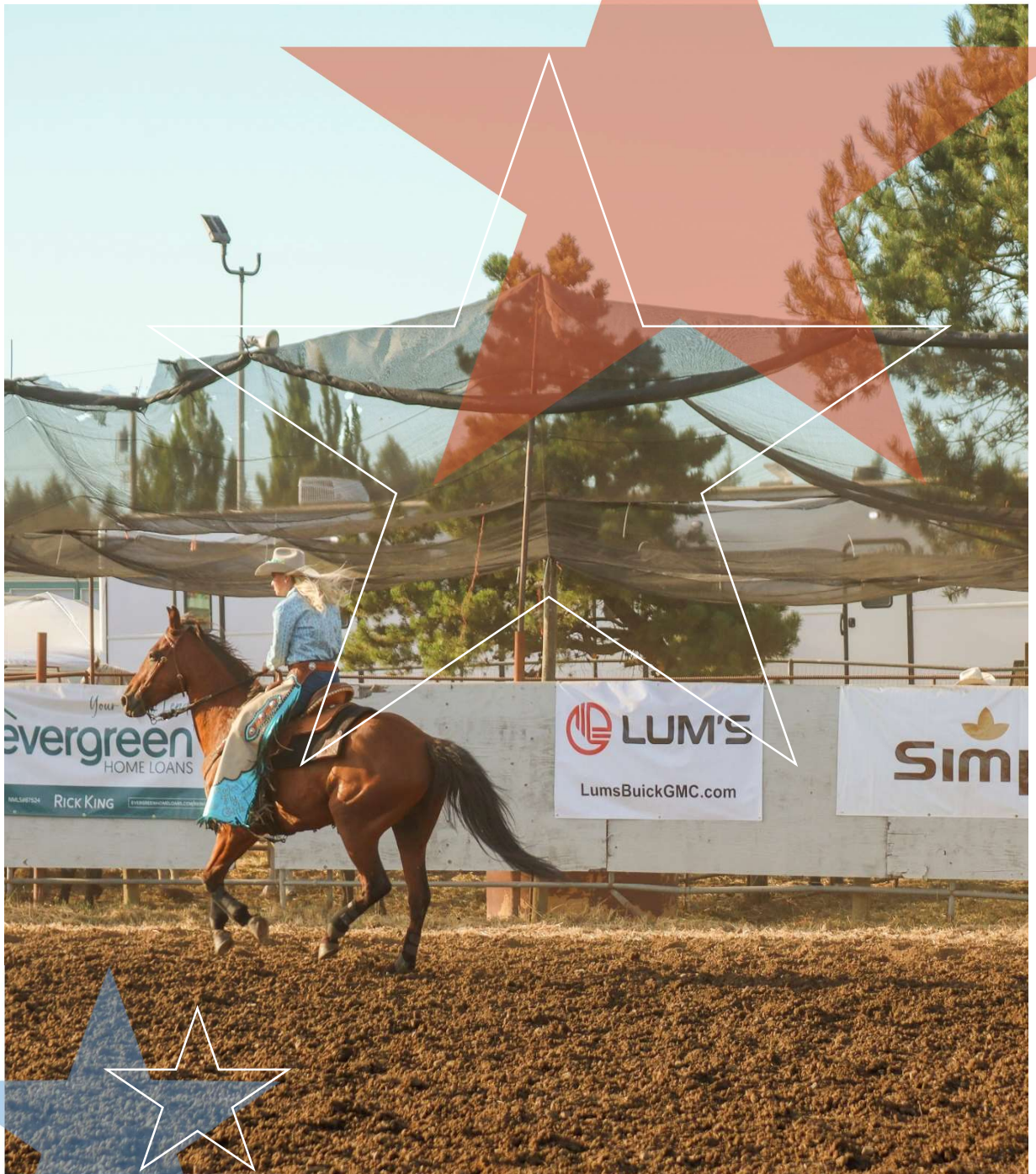


YAMHILL COUNTY FAIR & RODEO



FAIR SPONSORSHIP GUIDE

“Oregon’s Oldest Fair”



OUR HISTORY

THE YAMHILL COUNTY FAIR THROUGHOUT THE YEARS

The first Fair in Yamhill County was held October 7, 1854, in Lafayette, Oregon. Community members gathered to display canned fruit, flowers such as sweet peas, jelly sweet corn, popcorn, bread, mechanical toys, aprons, machine made dresses, pieces of furniture, bird houses, China paintings, tating, dogs, hogs, sheep and other livestock.

