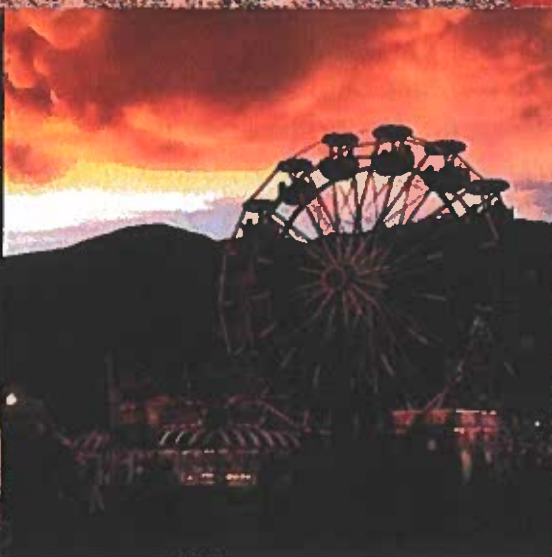




2021



Sponsorship Opportunities



INVEST IN US

THANK YOU for your interest in becoming a Teton County Fair sponsor! 2021 marks both the 100th Anniversary of Teton County, as well as the 65th Annual Teton County Fair. I speak for the entire Teton County Fair Board when I say that we are thrilled to plan for this unique, one-time celebration! With that being said, we are offering a variety of sponsorship levels, both new and old, that aim to meet your personal and investment interests. Whether you want to GO BIG and become the Title Sponsor of the entire Fair Week for \$10,000, sponsor the Exhibit Hall or Big Top Tent for \$1500, sponsor a Fair Rodeo or Horse Show buckle for \$200, or sponsor an Exhibit Hall Department for \$50, we have just the investment opportunity you are looking for!

Keep in mind, a Teton County Fair sponsorship goes well beyond standard logo placement and signage – this is an opportunity to participate in a 65-year long tradition! Over 10 days in the peak of summer, the Teton County Fair draws one of the largest cross-sections of our community – cowboys, homemakers, multigenerational families, seasonal employees, locals, and tourists alike come together in a celebration of our multifaceted community. Fair attendees and participants have a deep connection to Teton County, its heritage and western lifestyle. A 2021 Teton County Fair sponsorship is your “horse in the race” when it comes to the Fair’s success and future. It also gives you the opportunity to build community connections with all who attend.

Despite COVID 19, the 2020 Fair was the largest, local event of the summer. Even though all entertainment portions of the Fair were cancelled due to the pandemic, we saw great success with the portions we were able to organize. These included the 4-H static and livestock exhibits, the open class horse show and the Blue-Ribbon Exhibit Hall. We had a few hundred exhibitors in the freshly remodeled Exhibit Hall, saw exponential growth of entries in the horse show and hosted the most successful 4-H livestock auction in our County’s history. All this following a 2019 Fair with record breaking attendance at all of our night events!

We have goals for 2021! Over the winter, we plan to put much of our focus and attention into the Big Top Tent & entertainment stage, which will again be home to the Fair’s Beer Garden. Do not be surprised to see more educational programming and entertainment brought to you by local organizations, artists and musicians. Perhaps, there will even be a cornhole tournament on the grass amongst the vendors! While most night events will remain the same, we do plan to showcase the 4-H livestock sale again in the Rodeo Arena on Friday Night of Fair Week, followed by an after-party under the Big Top Tent. Stay tuned for more new programming throughout the winter!

If you have donated to the Teton County Fair before, we thank you for your past, present and future support. If you are new to sponsoring the Teton County Fair, we welcome you and look forward to working with you. We appreciate your consideration and look forward to your help with planning for the best Teton County Fair yet!

Kind Regards,



Matt Hall

Chair

Teton County Fair Board

ABOUT US

MISSION:

To produce an exceptional fair while promoting Jackson's western heritage, uniting urban and rural communities in celebration.

