



2026 SPONSORSHIP PACKAGE



**Ingalls Event Center
Labor Day Weekend
September 4th - 7th**

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

\$12,500 - PRESENTING SPONSOR (only two (2) available)

- Business name/logo will be featured on a 40' banner across the east end of 6th Street and on three electronic advertising signs throughout Norco
- The Moreno Arena or the Clark Arena changed to your company name in Fair Program
- Premier listing of business name/logo on all marketing materials, media, and the fair website, with business name/logo on the Norco Fair Pavilion
- **Fair Provided** banner in the arena
- **Fair Provided** banner(s) placement displayed prominently on fairgrounds
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/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
- Includes vendor space, if desired

SOLD OUT FOR 2026

\$8,500 - PLATINUM SPONSOR

- Business name/logo will be featured on a 40' banner across the east end of 6th Street and on three electronic advertising signs throughout Norco
- Business name/logo on all marketing materials, media, and the fair website
- **Fair Provided** banner in the arena
- **Fair Provided** banner(s) placement displayed prominently on fairgrounds
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/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
- Includes vendor space, if desired

\$8,500 - BIG SCREEN SPONSOR (only two (2) available)

- Business name/logo will be featured on a 40' banner across the east end of 6th Street and on three electronic advertising signs throughout Norco
- Business name/logo displayed on the Big Screens, on all marketing materials, media, and the fair website
- **Fair Provided** banner in the arena
- **Fair Provided** banner(s) placement displayed prominently on fairgrounds
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/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
- Includes vendor space, if desired

SOLD OUT FOR 2026

\$8,500 - MAIN STAGE SPONSOR (Exclusive Sponsor only one (1) available)

- Main Stage renamed on all marketing materials, media, and the fair website to include your business name (e.g., "Your Business Name Here" Stage)
- Business name/logo will be featured on a 40' banner across the east end of 6th Street and on three electronic advertising signs throughout Norco
- **Fair Provided** banner prominently displayed on the stage showing "Your Business Name' Stage".
- **Fair Provided** banner(s) placement displayed prominently on fairgrounds
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/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
- Includes vendor space, if desired

SOLD OUT FOR 2026

\$6,000 - GOLD SPONSOR

- Name/logo will be featured on a 40' banner across the east end of 6th Street
- Business name/logo on all marketing materials, media, and the fair website
- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/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
- Includes vendor space, if desired

\$4,500 - SILVER SPONSOR

- Name/logo will be featured on a 40' banner across the east end of 6th Street
- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One (1) full page ad plus One-Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- 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
- Six (6) general admission buttons valid every day at fair

\$3,500 - IMPERIAL KNIGHTS JOUSTING (only two (2) available)

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One (1) full page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- Eight (8) 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
- Six (6) general admission buttons valid every day at fair

\$3,500 - 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 page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- Eight (8) 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
- Six (6) general admission buttons valid every day at fair

\$3,000 - GRANDSTAND or RODEO ARENA ANNOUNCER SPONSOR

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One Half (1/2) page ad & One Quarter (1/4) page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- 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
- Four (4) general admission buttons valid every day at fair

\$2,500 - BRONZE SPONSOR

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- 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
- Six (6) general admission buttons valid every day at fair

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

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Sponsor name announced when chute gates are opened during arena events
- One Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- 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
- Six (6) general admission buttons valid every day at fair

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\$2,000 - BULL FIGHTER SPONSOR

- **Fair Provided** banner in the arena
- One Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- 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
- Four (4) general admission buttons valid every day at fair

\$2,000 - VIP HOSPITALITY

- **Fair Provided** banner in the VIP area
- One Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- 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
- Four (4) general admission buttons valid every day at fair

\$1,500 - EVENT SPONSORS: JR. BULL RIDING or MUTTON BUSTING

- **Fair Provided** banner at location related to event
- Quarter (1/4) page ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- 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
- Six (6) general admission buttons valid every day at fair

