

PARTNERSHIP OPPORTUNITIES

DEAR POTENTIAL PARTNER,

Thank you for your interest in becoming a partner in the North Texas Fair and Rodeo! Each year, our combination of first-class exhibits, competitions, rodeos and hot new headlining entertainment attracts more than 200,000 fair attendees. Below is a brief description of our partnership opportunities, available at a variety of financial levels. The diversity of our fair offers opportunities to fit any budget. The North Texas Fair and Rodeo is the largest community event in the North Texas area. We are pleased to say our business and corporate partnerships grow each year. Many of our partners have already increased their level of participation since the beginning of our relationship together. This is a sign that we truly offer an exceptional commercial value for the advertising dollar. It is our goal to showcase all of our business partners in the most attractive and professional manner possible!

Included in this packet will be samples of our Advertising and Impressions Report. The report outlines our entire advertising campaign. We will, once again, budget over approximately \$250,000 to promote this year's North Texas Fair & Rodeo. In addition to the participation levels listed below, we have the capabilities of custom fitting a program designed exclusively for your business!

Contact the North Texas Fair and Rodeo office for benefits of a PRESENTING SPONSORSHIP.

GRAND CHAMPION PARTNER

\$20,000 and up receives...

Prominence in logo size and location on print advertising; actual branding of a building or an area with your business name is available if applicable; signage in your location, rodeo arena and speaker scrims*; all-access VIP credentials; radio remote at retail location (if applicable); rodeo announcer mentions nightly; commercial exhibit space (if desired); logo included prominently on poster, brochure, website and a full page ad in the rodeo program; limited edition framed print; and much more!

*Some restrictions apply

RESERVE CHAMPION PARTNER

\$10,000 receives...

Prominent logo inclusion on print advertising; logo inclusion on specific sponsored exhibit or area (if applicable), and in rodeo arena; all-access VIP credentials; radio remote at retail location (if applicable); rodeo announcer mentions nightly; commercial exhibit space (if desired); logo inclusion on poster, brochure, website and full page ad in rodeo program; limited edition framed print; and much more!

BLUE RIBBON PARTNER

\$7,500 receives...

Logo inclusion on select print advertising; signage on sponsored exhibit or area (if applicable), and in rodeo arena; VIP credentials; rodeo announcer mentions nightly; logo inclusion on poster, brochure, website and full page ad in rodeo program; limited edition framed print; and much more!

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RED RIBBON PARTNER

\$6,000 receives...

Logo inclusion on select print advertising; signage; VIP credentials; rodeo announcer mentions nightly; logo inclusion on brochure, poster, website and half page ad in rodeo program; and much more!

SIGNAGE AVAILABLE

Rodeo Bucking Chutes: \$1,250

Large Livestock Arena Signs (8' x 4'): \$750

Rodeo Catwalk Signs: \$600 per year for 2-year commitment

RODEO PROGRAM ADVERTISING

Full Page: \$325

Half Page: \$200

Quarter Page: \$125

EXHIBIT SPACE RENTAL

Outside Food Vendor: \$50 a frontage ft. (min. 12 ft.) + 15% revenue sharing

Outside Non-Food: \$65 a frontage ft. (min. 10 ft.)

Inside Space (10' x 8'): \$660

Inside Space (20' x 8'): \$1200

End Cap Space (16' x 10'): \$1500

The opportunities listed above are sold on a first come, first serve basis. The North Texas Fair and Rodeo cannot guarantee levels or areas will not be sold out. Every effort will be made to place your business into an area and level that interests you. We certainly hope you choose to become a partner with the North Texas Fair and Rodeo, as we are very proud of our rich history and excited about our bold future!