The 1937 Fair was held at the Armory in McMinnville, which is currently the location of the McMinnville Community Center. Livestock were penned and tied in the street between the County Courthouse and the Armory. The 1937 Fair included various booths from farm organizations and the livestock and poultry were exhibited by the youth in 4-H clubs and FFA Chapters.

In 1947, the fair took up residence at its current grounds and has remained the host of the annual Yamhill County Fair and Rodeo ever since. In 1963 the Delashmutt Arena was built, and it continues to serve as the main indoor riding arena today.



YAMHILL COUNTY FAIR, 1955

OUR FAIR TODAY

SERVING THE YAMHILL COUNTY COMMUNITY SINCE 1854

Today, our fairgrounds offer a wide variety of opportunities for community members to gather, even outside of our annual fair. Year round our Event Center facilities hold different horse shows, rodeos, team penning, trade shows, meetings, banquets, and receptions for groups and individuals.

The Yamhill County Fair and Rodeo always opens the Wednesday before the first Saturday of August and runs four full days. With your paid admission you can enjoy the Fair, Rodeo events and the entertainment. We provide four nights of big-name entertainment, three nights of rodeo and one night of demolition derby.

Our Fair attendance has reached over **40,000** and is growing each year. We hope to showcase the same values from 1854 and keep community and connection alive!



YAMHILL COUNTY FAIR, 2022



INVEST IN YOUR COMMUNITY

The Yamhill County Fair has played a large role in community engagement for over a century, and every year brings a bigger crowd. Whether they are regular visitors or stepping foot onto our grounds for the first time, we want our patrons to know our purpose and mission. Every year, we work hard to create an environment that is safe, welcoming, and enjoyable for the whole family - WE INVITE YOU TO JOIN US!

PROSPECTIVE MARKETING OPPORTUNITIES

We market to our yearly attendance and promote the Yamhill County Fair and its partners through a variety of media. The following are only a few of the numerous different promotional strategies:

- Fair Display banners
- Radio marketing & advertisements
- Print media (newspaper, exhibitor handbooks, tri-fold promos, flyers, posters)
- Our NEW and improved fair & event center website
- Other online sources: Chamber of Commerce website, community calendars, ect.
- Social Media (Facebook, Instagram, Twitter)

YOU ARE MORE THAN JUST A BRAND

The advantages of sponsoring The Yamhill County Fair extend far beyond brand recognition in that your contributions significantly benefit others. Your association with us will provide you the chance to:

- show your support for the talented local artists, musicians, merchants, youth exhibitors, and other members of the community whose work will be featured throughout the week
- become recognized as an individual or business that is passionate about Yamhill County community
- enable the continuance of youth development by maintaining a flourishing fair, allowing exhibitors to showcase their hard earned projects
- improve community engagement and allow for individuals to participate in hands-on learning experiences
- create new opportunities for economic development and diversification to enhance our economy

LEARN MORE ABOUT WHAT WE OFFER

We understand that choosing where to invest is not always an easy decision, and with so many opportunities at our fair – we don't want you to feel overwhelmed! Before you look through our sponsor packet, below we have broken down some of our most reoccurring sponsorship opportunities. With this we hope you can grasp a deeper understanding as to how we can fit your needs in selecting the best option for YOU.

