not to exceed 10'x10').

\$5,000 Presenting Sponsor

- Company logo on all Fair promo's including print, social media posts and website
 - Entry Gate Banners – Your company name and logo will be featured on two 3' x 10' banners (sponsor to provide) that will hang at the main and north entry gates. Logo on the sponsor's page and schedule of events on the Fair website
 - Participation in competition judging and contest concepts
 - 20 Season Pass Credentials for Fair
 - Voice of the fair announcements
 - 10'x20' booth space in prominent fair location, location to be determined upon mutual agreement between Fair Management and Sponsor
-

Potential Exciting Attractions for 2024

Great entertainment and attractions are what makes our annual fair exciting and memorable. The following attractions are **not yet booked** for the 2024 Colusa County Fair, but are available! With your sponsorship, together, we can make this year's fair an incredible experience for our county. With each attraction sponsorship you will receive banners at and around the attraction, voice of the fair announcements, advertisement of the event, sponsorship recognition on Fair website.

WIENER DOG RACES

Dachshunds race a course that's just their size to be the First Place Wiener err- Winner!



WIENER DOG RACES





Jeremy the Juggler

Jeremy the Juggler Magician and Clown -- My performance is comedy juggling, unicycling, origami and other variety acts. For kids my acts are silly and get the kids giggling and involved in the show. For fairs and adult audiences my acts are usually roving - short shows from spot to spot.



Lanky the Clown

Lanky has the most energetic and colorful ground entertainment for your event. Over 30 years of clowning experience and a large variety of services make this company a source of comedy entertainment for your fair, festival, corporate event, and other amusement venues. Our characters have traveled the world to bring smiles and laughter to over 10 different countries.



JACK SPARERIBS



Jack Spareribs

- Magic
 - Juggling
 - Ventriloquism
 - Comedy
 - Puppets
 - Audience Involvement
 - Attractions: Pirate Shipwreck
-

**Thank you for your time, and we look forward to
creating a partnership with you.**

Colusa County Fair

CONTACT NAME: _____

BUSINESS NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (____) _____ E-MAIL: _____

CHOSEN SPONSORSHIP(S)

EVENT NAME: _____ 2024 Colusa County Fair _____

I/we pledge a total of \$ _____ to be paid

Please make check/s payable to: 44th DAA/ Colusa County Fair

I/we pledge to sponsor the following: _____

ADDITIONAL INFORMATION/OTHER SPONSORSHIP OR DONATION: _____

AUTHORIZED PRINTED NAME: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

THANK YOU FOR YOUR SUPPORT!

**PLEASE RETURN THIS FORM WITH PAYMENT TO
THE COLUSA COUNTY FAIRGROUNDS OFFICE:**

Attn: 2024 Fair Sponsorship
Colusa County Fair
1303 10th Street, Colusa, CA 95932

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530-458-2641

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