



WHO WE ARE & WHAT WE DO

THE NORTH TEXAS STATE FAIR ASSOCIATION IS A VOLUNTEER SUPPORTED, 501 (C) (3) NON-PROFIT COMMUNITY ORGANIZATION THAT PRESERVES AND PROMOTES WESTERN HERITAGE AND VALUES. THE NORTH TEXAS FAIR AND RODEO CONTRIBUTES TO THE QUALITY OF LIFE IN THE CITY OF DENTON, DENTON COUNTY AND THROUGHOUT THE NORTH TEXAS AREA. THIS IS DONE THROUGH A FIRST CLASS NINE DAY FAIR AND RODEO, YEAR ROUND FACILITIES AND VARIOUS COMMUNITY AND YOUTH ORIENTED PROGRAMS AND EVENTS. THE NORTH TEXAS STATE FAIR ASSOCIATION STRIVES TO PRESERVE AND PROMOTE AN UNDERSTANDING OF THE AGRICULTURAL INDUSTRY. THE NORTH TEXAS STATE FAIR ASSOCIATION IS TRUE AND COMMITTED TO ITS MISSION OF SUPPORTING YOUTH, AGRICULTURE AND COMMUNITY. ALL REVENUE GENERATED IS REINVESTED INTO VARIOUS PROGRAMS, SCHOLARSHIPS AND FACILITIES.

FROM THE EXECUTIVE DIRECTOR

“THANK YOU IN ADVANCE FOR SPONSORING, OR CONSIDERING SPONSORING, THE NORTH TEXAS FAIR & RODEO! COMMUNITY EVENTS LIKE OURS ARE MADE POSSIBLE BY OUR CORPORATE AND BUSINESS PARTNERS. THE NORTH TEXAS FAIR & RODEO IS PROUD TO SAY WE HAVE OVER 40 CORPORATE AND BUSINESS PARTNERS EACH YEAR. THESE GREAT PARTNERS CONTRIBUTE OVER \$500,000 IN FINANCIAL SUPPORT OVER THE COURSE OF OUR 10-DAY EVENT. OUR SUCCESS IS A DIRECT RESULT OF THEIR SUPPORT.”

“EACH YEAR, THE NORTH TEXAS FAIR & RODEO, ALONG WITH OUR ASSOCIATES, GIVES BACK \$700,000 TO THIS COMMUNITY IN SCHOLARSHIPS, 4H AND FFA PROJECT SUPPORT AND THE DONATION OF OUR FACILITIES. AT THE SAME TIME, THE NORTH TEXAS FAIR & RODEO HAS AN ANNUAL ECONOMIC IMPACT OF OVER \$12 MILLION ON THE CITY OF DENTON AND OVER \$22 MILLION ON DENTON COUNTY. THANK YOU AGAIN FOR SPONSORING, OR CONSIDERING SPONSORING, THIS GREAT EVENT. THE NORTH TEXAS FAIR & RODEO IS THE REGION’S LARGEST COMMUNITY SPECIAL EVENT. WE WILL SEE YOU AT THE FAIR!”



SPONSORSHIP LEVELS

OVERALL GRAND CHAMPION PARTNER

\$125,000

GRAND CHAMPION PARTNERS

\$20,000 +

RESERVE GRAND CHAMPION PARTNERS

\$15,000 - \$19,999

BLUE RIBBON PARTNERS

\$10,000 - \$14,999

RED RIBBON PARTNERS

\$5,000 - \$9,999

WHITE RIBBON PARTNERS

\$2,000 - \$4,999

**WE CAN'T WAIT TO MATCH YOU WITH THE PERFECT SPONSORSHIP PACKAGE FOR THE ANNUAL NORTH TEXAS FAIR & RODEO!
FOR MORE INFORMATION ABOUT ANY LEVEL, INCLUDING SMALLER CONTRIBUTIONS, PLEASE CONTACT ALLISON@NTFAIR.COM.**