VISION:

To actively engage in the pursuit and promotion of our rural and agricultural heritage, from the neighborhood backyards to family farms and local businesses.

FAIR BOARD

Matt Hall, Chair
Tere Nelson-Bragg, Vice Chair
Steve Genzer, Secretary
Deb Lutz, Treasurer
Hannah Bouline
Marybeth Hansen
Gary Hardeman
Zach Vosika
Donnie Wackerman

FAIR STAFF

Rachel Grimes, Fair Manager
Laura Petix, Admin Assistant
Judi Nickell, Maintenance
Shawn Hochhalter, Maintenance

STATISTICS

How many people will your ad reach?



1,200
Followers



1,200
Participants



7,800
Fair Books



2,600
Followers



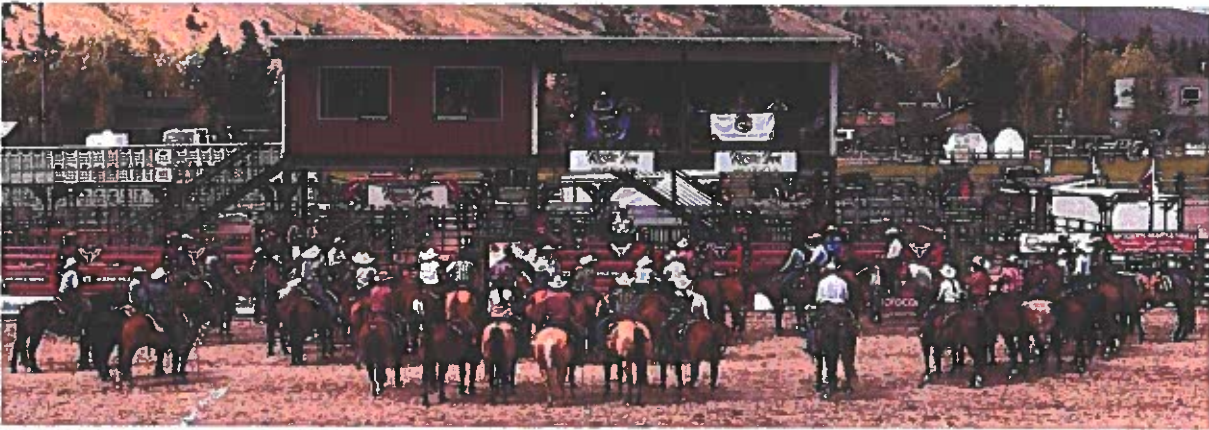
25,000
Attendees



\$47,000 in
Sponsorships
2019

Fair Book Distribution

- 1,000 copies in town
- 6,800 copies in the News & Guide
- 2,500 distributed out of county
- June 1st, digital version available online



TROPHY BELT BUCKLE SPONSORSHIPS

Buckles

\$200 value 57 available

HORSE SHOW BUCKLES	FAIR RODEO BUCKLES
English Junior High Point	Parent/Child Roping (header)
English Senior High Point	Parent/Child Roping (heeler)
Western Dressage: High Score Champion, Junior Rider	Open Team Roping (header)
Western Dressage: High Score Champion, Adult Amateur	Open Team Roping (heeler)
Western Dressage: High Score Champion, Open Rider	#10 Team Roping (header)
Fun Night Pole Bending Bend Off	#10 Team Roping (heeler)
Team Branding: Mixed Nuts (3 available)	#8 Team Roping (header)
Team Branding: Open (3 available)	#8 Team Roping (heeler)
Team Ranch Sorting: Open (2 available)	Ribbon Roping (roper)
JHTRA Breyer Trophies	Ribbon Roping (runner)
Jr. Western Pleasure: All age riders: horses 5 and under	Breakaway Roping
Ranch Pleasure: Ages 18 - and over	Tie Down Roping
Ranch Pleasure: Ages 13 - 17	Steer Wrestling
Ranch Pleasure: Ages 12 and under	1D Barrel Racing
Western Horsemanship: Ages 40 and over	2D Barrel Racing
Western Horsemanship: Ages 18 - 39	Junior Barrel Racing (Ages 11 - 13)
Western Horsemanship: Ages 13 - 17	Peewee Barrel Racing (Ages 10 and under)
Western Horsemanship: Ages 12 and under	Bull Riding
Western Pleasure: Ages 18 and over	Bareback Riding
Western Pleasure: Ages 13 - 17	Saddle Bronc Riding
Western Pleasure: Ages 12 and under	Ranch Bronc Riding
Reining: Ages 18 and over	Mutton' Bustin
Reining: Ages 17 and under	Hide Race (3 available)
Trail Class: Ages 40 and over	
Trail Class: Ages 18 - 39	
Trail Class: Ages 13 - 17	
Trail Class: Ages 12 and under	