GENERAL ADMISSION PASSES

With General Admission, you will be able to experience all aspects of our fair, including our rodeo events and concerts! Each GA pass admits one, and is only valid the day it is redeemed – however, you are welcome to re-enter as long as you get your hand stamped when you leave

HERITAGE CLUB (VIP) PASSES

This space is all about YOU! The Heritage Club – previously known as the VIP area – is a space reserved *only* for our sponsors. Enjoy complimentary snacks and refreshments, front-stage view for every concert, and access to an exclusive beer garden. Each Heritage Club Pass admits ONE, however the pass is good for the week – so hold onto it and join us all four nights of fair ***this pass does not include fair admission, general admission is sold separately and will be required for fair admittance**

RESERVED RODEO SEATING

This is the FIRST year we have offered reserved rodeo seating – but it is *very* limited. Every year our grandstands fill up FAST, but we wanted to treat our sponsors to a special view! These seats are **only** available to Grand Champion sponsors, Rodeo Arena sponsors and Heritage Buckle Club members

YEAR-ROUND BANNER

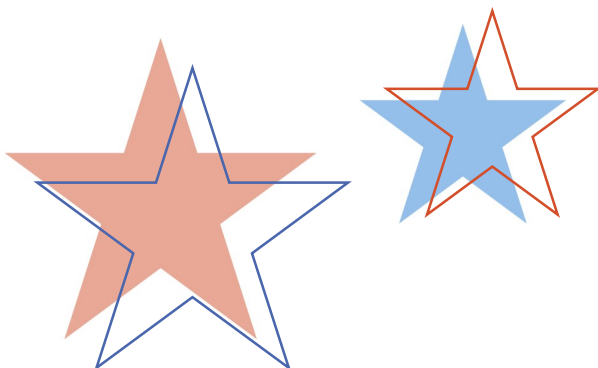
When we aren't in the heart of fair season, our fairgrounds serve as an event center for many occasions. The Delashmutt Indoor Arena sees over 30,000 people a year, in addition to our fair week visitors. We want to advertise your business all year long and give you a banner spot where patrons will see it every day

10X10' EXHIBITOR BOOTH

You will find that some of our packages offer a complimentary 10x10' exhibitor booth. This gives you the opportunity to interact face to face with community members and potential customers every day and all day during fair . This opportunity is optional on all packages where it is offered

THROW YOUR MERCHANDISE

YEP – you read that right! With certain partner packages, you will get the opportunity to either kick off our concert or rodeo event of the night with YOUR brand





GRAND CHAMPION (\$5,000) – 4 AVAILABLE

Presenting sponsor of a selected fair day and its concert, front-row concert seating, opportunity to throw merchandise before concert, general admission and heritage club passes, complimentary 10x10 exhibitor booth, 5 fair display banners and additional presenting sponsor banners, ticket booth banners for presenting day, 1 banner hung year-round, use of logo on website, large presence on all marketing materials

CHAMPION (\$3,000) – 4 AVAILABLE

Presenting sponsor of a selected Cascade Rodeo Arena Event (rodeos or demolition derby), reserved arena seating, opportunity to throw merchandise before rodeo, complimentary 10x10' exhibitor booth, daily general admission and heritage club passes, 3 fair display banners and additional presenting sponsor rodeo arena banners, 1 banner hung year-round sizable marketing presence on all materials, use of logo on website

BLUE RIBBON (\$2,000)

Adopt an event or building during fair, sizable amount of general admission passes, daily heritage club passes, complimentary exhibitor 10x10' booth, 2 fair display banners and additional sponsor banners in adopted areas, 1 banner hung year-round, marketing presence on all materials, use of logo on website

RED RIBBON (\$1,200) – 10 AVAILABLE

1 banner hung year-round, 2 additional fair display banners, daily general admission and heritage club passes, presence on all marketing materials, use of logo on website

WHITE RIBBON (\$500)

1 fair display banner, daily general admission and heritage club passes, presence on all marketing materials, use of logo on website

BEST IN SHOW (\$100)

Daily general admission passes, presence on marketing materials, use of logo on website, recognition on *Best in Show* sponsor banner

Heritage Buckle Club - \$500

ONLY 50 SPOTS AVAILABLE

Throughout the week of fair, the Heritage Building serves as an exclusive area for our Sponsors and VIP Guests. This year, we are offering this experience to YOU, and we think you're going to like what's in store! Join the exclusive Heritage Buckle Club and receive the following perks:

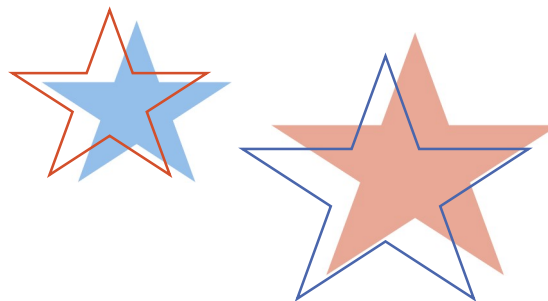
- ★ Receive **1** limited edition "Yamhill County Fair & Rodeo Heritage Club" custom belt buckle
- ★ Receive **8** General Admission Passes (redeemable any day of fair)
- ★ Receive **2** Cascade Rodeo Arena passes, good for a selection from a reserved seating section each night (Demolition Derby included)
- ★ **5** Heritage Club passes – Exclusive VIP Beer Garden, reserved seating for nightly concerts, complimentary food and soft drinks
- ★ Name listed on the 'Heritage Club' members board

GRAND CHAMPION

As a Grand Champion Sponsor, you have the opportunity to showcase your love for the community through a variety of opportunities before, during, and even after the week of the fair. Serve as a staple partner of the Yamhill County Fair & Rodeo to our 40,000 patrons. You will be recognized on all marketing materials, participate in fair week events, build your brand and much more!

Grand Champion Sponsorship - \$5,000

- ★ Serve as a presenting day sponsor, which includes day of concert sponsorship (you choose the night)
- ★ Receive **50** General Admission Passes (redeemable any day of fair) and an additional **50** presenting day General Admission Passes (redeemable on sponsored day)
- ★ Receive an exclusive front row seating area for up to **50** guests for your presenting day concert
- ★ Receive **30** Heritage Club (VIP) Passes (admits 1 person per ticket) which allows access to premium concert viewing, complementary food and refreshments, and an exclusive beer garden all week long
- ★ Receive **2** passes for nightly reserved rodeo arena seating
- ★ Up to **3** ticket booth banners to be displayed on presenting day (you provide 3x5')
- ★ Up to **5** banners to be displayed around the grounds during the fair (you provide 3x5') and **1** additional banner (you provide no larger than 5x7') to be displayed for a year in the Delashmutt indoor riding arena
 - *Additional signage for stage and/or presenting areas to be discussed upon partnership agreement
- ★ Sizable marketing presence as the Grand Champion Sponsor and presenting day partner in print, broadcast, and internet media
- ★ Use of large logo and/or business name on ALL marketing materials including banners, trifold, posters, website, and other promotional opportunities
- ★ Opportunity to throw (your own) merchandise such as hats, t-shirts, etc. and market your business before presenting day concert (optional)
- ★ Complimentary outside 10x10 fair exhibitor booth space (optional)
- ★ Free distribution of promotional materials at front gates and ticket booth areas (optional)

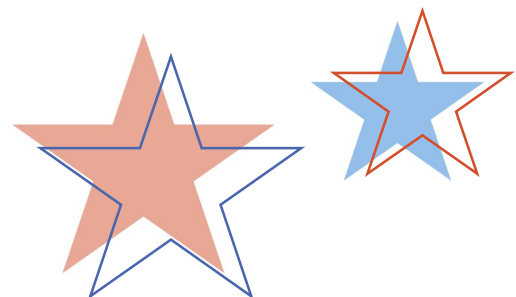


CHAMPION

As a Champion Sponsor, you will be known as THE rodeo or demolition derby sponsor of the night. Take over the Cascade Rodeo Arena for the evening and give the community an event worth remembering. Receive reserved arena seating for up to 50 guests on your sponsored night, and a handful of other perks during the week of fair and beyond!

