



*"The Heart of a Volunteer"*

## 2023 SPONSORSHIP PACKAGE



**George Ingall's Equestrian Center  
Labor Day Weekend  
September 1st - 4th**

Norco Fair • P.O. Box 803 • Norco, CA 92860 • [www.norcofair.org](http://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 2023 Norco Fair ensures the continued success of this great event. The number one goal for this complete 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 a sponsor, please fill out the application or contact the Sponsorship Team: Fia Sullivan at 951-317-2711 or Brandi Barnes at 714-423-7880, Email: [norcofairsporsors@gmail.com](mailto:norcofairsporsors@gmail.com), or visit Sponsors at [www.norcofair.org](http://www.norcofair.org). Some sponsorship options are limited, your prompt reply is necessary and appreciated. Thank you for your generosity and support!

## \$11,000 - PRESENTING SPONSOR (only two (2) available)

- 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
- The Moreno Arena or the Clark Arena changed to your company name in the Fair Program
- Business name on all marketing material including social media
- **Fair Provided** banner in the arena
- **Sponsor Provided** banner(s) placement displayed prominently on fairgrounds
- **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/business
- Thirty (30) VIP Passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired
- Includes vendor space, if desired

## \$8,000 - PLATINUM 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
- **Fair Provided** banner in the arena
- **Sponsor Provided** banner(s) placement displayed prominently on fairgrounds
- **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/business
- Twenty (20) VIP Passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired
- Includes vendor space, if desired



## \$6,000 - GOLD SPONSOR

- Business name on all marketing material including social media
- **Fair Provided** banner in the arena
- **Sponsor Provided** banner(s) placement displayed prominently on fairgrounds
- **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/business
- Sixteen (16) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired
- Includes vendor space, if desired

## \$4,000 - SILVER SPONSOR

- **Fair Provided** banner in the arena
- **Sponsor Provided** banner placement displayed prominently on fairgrounds
- **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/business
- Twelve (12) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired

## \$3,300 - COWBOY KENNY'S STEEL RODEO (only four (4) available)

- **Fair Provided** banner in the 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/business
- Ten (10) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired

## \$3,300 - RANCH RODEO, BULL RIDING *or* BUCKLE SPONSOR

- **Fair Provided** banner in the 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/business
- Ten (10) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired

## \$2,500 - BRONZE SPONSOR *or* GRANDSTAND SPONSOR

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One Half (1/2) full color page ad in the Norco Fair Book distributed to every Norco resident/business
- Six (6) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired

## \$2,500 - CHUTE SPONSOR (only seven (7) available)

- **Fair Provided** banner displayed on a chute
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Sponsor name announced every time chute gate is opened at arena events
- One Half (1/2) full color page ad in the Norco Fair Book distributed to every resident/business
- Six (6) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired

## \$1,700 - RODEO CLOWN SPONSOR

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One Half (1/2) full color page ad in the Norco Fair Book distributed to every Norco resident/business
- Four (4) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired

## \$1,500 - MAIN STAGE *or* VIP HOSPITALITY SPONSOR

- **Sponsor Provided** banner placement displayed in Main Stage area or VIP Pavilion
- Quarter page (1/4) full color page ad in the Norco Fair Book distributed to every Norco resident/business
- Four (4) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired

## \$1,100 EVENT SPONSORS - FAMILY FUN DAY • HORSETOWN STAGE JR. BULL RIDING • LABOR DAY PARADE • LAWN MOWER RACES MUTTON BUSTING • 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
- Two (2) VIP passes (for Friday, Saturday and Sunday)...VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- VIP prominent placement in the parade, if desired

## \$500 EVENT SPONSORS - COMMUNITY COMPETITION • KIDS KORRAL PET PARADE • VOLUNTEER TENT

- **Sponsor Provided** banner at location related to event
- Business Card color ad in the Norco Fair Book distributed to every Norco resident/business
- Four (4) general admission buttons valid every day at the Fair

## \$400 - ARENA BANNER SPONSOR

- **Fair Provided** banner in the arena
- Business Card color ad in the Norco Fair Book distributed to every Norco resident/business
- Two (2) general admission buttons valid every day at the Fair

## \$120 - FRIENDS OF THE FAIR SPONSOR

- Name on the "Friends of the Fair" page in the Norco Fair Book distributed to every Norco resident/business
- Two (2) general admission buttons valid every day at the Fair