Each Sponsor will be listed next to their sponsored buckle on the Horse Show or Rodeo Buckle Sponsor "Thank You" page. Your name will also be included in the buckle box and shared with the winner of your sponsored buckle.

NIGHT EVENT SPONSORSHIPS



THURSDAY JULY 29TH, 2021

BEV HALPIN MEMORIAL TEAM BRANDING

\$3,000 | \$5,000 VALUE | Attendance: 1,000+

Naming rights* to Team Branding event, crow's nest banner (at night event only), grandstand banner, name on printed promo materials, social media posts, business logo/name on tickets, verbal recognition throughout event, full Fair Book ad, logo on Fair website, inclusion in press releases.

FRIDAY JULY 30TH, 2021

****NEW IN 2021****

AFTER-PARTY IN THE BIG TOP TENT

\$3,000 | \$5,000 VALUE

Naming rights* to After-Party event, stage banners banner, grandstand banner, name on printed promo materials, social media posts, verbal recognition throughout event, full Fair Book ad, logo on Fair website, inclusion in press releases.

SATURDAY JULY 31ST, 2021

FAIR RODEO

\$4,500 | \$7,500 VALUE | Attendance: 2,100+

Naming rights* to the Teton County Fair County Fair Rodeo, crow's nest banner (at night event only), exterior banner, name on posters, social media posts, name on tickets, verbal recognition throughout event, full page Fair Book ad, logo on website, inclusion in press releases.

SUNDAY AUGUST 1ST, 2021

FIGURE 8 RACES

\$5,000 | \$9,000 VALUE | Attendance: 2,500+

Naming rights* to Figure 8 Races, crow's nest banner (at night event only), grandstand banner, name on printed promo materials, social media posts, business logo/name on tickets, verbal recognition throughout event, full page *FRONT COVER* Fair Book ad, logo on Fair website, inclusion in press releases.



FAIR WEEK SPONSORSHIPS

TITLE

\$10,000 | \$19,500 | 1 available

Naming rights to the Fair (ex.Teton County Fair presented by Wrangler), tickets to all night events, business name/logo on all printed promo materials, inclusion in press releases, inclusion in social media posts, crow's nest, stage and grandstand banners, verbal recognition at all major Fair events, center spread in Fair Book, logo on Fair website, name on night event programs, program ad, optional booth.

PREMIER

\$5,000 | \$5,500 value

Tickets to all night events, full page ad in the Fair Book, business name/logo on all printed promo materials, inclusion in press releases, inclusion in social media posts, bucking chute and grandstand banners, verbal recognition at all major Fair events, logo on Fair website, name on night event programs, program ad, optional booth.

PLATINUM

\$2,500 | \$2,700 value

Tickets to some night events, half page ad in the Fair Book, inclusion in press releases, inclusion in social media posts, arena and grandstand banners, verbal recognition at all major Fair events, logo on Fair website, name on night event programs.