Champion Sponsorship - \$3,000

- ★ Serve as a rodeo or demolition derby sponsor (you choose the night)
- ★ Receive **20** General Admission Passes (redeemable any day of fair) and an additional **50** arena sponsor General Admission Passes (redeemable on sponsored day)
- ★ Receive **10** passes for nightly reserved rodeo arena seating (admits 1 per pass) and receive additional passed for up to **40** guests for reserved rodeo seating on your sponsored night
- ★ Receive **10** Heritage Club (VIP) Passes (admits 1 per pass) which allows access to premium concert viewing, complementary food and refreshments, and an exclusive beer garden all week long
- ★ Up to **3** banners to be displayed around the grounds during the fair (you provide 3x5') and **1** additional banner (you provide no larger than 5x7') to be displayed for a year in the Delashmutt indoor riding arena
 - *Additional signage for rodeo arena to be discussed upon partnership agreement
- ★ Sizable marketing presence as the Champion Sponsor and presenting day partner in print, broadcast, and internet media
- ★ Use of large logo and/or business name on ALL marketing materials including banners, trifold, posters, website, and other promotional opportunities
- ★ Opportunity to throw (your own) merchandise such as hats, t-shirts, etc. and market your business before sponsored rodeo or demolition derby (optional)
- ★ Complimentary outside 10x10 fair exhibitor booth space (optional)
- ★ Free distribution of promotional materials at front gates and ticket booth areas (optional)

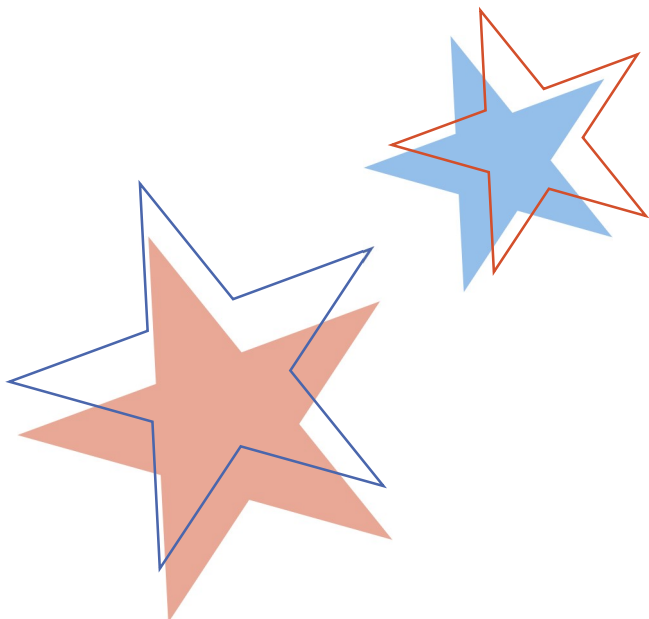




As a Blue-Ribbon Sponsor, not only will you be recognized as one of our top partners but get you will sponsor an event or building of your choosing during the week of fair. Whether it's a youth exhibitor barn, or even the BBQ contest – show our 40,000 fair patrons what you care about!

Blue-Ribbon Sponsorship - \$2,000

- ★ Adopt an event or building at the fairgrounds during the week of fair
- ★ Receive **60** General Admission Passes (redeemable any day of fair)
- ★ Receive **8** Heritage Club (VIP) Passes (admits 1 per pass) which allows access to premium concert viewing, complementary food and refreshments, and an exclusive beer garden all week long
- ★ Up to **2** banners to be displayed around the grounds during the fair (you provide 3x5') and **1** additional banner (you provide no larger than 5x7') to be displayed for a year in the Delashmutt indoor riding arena
 - *Additional signage for adopted sponsor areas to be discussed upon partnership agreement
- ★ Sizable marketing presence as a Blue-Ribbon Sponsor and adopted area partner in print, broadcast, and internet media
- ★ Use of large logo and/or business name on ALL marketing materials including banners, trifold, posters, website, and other promotional opportunities
- ★ Complimentary outside 10x10 fair exhibitor booth space (optional)



BLUE RIBBON SPONSORSHIP OPPORTUNITIES:

Annual BBQ Contest
Open class (Leslie Lewis) Building
Delashmutt Arena
Drader Arena
Drader Stage
Nyberg-Cruickshank Stage (Vendor Row)
4-H Leaders Horse barn
Evergreen Horse Barn
Thompson Horse Barn
Kadell Horse Barn
Small Animal Barn
Sheep & Goat Barn
Swine Barn
Beef & Dairy Barn

**sponsorship requests welcome!*



Red Ribbon 'n more

Our starter partner packages are a fantastic way to support your business while also showing the community that you care. Whatever level of sponsorship you choose, you will be acknowledged on all promotional and advertising materials, receive general admission passes, and receive recognition as a fair sponsor.