OVERALL GRAND CHAMPION LEVEL

“NORTH TEXAS FAIR & RODEO PRESENTED BY _”
TOTAL INVESTMENT - \$125,000 AND UP

NORTH TEXAS FAIR AND RODEO AGREES TO PROVIDE THE FOLLOWING:

- (2) TEAMS W/ HOLE SPONSORSHIP AT WALT GARRISON GOLF CLASSIC**
- (1) FRAMED COMMEMORATIVE NTFR POSTER BY RON BONGE**
- (1) RADIO ON-SITE ACTIVATION ON AGREED UPON DATE (IF APPLICABLE)**
- NIGHTLY MENTIONS BY ANNOUNCER IN RODEO ARENA**
- MENTION ON RADIO COMMERCIAL (WHERE SCRIPT IS PROVIDED BY NTFR)**



SIGNAGE:

- SIGNAGE AT GATES**
- SIGNAGE IN LIVESTOCK PAVILION**
- 4'X3' SIGNAGE IN RODEO ARENA**
- (1) 4'X4' CATWALK SIGN IN RODEO ARENA**
- (1) FULL PAGE BLACK AND WHITE RODEO PROGRAM AD**
- (1) SPONSOR FLAG PRESENTED NIGHTLY IN RODEO ARENA**
- 30 SECOND COMMERCIAL IN RODEO ARENA PRIOR TO PERFORMANCE**

LOGO ON:

- MAIN STAGE SPEAKER SCRIMS**
- COOL ZONE STAGE SPEAKER SCRIMS**
- PREMIERE SELECT PRINT ADS**
- PREMIERE INCLUSION ON FAIR POSTER**
- PREMIERE INCLUSION ON FAIR BROCHURE**
- LISTING AS “OVERALL GRAND CHAMPION PRESENTING SPONSOR” WITH ‘CLICK-THRU’ ON NTFR WEBSITE**
- RODEO VIDEO BOARD ROTATION**
- TELEVISION COMMERCIAL**



CREDENTIALS:

- (20) VIP PASSES | (10) VIP PARKING**
- (200) GOOD ANY DAY TICKETS**
- (20) KICK OFF PARTY INVITATIONS**



SPONSORSHIPS AVAILABLE

OVERALL GRAND CHAMPION LEVEL \$125,000

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
NORTH TEXAS FAIR & RODEO PRESENTING SPONSOR	1	\$125,000

TOTAL INVESTMENT | \$20,000 AND UP

NORTH TEXAS FAIR AND RODEO AGREES TO PROVIDE THE FOLLOWING:

- (1) TEAM W/ HOLE SPONSORSHIP AT WALT GARRISON GOLF CLASSIC**
- (1) FRAMED COMMEMORATIVE NTFR POSTER BY RON BONGE**
- (1) RADIO ON-SITE ACTIVATION ON AGREED UPON DATE (IF APPLICABLE)**
- NIGHTLY MENTIONS BY ANNOUNCER IN RODEO ARENA**

SIGNAGE:

- AREA SPECIFIC SIGNAGE**
- 4'X3' SIGNAGE IN RODEO ARENA**
- (1) 4'X4' CATWALK SIGN IN RODEO ARENA**
- (1) FULL PAGE BLACK AND WHITE RODEO PROGRAM AD**
- (1) SPONSOR FLAG PRESENTED NIGHTLY IN RODEO ARENA**
- 30 SECOND COMMERCIAL IN RODEO ARENA PRIOR TO PERFORMANCE**

LOGO ON:

- MAIN STAGE SPEAKER SCRIMS****
- COOL ZONE STAGE SPEAKER SCRIMS****
- PREMIERE SELECT PRINT ADS**
- PREMIERE INCLUSION ON FAIR POSTER**
- PREMIERE INCLUSION ON FAIR BROCHURE**
- LISTING AS "GRAND CHAMPION PARTNER" WITH 'CLICK-THRU' ON NTFR WEBSITE**
- RODEO VIDEO BOARD ROTATION**

CREDENTIALS:

- (16) VIP PASSES**
- (8) VIP PARKING**
- (100) GOOD ANY DAY TICKETS**
- (16) KICK OFF PARTY INVITATIONS**

****SOME SPONSORS HAVE EXISTING EXCLUSIVITY. NTFR RESERVES THAT RIGHT TO HONOR THOSE EXCLUSIVES.**



SPONSORSHIPS AVAILABLE

GRAND CHAMPION LEVEL \$20,000+

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
ENTERTAINMENT PRESENTING SPONSOR	1	CONFIDENTIAL
RODEO PRESENTING SPONSOR	1	CONFIDENTIAL
HOST HOTEL	1	\$20,000
RODEO CO-SPONSOR	2	\$20,000+

TOTAL INVESTMENT | \$15,000 - \$19,999

NORTH TEXAS FAIR AND RODEO AGREES TO PROVIDE THE FOLLOWING:

- (1) TEAM W/ HOLE SPONSORSHIP AT WALT GARRISON GOLF CLASSIC**
- (1) FRAMED COMMEMORATIVE NTFR POSTER BY RON BONGE**
- NIGHTLY MENTIONS BY ANNOUNCER IN RODEO ARENA**

SIGNAGE:

- AREA SPECIFIC SIGNAGE**
- 4'X3' SIGNAGE IN RODEO ARENA**
- (1) 4'X4' CATWALK SIGN IN RODEO ARENA**
- (1) FULL PAGE BLACK AND WHITE RODEO PROGRAM AD**
- (1) SPONSOR FLAG PRESENTED NIGHTLY IN RODEO ARENA**
- 30 SECOND COMMERCIAL IN RODEO ARENA PRIOR TO PERFORMANCE**

LOGO ON:

- MAIN STAGE SPEAKER SCRIMS****
- COOL ZONE STAGE SPEAKER SCRIMS****
- PREMIERE SELECT PRINT ADS**
- PREMIERE INCLUSION ON FAIR POSTER**
- PREMIERE INCLUSION ON FAIR BROCHURE**
- LISTING AS "RESERVE CHAMPION PARTNER" WITH 'CLICK-THRU' ON NTFR WEBSITE**
- RODEO VIDEO BOARD ROTATION**

CREDENTIALS:

- (12) VIP PASSES**
- (6) VIP PARKING**
- (50) GOOD ANY DAY TICKETS**
- (12) KICK OFF PARTY INVITATIONS**

****SOME SPONSORS HAVE EXISTING EXCLUSIVITY. NTFR RESERVES THAT RIGHT TO HONOR THOSE EXCLUSIVES.**



SPONSORSHIPS AVAILABLE

RESERVE GRAND CHAMPION LEVEL \$15,000 - \$19,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
COOL ZONE STAGE SPONSOR	1	CONFIDENTIAL
GATE SPONSOR	1	\$16,500
RODEO VIDEO BOARD SPONSOR	1	\$15,000
RODEO CO-SPONSOR	3	\$15,000 - \$19,999

TOTAL INVESTMENT | \$10,000 - \$14,999

NORTH TEXAS FAIR AND RODEO AGREES TO PROVIDE THE FOLLOWING:

**(1) FRAMED COMMEMORATIVE NTFR POSTER BY RON BONGE
NIGHTLY MENTIONS BY ANNOUNCER IN RODEO ARENA**

SIGNAGE:

AREA SPECIFIC SIGNAGE

4'X3' SIGNAGE IN RODEO ARENA

(1) FULL PAGE BLACK AND WHITE RODEO PROGRAM AD

(1) SPONSOR FLAG PRESENTED NIGHTLY IN RODEO ARENA

LOGO ON:

SELECT PRINT ADS

FAIR POSTER

FAIR BROCHURE

LISTING AS "BLUE RIBBON PARTNER" WITH 'CLICK-THRU' ON NTFR WEBSITE

RODEO VIDEO BOARD ROTATION

CREDENTIALS:

(8) VIP PASSES

(4) VIP PARKING

(25) GOOD ANY DAY TICKETS

(8) KICK OFF PARTY INVITATIONS

BLUE RIBBON LEVEL \$10,000 - \$14,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
FUN ZONE TITLE SPONSOR	1	\$14,500
COOL ZONE REST AREA SPONSOR	1	\$14,500
COOL ZONE TENT SPONSOR	1	\$14,000
LIVESTOCK PAVILION NAMING SPONSOR	1	\$13,500
EXHIBIT BUILDING NAMING SPONSOR	1	\$13,500
FAIR HALL NAMING SPONSOR	1	\$13,500
KID ZONE TITLE SPONSOR	1	\$11,500
CARNIVAL TITLE SPONSOR	1	\$10,500
RODEO TIME CLOCK SPONSOR	1	\$10,000
LIVESTOCK PRESENTING SPONSOR	1	\$10,000
FUN ZONE FAMILY ATTRACTION SPONSOR	1	\$10,000
RODEO CO SPONSOR	5	\$10,000 - \$14,999

TOTAL INVESTMENT | \$6,000 - \$9,999

NORTH TEXAS FAIR AND RODEO AGREES TO PROVIDE THE FOLLOWING:

**(1) FRAMED COMMEMORATIVE NTFR POSTER BY RON BONGE
NIGHTLY MENTIONS BY ANNOUNCER IN RODEO ARENA**

SIGNAGE:

**4'X3' SIGNAGE IN RODEO ARENA
(1) HALF PAGE BLACK AND WHITE RODEO PROGRAM AD**

**LOGO ON:
SELECT PRINT ADS**

**FAIR POSTER
FAIR BROCHURE**

**LISTING AS "RED RIBBON PARTNER" WITH 'CLICK-THRU' ON NTFR WEBSITE
RODEO VIDEO BOARD ROTATION**

CREDENTIALS:

**(4) VIP PASSES
(2) VIP PARKING
(10) GOOD ANY DAY TICKETS
(4) KICK OFF PARTY INVITATIONS**

RED RIBBON LEVEL \$5,000 - \$9,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
DISCOUNT TICKET OUTLET	1	\$9,000
GOLF CART SPONSOR	1	\$7,500
AUTOMOTIVE EXHIBIT SPONSOR	1	\$7,500
CONCERT VIDEO BOARD SPONSOR	1	\$7,500
SOCIAL MEDIA SPONSOR	1	\$7,500
PRCA RODEO MAIN SPONSOR	1	\$7,500
PETTING ZOO/PONY RIDES SPONSOR	1	\$7,500
KID ZONE FAMILY ATTRACTION SPONSOR	1	\$7,500
CHILD TICKET SPONSOR	1	\$7,500
NORTH EXTRA RODEO SEATING SPONSOR	1	\$7,000
MAIN STAGE CO SPONSOR	2	\$6,800
GOLF TOURNAMENT MAIN SPONSOR	1	\$6,000
BULL BLOWOUT MAIN SPONSOR	1	\$6,000
MUTTON BUSTIN SPONSOR	1	\$6,000

RED RIBBON LEVEL \$5,000 - \$9,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
FAIRGROUNDERS SPONSOR	1	\$6,000
RODEO ROYALTY SPONSOR	1	\$6,000
KICK OFF PARTY MAIN SPONSOR	1	\$6,000
COLLEGE/INSTITUTION DAY AT THE FAIR	5	\$6,000
RODEO SPORTS MED MAIN SPONSOR	1	\$6,000
BEAUTY PAGEANT SPONSOR	1	\$6,000
SWIFTY SWINE SPONSOR	1	\$5,500
NO LIMITS LIVESTOCK SHOW SPONSOR	1	\$5,000
RODEO CO SPONSOR	10	\$5,000 - \$9,999



WHITE RIBBON LEVEL

TOTAL INVESTMENT | \$2,000 - \$5,999

**NORTH TEXAS FAIR AND RODEO AGREES TO PROVIDE THE FOLLOWING:
NIGHTLY MENTIONS BY ANNOUNCER IN RODEO ARENA**

SIGNAGE:

**4'X3' SIGNAGE IN RODEO ARENA
(1) HALF PAGE BLACK AND WHITE RODEO PROGRAM AD**

LOGO ON:

**SELECT PRINT ADS
FAIR BROCHURE**

**LISTING AS "WHITE RIBBON PARTNER" WITH 'CLICK-THRU' ON NTFR WEBSITE
RODEO VIDEO BOARD ROTATION**

CREDENTIALS:

**(2) VIP PASSES
(1) VIP PARKING
(2) KICK OFF PARTY INVITATIONS**

WHITE RIBBON LEVEL
\$2,000 - \$4,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
21 & UNDER MAIN SPONSOR	1	\$4,000
RANCH RODEO MAIN SPONSOR	1	\$3,000
CELEBRACION DEL TORO MAIN SPONSOR	1	\$3,000
SOUTH EXTRA RODEO SEATING SPONSOR	1	\$3,000
PHOTOGRAPHY CONTEST SPONSOR	1	\$2,500
CREATIVE ARTS CONTEST SPONSOR	1	\$2,500
BAKING CONTEST SPONSOR	1	\$2,500
ANTIQUE TRACTORS SPONSOR	1	\$2,500
CALF SCRAMBLE SPONSOR	1	\$2,500
RODEO SPORTS MED CO SPONSOR	6	\$2,500
SATURDAY REMOTE PARKING SHUTTLE SPONSOR	2	\$2,500 *OR \$5,000 FOR BOTH SATURDAYS
PICK UP MEN SPONSOR	1	\$2,000
RODEO BARREL SPONSOR	1	\$2,000

WHITE RIBBON LEVEL
\$2,000 - \$4,999

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
YOUTH ART CONTEST SPONSOR	1	\$1,500
KICK OFF PARTY CO SPONSOR	3	\$1,000
RODEO CO SPONSOR	5	\$2,000 - \$4,999

ADD ONS MARKET YOUR BRAND EVEN FURTHER!

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
PRCA BAREBACK RIDING	3	\$1,000/NIGHT OR \$2,500/ALL THREE
PRCA STEER WRESTLING	3	\$1,000/NIGHT OR \$2,500/ALL THREE
PRCA SADDLE BRONC RIDING	3	\$1,000/NIGHT OR \$2,500/ALL THREE
PRCA TIE DOWN ROPING	3	\$1,000/NIGHT OR \$2,500/ALL THREE
WPRA BREAKAWAY ROPING	3	\$1,000/NIGHT OR \$2,500/ALL THREE
PRCA TEAM ROPING	3	\$1,000/NIGHT OR \$2,500/ALL THREE
WPRA BARREL RACING	3	\$1,000/NIGHT OR \$2,500/ALL THREE
PRCA BULL RIDING	3	\$1,000/NIGHT OR \$2,500/ALL THREE
RANCH RODEO BRONC RIDING	1	\$500
RANCH RODEO TEAM BRANDING	1	\$500
RANCH RODEO TEAM SORTING	1	\$500
RANCH RODEO TEAM DOCTORING	1	\$500
RANCH RODEO MAVERICK CATCH-IN	1	\$500

ADD ONS MARKET YOUR BRAND EVEN FURTHER!

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
21 & UNDER BRONC RIDING	2	\$750/NIGHT OR \$1,300/BOTH
21 & UNDER STEER WRESTLING	2	\$750/NIGHT OR \$1,300/BOTH
21 & UNDER TIE DOWN ROPING	2	\$750/NIGHT OR \$1,300/BOTH
21 & UNDER BREAKAWAY ROPING	2	\$750/NIGHT OR \$1,300/BOTH
21 & UNDER TEAM ROPING	2	\$750/NIGHT OR \$1,300/BOTH
21 & UNDER BARREL RACING	2	\$750/NIGHT OR \$1,300/BOTH
21 & UNDER BULL/STEER RIDING	2	\$750/NIGHT OR \$1,300/BOTH
FREESTYLE BULLFIGHTER JERSEY	?	\$4,000
BULL BLOWOUT BULL RIDING	3	\$1,000/NIGHT
CELEBRACION DEL TORO RED TEAM	1	\$3,000
CELEBRACION DEL TORO BLUE TEAM	1	\$3,000

ADD ONS
MARKET YOUR BRAND EVEN FURTHER!

