

**SPONSORSHIP OPPORTUNITIES**  
**WITH THE**  
***EASTERN NEW MEXICO STATE FAIR***



Dear Potential Sponsor,

Thank you for your interest in the Eastern New Mexico State Fair: An event 92 years strong. As the oldest fair in the state we have a strong tradition of family, service, and community partnerships. We proudly represent 22 counties...and counting!! Over the last few years we have grown by leaps and bounds and this year is proving to continue with that pattern.

Each year our patrons look forward to a fantastic fair experience. We offer thrills on the midway, loyal vendors bringing the standard fair food (funnel cakes and roasted corn) to the unique (fried pickles and alligator nuggets), our Arts and Crafts department and Educational Building feature very talented artisans and interesting displays, and our commercial building offers a diversity of products and information. We are also proud to host the largest junior livestock show in the state. Youth participate from all over the state for ribbons, trophies, and a place in the junior livestock sale.

As an official sponsor of the Eastern New Mexico State Fair, your organization has the opportunity to not only be a part of this tradition, but to reach a diverse and receptive audience. Please look over the benefits of partnering with the fair. We can work within the parameters of each sponsorship level to suit your needs.

We look forward to creating a successful and lasting partnership with your organization. Please do not hesitate to contact us with any questions.

[enmsf@cablone.net](mailto:enmsf@cablone.net) 575-623-9411.

Sincerely,

Trisha Lair



## FAIR FACTS

- ❖ We represent 22 counties out of New Mexico's 33. We have added at least one county per year for the last three years.
- ❖ We host on average 60,000 fair patrons over the course of the fair.
- ❖ We are the oldest fair in the state. 2014 will be our 92nd year.
- ❖ Our junior livestock show has more youth participants than any other show in the state.
- ❖ We have a diverse and varied vendor base. Many of our vendors have been participating with ENMSF for 20+ years! We keep things fresh by welcoming new vendors every year.

## A PARTNERSHIP TO BE PROUD OF

- ❖ We host Special Needs Day for our community members with disabilities. We open our gates just for these patrons and provide entertainment, exclusive access to the carnival, and work with other community organizations to provide lunches.
- ❖ We honor our military personnel with free admission and parking.
- ❖ We celebrate childhood by hosting Children's Day with special performances from our entertainers and educational tours with help from our local 4-H and FFA.

## WHY SPONSOR?

- ❖ Create/strengthen awareness and visibility
- ❖ Change, define, or reinforce image
- ❖ Shape consumer attitudes
- ❖ Demonstrate community involvement
- ❖ Drive sales
- ❖ Tap local employee base

## WHICH SPONSORSHIP IS RIGHT FOR MY ORGANIZATION?

We are here to help you find the sponsorship that is right for you. It is our goal to create a satisfactory and long lasting partnership between the ENMSF and your organization. In this spirit we will work with you in customizing your involvement and benefits to best suit your needs.



## **BLUE RIBBON LEVEL**

**\$2,500-\$4,500**

Marketing Benefits (may vary to meet your needs)

- ❖ Recognition as an official sponsor of the Eastern New Mexico State Fair.
- ❖ Your organization's logo in every graphic publication. (Excluding any ads created prior to sponsorship)
- ❖ Your ad on the ENMSF web-site with a clickable link to your website.
- ❖ Announcement of sponsorship in various media including newspaper, radio, and television. (Excluding any ads created prior to sponsorship)
- ❖ Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- ❖ Sponsor recognition of ENMSF Facebook page.
- ❖ Banner on one of our main entertainment stages or other prominent locations. (Provided by sponsor)

**Marketing Benefits to exclude any event covered under Specific Event Sponsorship.**

Exclusive Grand Champion Benefits (may vary to meet your needs)

- ❖ 2 VIP passes. Admits all people in vehicle, includes VIP parking.
- ❖ 5 Weeklong passes. Admits one, valid for the week, includes parking. (w/ option to purchase up to 10 more at ½ price prior to opening of fair on Monday)
- ❖ Complimentary booth space in our Commercial Building.
- ❖ Complimentary parade entry.
- ❖ Access to other fair exhibits/entertainment where available. Examples may include rodeos. Motor cross, concerts, etc...

# CHAMPION LEVEL

## **\$5,000-\$9,500**

Marketing Benefits (may vary to meet your needs)

- ❖ Recognition as an official sponsor of the Eastern New Mexico State Fair.
- ❖ Your organization's logo in every graphic publication. (Excluding any ads created prior to sponsorship)
- ❖ Your ad on the ENMSF web-site with a clickable link to your website.
- ❖ Sponsor recognition on the electric message center on Main Street.
- ❖ Announcement of sponsorship in various media including newspaper, radio, and television. (Excluding any ads created prior to sponsorship)
- ❖ Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- ❖ Sponsor recognition of ENMSF Facebook page.
- ❖ Banner on two of our main entertainment stages or other prominent locations. (Provided by sponsor)