\$1,200 - EVENT SPONSORS: LABOR DAY PARADE, FAMILY FUN DAY or KIDS KORRAL

- **Fair Provided** banner at location related to event
- Business Card ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- 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
- Four (4) general admission buttons valid every day at fair

\$500 - ARENA BANNER SPONSOR

- **Fair Provided** banner in the arena
- Business Card ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- Four (4) general admission buttons valid every day at fair

\$500 - EVENT SPONSORS: COMMUNITY COMPETITION, PET PARADE or VOLUNTEER TENT

- **Fair Provided** banner at location related to event
- Business Card ad in the Norco Fair Book distributed to every Norco residence/business; business name/logo listed on the fair website
- Four (4) general admission buttons valid every day at fair

\$120 - FRIENDS OF THE FAIR SPONSOR

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

Fair Book Deadline is Friday, July 17th, 2026

Flags to be collected/submitted no later than August 20th, 2026

Please contact the Norco Fair Sponsorship Chair: Fia Sullivan at 951-317-2711 or Email: norcofairsporsors@gmail.com, or visit Sponsors at www.norcofair.org. Some sponsorship options are limited, your prompt reply is necessary and appreciated. Thank you for your generosity and support!



NORCO FAIR 2026 - SEPT. 4TH - SEPT. 7TH SPONSORSHIP CONTRACT

CHECK ONE

NEW AD

SAME AD

REVISED AD

See Other Side For Ad Sizes

Organization/Business Name _____

Contact _____ Phone _____

Address _____ City _____ Zip _____

Email: _____ Website: _____

Signature _____ Date _____

Please check the box in front of sponsorship level desired.

Presenting Sponsor-\$12,500	Imperial Knights Jousting-\$3,500	Labor Day Parade-\$1,200
Platinum Sponsor-\$8,500	Grandstand Sponsor-\$3,000	Family Fun Day-\$1,200
Big Screen Sponsor-\$8,500	Rodeo Arena Announcer-\$3,000	Kids Korral Sponsor-\$1,200
Main Stage Sponsor-\$8,500	Bronze Sponsor-\$2,500	Community Comp. Sponsor-\$500
Gold Sponsor-\$6,000	Chute Sponsor-\$2,500	Pet Parade Sponsor-\$500
Silver Sponsor-\$4,500	Bull Fighter Sponsor-\$2,000	Arena Banner Sponsor-\$500
Ranch Rodeo Sponsor-\$3,500	VIP Hospitality Sponsor-\$2,000	Volunteer Tent Sponsor-\$500
Bull Riding Sponsor-\$3,500	Jr. Bull Riding Sponsor-\$1,500	Friends of the Fair-\$120
Buckle Sponsor-\$3,500	Mutton Bustin' Sponsor-\$1,500	

I understand my sponsorship must be paid in full by Friday, July 17th or the ad will be excluded from the Fair Book.
(initial)

I understand that some sponsorship opportunities are limited and subject to availability. If the selected sponsorship is unavailable, the Sponsorship Chair will notify the sponsor.
(initial)

Sponsor agrees to provide a business logo for use on the Norco Fair website and Norco Fair media. If no logo is provided, the Norco Fair Committee may, at its discretion, create a listing using the business name.
(initial)