<u>SPONSORSHIP</u>	<u>QUANTITY</u>	<u>INVESTMENT</u>
JUNIOR GOAT SHOW	1	\$2,000
JUNIOR HEIFER SHOW	1	\$2,000
JUNIOR LAMB SHOW	1	\$2,000
JUNIOR PIG SHOW	1	\$2,000
JUNIOR STEER SHOW	1	\$2,000

RODEO CHUTE GATE SIGNS

85.5" X 21" | 6 AVAILABLE

\$1,250/YEAR

*2-YEAR COMMITMENT

RODEO CATWALK SIGNS

4' X 4'

SINGLE - \$700/YEAR | DOUBLE - \$1,200/YEAR

*2-YEAR COMMITMENT

LIVESTOCK ARENA SIGNS

4' X 4' - \$750/YEAR

*2-YEAR COMMITMENT

FULL PAGE RODEO PROGRAM AD

\$325/YEAR

HALF PAGE RODEO PROGRAM AD

\$200/YEAR

WE ARE HAPPY TO PROVIDE YOU WITH SPECS TO DESIGN YOUR ADVERTISING, OR WE CAN HELP DESIGN YOUR ADVERTISING WITH YOUR LOGO AND INFORMATION AT NO ADDITIONAL COST!



GOLF TOURNAMENT PARTNERSHIP OPPORTUNITIES

WE ARE LOOKING FOR PRIZES AND AWARDS FOR THE ANNUAL NORTH TEXAS FAIR & RODEO GOLF TOURNAMENT, NOW THE WALT GARRISON CLASSIC, HELD IN OCTOBER. BASED ON THE VALUE OF YOUR DONATION, NTFR WILL PROVIDE THE FOLLOWING IN RETURN. WE ALSO APPRECIATE ANY MONETARY DONATIONS TO PURCHASE PRIZES AND AWARDS, AND WILL ONCE AGAIN PROVIDE THE FOLLOWING IN RETURN. THANK YOU FOR BEING A VALUED PARTNER!

\$100 - \$500

(4) GOOD ANY DAY TICKETS | LOGO ON GOLF TOURNAMENT SLIDE IN RODEO VIDEO BOARD ROTATION | NAME SCROLLING ON CONCERT VIDEO BOARD | 1 COMPLIMENTARY PLAYER IN GOLF TOURNAMENT

\$600 - \$1,000

(4) 4-DAY PASSES | SOCIAL MEDIA MENTION PRIOR TO AND AFTER GOLF TOURNAMENT | LOGO ON GOLF TOURNAMENT SLIDE IN RODEO VIDEO BOARD ROTATION | NAME SCROLLING ON CONCERT VIDEO BOARD | 2 COMPLIMENTARY PLAYERS IN GOLF TOURNAMENT

\$1,100 - \$2,000

(2) VIP PASSES | (1) VIP PARKING PASS | (2) KICKOFF PARTY INVITATIONS | SOCIAL MEDIA MENTION PRIOR TO AND AFTER GOLF TOURNAMENT | LOGO ON GOLF TOURNAMENT SLIDE IN RODEO VIDEO BOARD ROTATION | NAME SCROLLING ON CONCERT VIDEO BOARD | COMPLIMENTARY TEAM IN GOLF TOURNAMENT

\$2,100+

(4) VIP PASSES | (2) VIP PARKING PASSES | (4) KICKOFF PARTY INVITATIONS | SOCIAL MEDIA MENTION PRIOR TO AND AFTER GOLF TOURNAMENT | LOGO ON GOLF TOURNAMENT SLIDE IN RODEO VIDEO BOARD ROTATION | NAME SCROLLING ON CONCERT VIDEO BOARD | RODEO ARENA ANNOUNCER MENTIONS | LOGO INCLUDED INDIVIDUALLY IN RODEO VIDEO BOARD ROTATION | COMPLIMENTARY TEAM AND HOLE SPONSORSHIP IN GOLF TOURNAMENT