Red Ribbon Sponsorship - \$1,200

- ★ Receive **30** Daily General Admission Passes (redeemable any day of fair)
- ★ Receive **4** Heritage Club (VIP) Passes (admits 1 per pass)
- ★ **1** banner (you provide no larger than 5x7') to be displayed for a year in the Delashmutt indoor riding arena
- ★ Up to **2** banners to be displayed around the grounds during the fair (you provide 3x5')
- ★ Marketing presence as a Red-Ribbon Sponsor in print, broadcast, and internet media
- ★ Use of logo and/or business name on ALL marketing materials including banners, trifolds, posters, website, and other promotional opportunities

White Ribbon Sponsorship - \$500

- ★ Receive **16** Daily General Admission Passes (redeemable any day of fair)
- ★ Receive **2** Heritage Club (VIP) Passes (admits 1 per pass)
- ★ **1** banner to be displayed around the grounds during fair (you provide 3x5')
- ★ Marketing presence as a White Ribbon Sponsor in print, broadcast, and internet media
- ★ Use of logo and/or business name on ALL marketing materials including banners, trifolds, posters, website, and other promotional opportunities

Best in Show Sponsorship - \$100

- ★ Receive **8** Daily General Admission Passes
- ★ Namelogo listed on website and other promotional materials
- ★ Listed on Best in Show Sponsor banner

ALL MARKETING MATERIALS DUE UPON SPONSOR REGISTRATION, BANNERS NO LATER THAN JULY 1



Non-package Options

We understand that not everyone will find our sponsor packages to be suitable, therefore we want to tailor our offerings to fulfill your needs! Show the community who you are and what you offer by sponsoring one of the non-package opportunities listed below:

Fair Sponsorship	PRICE	DAILY PASSES	WEBSITE	MARKETING	BANNERS
Open class (Leslie Lewis) Building	1,500	32	✓	✓	2
Delashmutt Arena	1,500	32	✓	✓	2
Drader Arena	1,500	32	✓	✓	2
Drader Stage	800	12	✓	✓	1
Nyberg-Cruickshank Stage (Vendor Row)	800	12	✓	✓	1
4-H Leaders Horse barn	800	12	✓	✓	1
Evergreen Horse Barn	800	12	✓	✓	1
Thompson Horse Barn	800	12	✓	✓	1
Kadell Horse Barn	800	12	✓	✓	1
Small Animal Barn	800	12	✓	✓	1
Sheep & Goat Barn	800	12	✓	✓	1
Swine Barn	800	12	✓	✓	1
Beef & Dairy Barn	800	12	✓	✓	1
Lafayette Ave. Fence Banner	200	8	✓	✓	1
Feather Flag	150	8	✓	✓	FLAG
Rodeo Arena Sponsorship	PRICE	PASSES	WEBSITE	MARKETING	BANNERS
Grandstand Sponsor	1,000	16	✓	✓	1
Each Bucking chute	500	8	✓	✓	1
Cascade Rodeo Area banner space	500	8	✓	✓	1

ALL MARKETING MATERIALS DUE UPON SPONSOR REGISTRATION, BANNERS NO LATER THAN JULY 1

PLEASE CONTACT THE YAMHILL COUNTY FAIR & EVENT CENTER FOR SPONSORSHIP INFORMATION, QUESTIONS, AND INQUIRIES

2070 NE Lafayette Ave. McMinnville OR 97128 | 503-434-7524 | fair@co.yamhill.or.us

**New website coming soon!*