**Please contact the Norco Fair Sponsorship Chair: Fia Sullivan
at 951-317-2711 or Email: norcofairponsors@gmail.com**

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



NORCO FAIR 2026 - SEPT. 4TH - SEPT. 7TH FAIR BOOK ADVERTISEMENT CONTRACT

CHECK ONE NEW AD SAME AD REVISED AD

DEADLINE IS FRIDAY, JULY 17th

Organization/Business Name _____

Contact _____ Phone _____

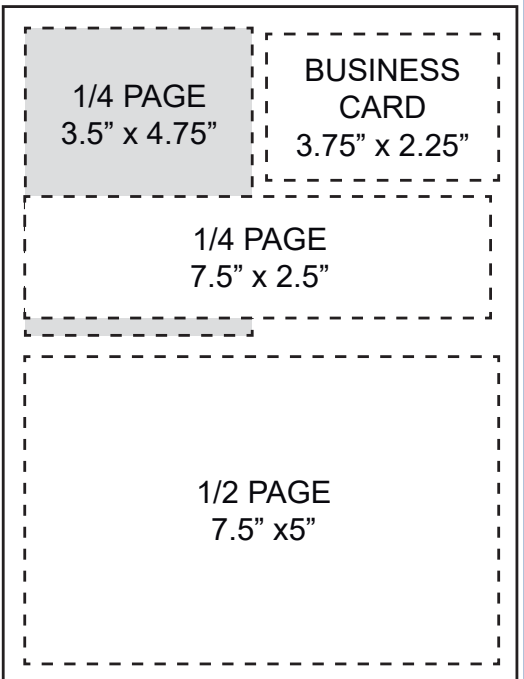
Address _____ City _____ Zip _____

Email: _____ Website: _____

Signature _____ Date _____

I understand my sponsorship must be paid in full by Friday July 17th or the ad will be excluded from the Fair Book.
(initial)

FULL COLOR AD SIZE	DIMENSIONS	DISCOUNT RATE UNTIL MAY 31	JUNE 1 Thru JULY 15
Full Page	7.5" x 10"	\$625	\$650
Half Page	7.5" x 5"	\$425	\$450
1/4 Page	3.5" x 4.75" or 7.5" x 2.25"	\$250	\$275
Business Card	3.75" x 2.25"	\$125	\$150



AD SPECS:

- Digital File Only
- 300 dpi
- PDF, JPG, PNG, PSD, AI or EPS
- CMYK Preferred (if sending RGB please be aware color may be different in print)

**PLEASE PROVIDE PRINT READY ADS.
Contact Diana if you need any assistance.**

**Please contact Diana McGrew at 951-805-5995 or
Email: fairbookads@gmail.com**

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



NORCO FAIR 2026 - SEPTEMBER 4TH - 7TH SPONSORSHIP OPPORTUNITIES

The Norco Fair is a long-standing tradition that brings together locals and visitors alike to celebrate our town's rich culture and history, with four days of fun-filled events that offer a variety of activities and entertainment for people of all ages. From carnival rides to ranch rodeo, junior livestock show, bull riding, family fun day, junior bull riding, mutton busting, community competition and exhibits, Labor Day parade, vendors/shopping, live entertainment and food vendors, there is something for everyone to enjoy. This year, we are planning to make the 2026 Norco Fair the best ever and we are hoping to have your support in making this happen.

As a sponsor, you will have the opportunity to showcase your brand to more than 12,000 fairgoers over the Labor Day Weekend and demonstrate your commitment to supporting the community. Our Fair Book is mailed prior to the Fair to Norco residences and businesses. There is no other event in our community where you can reach so many people in one location over four days.

About The Norco Fair Committee: The Norco Fair Committee is a 501-C4 not-for-profit corporation and is a completely volunteer-run event. Your sponsorship will help cover the costs associated with the expenses of the fair and will help us to continue to make a positive impact in our community, as we donate profits to local community groups and organizations. The number one goal for this completely volunteer-run event is to provide family fun at a low cost for the community of Norco and surrounding areas.

We offer various sponsorship packages to suit your budget and marketing goals. Some sponsorship options are limited; your prompt reply is necessary and appreciated.

If you are interested in becoming a sponsor or would like to learn more about sponsorship packages, please do not hesitate to contact the Sponsorship Chair: Fia Sullivan at 951-317-2711 or email us at norcofairsponsors@gmail.com. We would be more than happy to discuss the options with you and answer any questions you may have.

Your support and generosity will help us continue to make this event a tradition in our town, and we are grateful for any assistance you can provide.