GOLD

\$1,000 | \$1,100 value

Tickets to some night events, quarter page ad in the Fair Book, inclusion in press releases, inclusion in social media posts, arena and grandstand banners, logo on Fair website.

SILVER

\$500 | \$500 value

Tickets to some night events, grandstand banner, included on Fair sponsor "thank you" ad.

Don't see what you like?

We are happy to work with you on customizing a sponsorship that fits your marketing goals.

COMING BACK IN 2021...

BIG TOP TENT

\$1,500 | \$2,000 value

Sponsor all the music, contests, and variety of entertainment acts we have under the Big Top Tent! With your sponsorship, you will receive: naming rights to the Big Top Tent, your business banner on the Big Top Tent stage, verbal recognition throughout Fair, a half page ad in the Fair Book, logo on website, inclusion in press releases and social media posts.

EXHIBIT HALL

\$1,500 | \$2,000 value

The Exhibit Hall is the heart of the community, where people come together to show off their skills in an attempt to take home that coveted 'Best of Show' rosette and bragging rights for an entire year. With your sponsorship, you will receive: naming rights to the Exhibit Hall, your business banner at the entrance to the Exhibit Hall, verbal recognition throughout Fair, half page ad in the Fair Book, logo on website, inclusion in press releases and social media posts.

EXHIBIT HALL DEPARTMENT SPONSORSHIPS

\$50 | \$50 value | 19 available

Sponsor your favorite department at the Exhibit Hall! Your name will be included under your sponsored department in the Fair Book and your name will be shared with the winner of your department's 'Best of Show' rosette. **Choose from the following departments:**

Adult Creations
Backyard Farm
Farm to Fork
Junior Creations
Teen Creations

Adult Digital Arts
Beginner Art
Flower Garden
Needlework
Teton Spa

Adult Painting & Drawing
Beginner Creations
Food Presentation
Quilts
The Bakery

Adult Photography
Clothing Construction
Junior Art
Teen Art



To become a 2021 Teton County Fair Sponsor, fill out the order form on the back and mail to:

PO Box 3075, Jackson, WY 83001

Please call 307-733-5289 if you have any questions.

2021 SPONSORSHIP FORM

Business: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Please indicate at which level you will be sponsoring the 2021 Teton County Fair from the list below:

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> Fair Title Sponsor (1 available) | \$10,000 | <input type="checkbox"/> Figure 8 Races | \$5,000 |
| <input type="checkbox"/> Premier Sponsor | \$5,000 | <input type="checkbox"/> Teton County Fair Rodeo | \$4,500 |
| <input type="checkbox"/> Silver Sponsor | \$500 | <input type="checkbox"/> Bev Halpin Memorial Team Branding | \$3,000 |
| <input type="checkbox"/> Fair Rodeo Buckle | \$200 | <input type="checkbox"/> Exhibit Hall | \$1,500 |
| <input type="checkbox"/> Horse Show Buckle | \$200 | <input type="checkbox"/> Big Top Tent | \$1,500 |
| <input type="checkbox"/> Exhibit Hall Department | \$50 | <input type="checkbox"/> Added Money (Turn 'n' Burn, Team Branding, Fair Rodeo) | \$_____ |
| <input type="checkbox"/> After-Party in the Big Top Tent | \$3,000 | | |

Return this form along with payment by mail to: PO Box 3075, Jackson, WY 83001, or in person to 305 W. Snow King, Jackson, WY 83001, or by email to lpetix@tetoncountywy.gov.

Please make checks payable to Teton County Fair by May 1st, 2021 in order to secure proper ad placement in the 2021 Fair Book. If you would like to pay by credit card, please complete the form below.

Email: lpetix@tetoncountywy.gov with your 2021 advertisement for the Fair Book no later than May 1st, 2021.

Card Number: _____ Total Amount: _____

Expiration Date: _____ CVN: _____ Billing Zip Code: _____

Signature _____

Date: _____

Thank you for supporting the 2021 Teton County Fair!