**Banners and Flags to be collected/submitted no later than August 15th, 2023.**

**For Sponsorships that have a Sponsor Provided Flag option and you would like to have your custom flag created, please contact us ASAP for a business referral, as there is up to a four-six (4-6) week processing time.**

**Please contact the Norco Fair Sponsorship Team: Fia Sullivan at 951-317-2711 or Brandi Barnes at 714-423-7880, or Email: [norcofairsponsors@gmail.com](mailto:norcofairsponsors@gmail.com), or visit Sponsors at [www.norcofair.org](http://www.norcofair.org). Thank you for your generosity and support!**



# NORCO FAIR 2023 - SEPT. 1<sup>st</sup> - 4<sup>th</sup> SPONSORSHIP/FAIR BOOK AD CONTRACT

- SPONSORSHIP     FAIRBOOK AD ONLY  
 NEW AD     SAME AD     REVISED AD

Organization/Business Name \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

I understand my sponsorship/ad must be paid in full by July 15<sup>th</sup> or the ad will be excluded from the fair book.  
(initial)

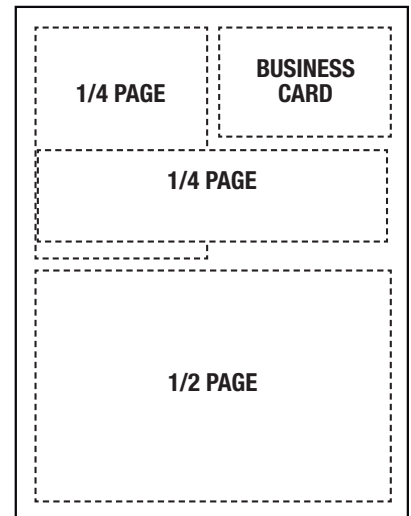
**Please check the box in front of sponsorship level desired.**

Presenting Sponsor-\$11,000	Grandstand Sponsor-\$2,500	Lawn Mower Races-\$1,100
Platinum Sponsor-\$8,000	Chute Sponsor-\$2,500	Mutton Bustin' Sponsor-\$1,100
Gold Sponsor-\$6,000	Rodeo Clown Sponsor-\$1,700	Talent Show Sponsor-\$1,100
Silver Sponsor-\$4,000	Main Stage Sponsor-\$1,500	Community Comp. Sponsor-\$500
Cowboy Kenny's Steel Rodeo-\$3,300	VIP Hospitality Sponsor-\$1,500	Kids Korral Sponsor-\$500
Ranch Rodeo Sponsor-\$3,300	Family Fun Day Sponsor-\$1,100	Pet Parade Sponsor-\$500
Bull Riding Sponsor-\$3,300	Horsetown Stage Sponsor-\$1,100	Volunteer Tent Sponsor-\$500
Buckle Sponsor-\$3,300	Jr. Bull Riding Sponsor-\$1,100	Arena Banner Sponsor-\$400
Bronze Sponsor-\$2,500	Labor Day Parade Sponsor-\$1,100	Friends of the Fair-\$120

**Please contact the Norco Fair Sponsorship Team: Fia Sullivan at 951-317-2711 or Brandi Barnes at 714-423-7880 or Email: norcofairsporsors@gmail.com**

FULL COLOR AD SIZE	DIMENSIONS	SPECIAL RATE UNTIL MAY 15	MAY 16 Thru JUNE 30
Full Page	7.5" x 10"	\$550	\$575
Half Page	7.5" x 4.88"	\$350	\$375
1/4 Page	3.63" x 4.88" or 2.5" x 7.5"	\$200	\$225
Business Card	3.5" x 2.5"	\$100	\$125

**PLEASE NOTE:  
FAIR BOOK  
DEADLINE IS  
JUNE 30<sup>th</sup>**



Color Ad Specs: Digital files only, 300 dpi sent in PDF, JPG or EPS format.

**ALL ADS MUST BE PRINT READY OR THERE WILL BE AN ADDITIONAL CHARGE.**

**For Fair Book ads, please contact Diana McGrew at 951-805-5995 or fairbookads@gmail.com**

**Make checks payable to: NORCO FAIR COMMITTEE, P.O. Box 803, Norco, CA 92860**