



**Champion Sponsorship
Opportunities**

2021

2021 Rio Arriba County Fair Theme:

“County Fair with a Golden Flair”

Fair Dates: July 28th – August 1st

➤ About Us:

The purpose of the Rio Arriba County Fair Association is to unite the community and promote its assets by planning and producing the Rio Arriba County Fair. The Fair will incorporate youth development activities, Northern New Mexico traditions and our rural way of life and will encourage small business utilization to further Rio Arriba County economic development.

➤ Our Objective:

The mission of the Rio Arriba County Fair Association is to sustain, promote, enhance and embrace our traditional rural lifestyle and values. These values reflect the way in which we connect to the land, the water, to each other and to all living things. Through integrity, fairness and respectful collaboration, our goal is to promote a venue that educates, brings people together and increases community involvement and volunteerism and in doing so, create a fun filled atmosphere of competition, celebration and hope for future generations.

➤ Consider This:

Contributions made to the Rio Arriba Fair Association are tax deductible under the Internal Revenue Service Code Section 170(c) (1), which states the following:

"a contribution or gift made to or for the use of a State, a possession of the United States, or any political subdivision of any of the foregoing shall be deductible for Federal Income Tax Purposes, but only if the contribution or gift is made for exclusively public purposes."

SPONSORSHIP LEVELS

- Grand Champion Sponsorship: \$2,000.00 & Above
 - Full page color business advertisement
 - Business arena banner showcased in our indoor and outdoor arenas
 - Business name printed on County Fair T-Shirts
 - Business recognition as sponsor for Fair in newspaper and radio advertisements
 - Listed as sponsor on RACFA website homepage
 - Sponsor appreciation plaque

- Grand Reserve Champion Sponsorship: \$1,500.00
 - Half-page color business advertisement
 - Business arena banner showcased in our indoor and outdoor arena
 - Business name printed on County Fair T-Shirts
 - Business recognition as sponsor for Fair in newspaper and radio advertisements
 - Listed as sponsor on RACFA website homepage
 - Sponsor appreciation plaque

- Reserve Champion Sponsorship: \$1,000
 - Quarter-page color business advertisement
 - Business arena banner showcased in our indoor and outdoor arena
 - Business name printed on County Fair T-Shirts
 - Sponsor appreciation plaque

- Best of Show Sponsorship: \$500
 - Business card advertisement
 - Sponsor appreciation plaque
 - Business arena banner showcased in both indoor and outdoor arenas

- Fair Book Advertisement Sponsorship
 - \$160.00 - Full Page
 - \$100.00 - Half Page
 - \$70.00 - Quarter Page
 - \$40.00 - Business Card
 - \$30.00 - Brand Ad



Yes, I would like to support by becoming a sponsor

Business/Donor's NAME _____

Phone _____ Mailing Address _____

City _____ State _____ Zip _____

Contact Name: _____

Email: _____ Fax: _____

SPONSORSHIP LEVELS

Grand Champion Sponsorship: \$2,000 & above

Grand Reserve Champion Sponsorship: \$1,500

Reserve Champion Sponsorship: \$1,000

Best of Show Sponsorship: \$500

Fair Book Advertisement Sponsorship

- \$160.00 - Full Page
- \$100.00 - Half Page
- \$70.00 - Quarter Page
- \$40.00 - Business Card
- \$30.00 - Brand Ad