### **Marketing Benefits to exclude any event covered under Specific Event Sponsorship.**

Exclusive Grand Champion Benefits (may vary to meet your needs)

- ❖ 5 VIP passes. Admits all people in vehicle, includes VIP parking.
- ❖ 10 Weeklong passes. Admits one, valid for the week, includes parking. (w/ option to purchase up to 10 more at ½ price prior to opening of fair on Monday)
- ❖ Complimentary booth space in our Commercial Building.
- ❖ Complimentary parade entry.
- ❖ Access to other fair exhibits/entertainment where available. Examples may include rodeos. Motor cross, concerts, etc...
- ❖ Exclusive party in our hospitality tent. Hors D'oeuvres will be served for your organization. Specialty priced Carnival armbands for unlimited rides will be available to your organization for \$10.00 per armband.

# GRAND CHAMPION LEVEL

## \$10,000+

Marketing Benefits (may vary to meet your needs)

- ❖ Recognition as an official sponsor of the Eastern New Mexico State Fair.
- ❖ Your organization's logo in every graphic publication. (Excluding any ads created prior to sponsorship)
- ❖ Your ad on the ENMSF web-site with a clickable link to your website.
- ❖ Sponsor recognition on the electric message center on Main Street.
- ❖ Announcement of sponsorship in various media including newspaper, radio, and television. (Excluding any ads created prior to sponsorship)
- ❖ Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- ❖ Sponsor recognition of ENMSF Facebook page.
- ❖ Banner on all entertainment stages and in the Junior Livestock area. (Provided by sponsor)

**Marketing Benefits to exclude any event covered under Specific Event Sponsorship.**

Exclusive Grand Champion Benefits (may vary to meet your needs)

- ❖ 7 VIP passes. Admits all people in vehicle, includes VIP parking.
- ❖ 20 Weeklong passes. Admits one, valid for the week, includes parking. (w/ option to purchase up to 10 more at ½ price prior to opening of fair on Monday)
- ❖ 2 VIP passes to the before the concert meet-n-greet featuring one of our headliners.
- ❖ Complimentary booth space in our Commercial Building.
- ❖ Complimentary parade entry.
- ❖ Access to other fair exhibits/entertainment where available. Examples may include rodeos. Motor cross, concerts, etc...
- ❖ Your day at the fair. This day will be named after your organization. It will include a hospitality tent for your exclusive use for the day. One meal will be served for your organization. Specialty priced Carnival armbands for unlimited rides will be available to your organization for \$7.00 per armband.

# SPECIFIC EVENT SPONSORSHIP

## \$ VARIES BY ARTIST/EVENT

### SPONSOR WILL BE RESPONSIBLE FOR BOOKING FEES, HOTELS, AND OTHER FEES ASSOCIATED WITH SPECIFIC ARTIST/EVENT

Marketing Benefits (may vary to meet your needs)

- ❖ Recognition as an official sponsor of the Eastern New Mexico State Fair.
- ❖ Your organization's logo in every graphic publication. (Excluding any ads created prior to sponsorship)
- ❖ Your ad on the front of ENMSF web-site with a clickable link to your website.
- ❖ Sponsor recognition on the electric message center on Main Street.
- ❖ Announcement of sponsorship in various media including newspaper, radio, and television. (Excluding any ads created prior to sponsorship)
- ❖ Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- ❖ Sponsor recognition of ENMSF Facebook page.
- ❖ Banner on the stage where your sponsored event is occurring. (Provided by sponsor)

### *Marketing Benefits to exclude any event covered under Specific Event Sponsorship.*

Exclusive Grand Champion Benefits (may vary to meet your needs)

- ❖ 5 VIP passes. Admits all people in vehicle, includes VIP parking.
- ❖ 10 Weeklong passes. Admits one, valid for the week, includes parking. (w/ option to purchase up to 10 more at ½ price prior to opening of fair on Monday)
- ❖ 5 VIP Passes to the meet-n-greet of your sponsored event. (If applicable)
- ❖ Complimentary booth space in our Commercial Building.
- ❖ Complimentary parade entry.
- ❖ Access to other fair exhibits/entertainment where available. Examples may include rodeos. Motor cross, concerts, etc...
- ❖ Exclusive party in our hospitality tent. Hors D'oeuvres will be served for your organization. Specialty priced Carnival armbands for unlimited rides will be available to your organization for \$10.00 per armband.



# 2014 ENTERTAINMENT

Thursday October 2, 2014



**Dylan Scott**



**Clayton Gardner**

**Cost:**

**Dylan Scott - \$5,000.00**

**Clayton Gardner - \$1,500.00**

**Sound and Light - \$1,200.00**

**Rooms & Meals**

**Friday October 3, 2014**



**Dallas Smith**

**Cost:**

**Dallas Smith - \$7,500.00**

**Rosehill - \$1,500.00**

**Sound and Light - \$1,200.00**

**Rooms & Meals**



**Rosehill**