



2019 SPONSORSHIP PACKAGE



George Ingall's Equestrian Center
Labor Day Weekend
August 30th - September 2nd

Norco Fair • P.O. Box 803 • Norco, CA 92860 • www.norcofair.org



The historic Norco Fair is a fabulous tradition and is a great place for your company's products or services to be exposed and marketed within our diverse community setting. As an official sponsor of the Fair, your organization will have an opportunity to interact with more than 12,000 fairgoers over 4 days of fun. Whether your sponsorship is cash, in-kind, or media-related, we want you to reap the benefits of official sponsorship status. Our Fair book is mailed prior to the fair to all Norco residents and businesses. There is no other event in our community in which you can reach so many people in one location in 4 days. Fairgoers are loyal to those they feel are giving back to the community. Sponsorship is an investment and has become an important part of the marketing mix for many organizations.

Becoming a sponsor at the **2019 Norco Fair** insures the continued success of this great event. The number one goal for this completely volunteer run event is to provide family fun for the community of Norco and surrounding areas at a low cost. Your sponsorship will enable the committee to continue its success. If you are interested in becoming sponsor of the Norco Fair please fill out the application or contact Denise or Jim Sassin at nfsponsors@gmail.com, or visit sponsors at norcofair.org

SPONSORSHIP OPPORTUNITIES FOR THE 2019 LABOR DAY FAIR

\$8,000 - PRESENTING SPONSOR

Name/logo will be prominently featured on a 40' banner across the east end of 6th Street, the electronic digital signs on fairgrounds and on the Fair Website

Business name on all marketing material including social media

Sponsor Provided banner(s) placement displayed prominently on fairgrounds and in arena

Sponsor Provided flag carried by mounted rider during arena activities

Two (2) full color page ads in the Norco Fair Book distributed to every Norco resident

Forty (40) general admission buttons valid every day of the fair

Twenty (20) VIP passes includes buffet and beverages at VIP Pavilion, VIP arena seating , VIP parking, VIP prominent placement in parade behind color guard

Moreno or Clark Arena changed to your company name in fair program

Includes vendor space if desired.

\$5,000 - GOLD SPONSOR

Name/logo will be prominently featured on a 40' banner across the east end of 6th Street, the electronic digital signs on fairgrounds and on the Fair Website. Business name on all marketing material including social media

Sponsor Provided banner(s) placement displayed prominently on fairgrounds and in arena

Sponsor Provided flag carried by mounted rider during arena activities

One (1) full color page ad in the Norco Fair Book distributed to every Norco resident

Twenty (20) general admission buttons valid every day of the fair

Twelve (12) VIP passes includes buffet and beverages at VIP Pavilion, VIP arena seating , VIP parking, VIP prominent placement in parade behind color guard

Moreno or Clark Arena changed to your company name in fair program

Includes vendor space if desired.

SPONSORSHIP OPPORTUNITIES (cont'd)

\$3,000 - SILVER SPONSOR

Sponsor provided banner in arena Sponsor Provided flag carried by mounted rider during arena activities:

One (1) full color page ad in the Norco Fair Book distributed to every Norco resident

Fifteen (15) general admission buttons valid every day of the fair

Ten (10) VIP passes include buffet and beverages at VIP Pavilion, VIP arena seating , VIP parking, prominent placement in parade behind color guard

\$2,500 RANCH RODEO, BULL RIDING OR BUCKLE SPONSOR

Sponsor Provided banner placement displayed prominently on fairgrounds and **fair provided** banner in Arena

Sponsor Provided flag carried by mounted rider during arena activities:

One (1) full color page ad in the Norco Fair Book distributed to every Norco resident

Ten (10) general admission buttons valid every day of the fair

Eight (8) VIP passes include buffet and beverages at VIP Pavilion, VIP arena seating , VIP parking, prominent placement in parade behind color guard

\$2,500 COWBOY KENNY'S STEEL RODEO TOUR 4 AVAILABLE

Sponsor Provided banner placement displayed prominently on fairgrounds and **fair provided** banner in Arena

Sponsor Provided flag carried by mounted rider during arena activities:

One (1) full color page ad in the Norco Fair Book distributed to every Norco resident

Ten (10) general admission buttons valid every day of the fair

Eight (8) VIP passes include buffet and beverages at VIP Pavilion, VIP arena seating , VIP parking, prominent placement in parade behind color guard

\$2,000 BRONZE SPONSOR OR GRAND STAND SPONSOR

Sponsor Provided banner(s) placement displayed prominently on fairgrounds and **fair provided** banner in arena

Sponsor Provided flag carried by mounted rider during arena activities:

One Half (½) full color page ad in the Norco Fair Book distributed to every Norco resident

Ten (10) general admission buttons valid every day of the fair

Six (6) VIP passes include buffet and beverages at VIP Pavilion, VIP arena seating , VIP parking, prominent placement in parade behind color guard

\$2,000 CHUTE SPONSOR 7 AVAILABLE - (BEST DEAL)

We provide 2X7' banner placement displayed on chute

Sponsor Provided flag carried by mounted rider during arena activities

Sponsor name announced every time chute is opened at arena events

One Half (1/2) page color ad in the Norco Fair Book distributed to every Norco resident

Ten (10) general admission buttons valid every day of the fair

SIX(6) VIP passes include buffet and beverages at VIP Pavilion, VIP arena seating , VIP parking, prominent placement in parade behind color guard

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SPONSORSHIP OPPORTUNITIES (cont'd)

\$1,000 SPONSOR - MAIN STAGE • OPENING NIGHT EVENT • VIP HOSPITALITY

Sponsor Provided banner placement displayed in Main Stage area or VIP Pavilion
Quarter page color ad in the Norco Fair Book distributed to every Norco resident
Business Name to be announced during stage events
Ten (10) general admission buttons for every day of the fair
Four (4) VIP passes include buffet and beverages at VIP Pavilion, VIP arena seating, VIP parking, prominent placing in parade behind color guard

\$700 EVENT SPONSORS - HORSETOWN STAGE • LABOR DAY PARADE LAWN MOWER RACES • FAMILY FUN DAY • MUTTON BUSTING JR. BULL RIDING • TALENT SHOW

Sponsor Provided banner at location related to event
Business Card color ad in the Norco Fair Book distributed to every Norco resident
Business Name announced frequently during your particular event
Four (4) general admission buttons valid every day of the fair
Two (2) VIP passes which include: VIP seating at the arena, VIP parking, placement in parade behind color guard (includes food, drinks and tent and arena ground level seating)

\$500 SPONSOR - COMMUNITY COMPETITION • KIDS KORRAL PET PARADE • VOLUNTEER TENT

Sponsor Provided Banner placement at location related to event
Business card ad in the Norco Fair Book distributed to every Norco resident
Four (4) general admission buttons valid every day of the fair

\$300 SPONSOR - ARENA BANNER SPONSOR

Sponsor Provided 2'x8' or 3'x5' banner placement (if sponsor has another size, Business Card color ad in the Norco Fair Book distributed to every Norco resident contact the sponsorship chair for approval)
Two (2) general admission buttons valid every day of the fair

\$100 SPONSOR - FRIENDS OF THE FAIR SPONSOR

Name on the "Friends of the Fair" Page in the Norco Fair Book distributed to every Norco resident
Two (2) general admission buttons valid every day of the fair

Banners and Flags to be collected/submitted no later than August 15th, 2019.

**Please contact Denise or Jim Sassin at 951-323-5548 or 951-258-7161
or email at nfsponsors@gmail.com for more information.**

