

## GENERAL SPONSORSHIP

\$2,000 ~ \$2,999

- Company banner displayed in Show Arena all week;
- Company logo displayed on the Junior Livestock Sale website and the website of the online sale platform;
- Company logo in the Sale Program;
- Sponsorship announcements during the Sale;
- Two complimentary Season Passes good for general admission to the Fair;
- Two complimentary tickets to one featured evening events at the Fair;
- Two complimentary Sale Day BBQ tickets.

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## BUYER CAPS

\$1,500

- Buyers that purchase animals receive a complimentary cap with the Sale year and logo on the front and the logo for the cap sponsor on the back side of the cap. The caps can be purchased in the colors of the sponsoring company;
- Company banner displayed in Show Arena all week;
- Company logo in the Sale Program;
- Sponsorship announcements during the Sale;
- Two complimentary Season Passes good for general admission to the Fair;
- Two complimentary tickets to one featured evening events at the Fair;
- Two complimentary Sale Day BBQ tickets.

## GENERAL SPONSORSHIP

\$1,500 ~ \$1,999

- Company banner in Show Arena all week;
- Company logo displayed on the Junior Livestock Sale website;
- Company logo in the Sale Program;
- Two complimentary Season Passes good for general admission to the Fair;
- Two complimentary tickets to one featured evening events at the Fair;
- Two complimentary Sale Day BBQ tickets.

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## GENERAL SPONSORSHIP

\$1,000 ~ \$1,499

- Company name listed on general list of sponsors in the Show Arena;
- Company logo displayed on the Junior Livestock Sale website;
- Company logo in the Sale Program;
- Sponsorship announcements during the Sale;
- Two complimentary Season Passes good for general admission to the Fair;
- Two complimentary Sale Day BBQ tickets.

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## GENERAL SPONSORSHIP

\$250 ~ \$999

- Company name listed on general list of sponsors in the Show Arena;
- Company logo displayed on the Junior Livestock Sale website;
- Company logo in the Sale Program;
- Sponsorship announcements during the Sale;
- Two complimentary Sale Day Passes;
- Two complimentary Sale Day BBQ tickets.



# JUNIOR LIVESTOCK SALE SPONSORSHIP OPPORTUNITIES

FOR MORE INFO CONTACT:

Patty Woodard, Manager  
epcojrlivestocksalecommittee@gmail.com

Ph: (719) 439-2010

## ABOUT US:

The El Paso County Fair Association (Association) was formed and registered in August 1929 for the purpose of managing the local Fair. In 1977, the Association was granted **501(c)(3) exemption status**.

The Association continued to play various supporting roles after the El Paso County government took over operation of the El Paso County Fairgrounds in the 1990s.

One of the primary roles today is supporting 4-H and FFA youth development and facilitating the Junior Livestock Sale. Furthermore, the Association provides scholarships opportunities for the youth exhibitors.

Sponsorships are utilized to offset the cost of administrating the Junior Livestock Sale, which allows the commissions assessed to exhibitors on sale animals to be set as low as possible.

## TITLE SPONSORSHIP OPPORTUNITIES

(Sponsorships can be split in half)

### PHOTOGRAPHER SPONSORSHIP

\$5,000

- Company logo displayed on all digital backdrop and candid photographs taken by the official show photographer and available for download by the exhibitors;

- Company banners displayed throughout the week of County Fair in the Show Arena;
- Company logo displayed on the Junior Livestock Sale website and the website of the online sale platform;
- Company logo in the Sale Program;
- Sponsorship announcements during the Sale;
- Two complimentary Golden Ticket Fair Passes good for admission to the Fair each day, PLUS admission to all Grandstand events;
- Two complimentary Sale Day BBQ tickets.

### BBQ SPONSORSHIP

\$5,000

- Sponsor of the BBQ luncheon provided the day of the Sale for the registered Sale buyers;
- Sale Committee will contract the BBQ vendor to provide the meal;
- Company banners would be displayed throughout the week of in the Show Arena and on Sale Day at the BBQ;
- Company logo displayed on the Junior Livestock Sale website and the website of the online sale platform;
- Company logo on the guest napkins;
- Company logo in the Sale Program;
- Sponsorship announcements during the Sale;
- Two complimentary Golden Ticket Fair Passes good for admission to the Fair each day, PLUS admission to all Grandstand events.
- Two complimentary Sale Day BBQ tickets.

### ONLINE SALE SPONSORSHIP

\$5,000

- Company banners would be displayed throughout the week of County Fair in the Show Arena;
- Company logo displayed on the Junior Livestock Sale website and the website of the online sale platform;
- Company logo in the Sale Program;
- Sponsorship announcements during the Sale;
- Two complimentary Golden Ticket Fair Passes good for admission to the Fair each day, PLUS admission to all Grandstand events.
- Two complimentary Sale Day BBQ tickets.

### SALE WATCH PARTY SPONSORSHIP

\$5,000

- Company banners would be displayed throughout the week of County Fair in the Show Arena;
- Company logo displayed on the Junior Livestock Sale website and the website of the online sale platform;
- Company logo in the Sale Program;
- Sponsorship announcements during the Sale;
- Two complimentary Golden Ticket Fair Passes good for admission to the Fair every day, PLUS admission to all Grandstand events;
- Two complimentary Sale Day BBQ tickets.