



2010

Canyon County Fair

Sponsorship Guide

July 29th, 30th, 31st and August 1st





Cover Letter

Thank you for your interest in the 2010 Canyon County Fair. A proud tradition since 1887, the Canyon County Fair & Festival has been providing fantastic family fun for over 120 years!

In 2010 as consumers are looking for more value than ever the Canyon County Fair is set to deliver. Fair goers will find fun, entertaining activities for the entire family including a carnival, four headliner concerts, entertainers, contests...and of course fair exhibits, livestock shows and lip-smacking Fair food all for the price of a \$5.00 admission ticket.

We invite you to join the growing number of sponsors that have enjoyed great success at the Canyon County Fair & Festival. Enclosed is a 2010 Fair sponsor packet designed to allow you to choose your own level by dollar amount and intensity of visibility. These levels are guidelines and each sponsorship package will be modified to meet your specific needs.

The Canyon County Fair & Festival represents a wonderful value to an entire family with so many entertainment options available for just the price of admission.

We look forward to helping you obtain a valuable sponsorship that will help fulfill your marketing goals. To discuss your options in greater detail you can contact Rosalie Cope, Fair Administrator at 455-6500, Rhea Allen, Peppershock Media at 461-5070 or e-mail Sponsorships@canyoncountyfair.org

Cordially,

The Canyon County Fair
Board of Directors



Event Overview

The 2010 County Fair is seeking to attract rural and urban visitors in recognition of the changing makeup of the surrounding communities.

Attendance:
40,000-50,000

2009 Attendance Demographics:
Adults – 26,500
Youth 12+/Seniors 65+ - 7,000
Youth Exhibitors - 900
Children 6 & Under – 3,500

Median Household income \$36,000
Median Family income \$40,000

Over 50% of attendees are homeowners
Over 90% have 1 or more cars in their household

65% of concert ticket buyers come from out of town

The average fair going family will spend over \$40 while at the fair

Fair attendees include individuals from the cities and counties in and around Canyon County.

Attendance peaks in the evenings around the concert performances.



Event Highlights

The 2010 Fair will feature:

Four nights of main stage headliner entertainment

- § The Guess Who
- § Keith Anderson
- § Clay Walker
- § The Little River Band

Events and attractions

- § Celebrity cooking shows
- § A classic carnival with fun & exciting rides
- § Community stage featuring local entertainment
- § The Idaho Press Tribune stage with comedians, magicians and much more

Competitions and Contests

- § 4H & FFA competitions
 - Horse Shows
 - Livestock Shows
 - Family and Consumer Science projects
 - Market Livestock Sale
- § Open Class competitions
- § Ranch Hand Competition and Team Branding
- § Jr. Rodeo (Qualifier for Caldwell Night pre-rodeo event)
- § Dance Competitions
- § Bingo
- § Free Contests
- § Chili and Dutch-Oven Cook-off

And much more....

- § Vendor booths
- § A broad selection of lip-smacking Fair food





Sponsorship Advantages

Why Sponsor?

- § Increase brand loyalty
- § Create/Heighten awareness and visibility
- § Change/Reinforce image
- § Shape consumer attitudes
- § Showcase community responsibility
- § Drive sales
- § Sample/Display brand attributes
- § Entertain clients
- § Recruit/Retain employees

How can I select an appropriate sponsorship?

- § Image compatibility
- § Audience composition
- § Ability to incent consumers
- § Ability to leverage
- § Media
- § Ability to impact consumer sales
- § Efficiency and ease of administration
- § Measurability
- § Continuity/Ability to extend

We will work with you to create engaging Fair “specials” that deliver customers to your storefront or website.

Becoming a Sponsor at the 2010 Canyon County Fair is a great way to show community support and draw attention, from a very large audience, to your company in these tough economic times.





Rights & Benefits

Several Sponsorship Opportunities are exclusive and we will grant first right of refusal to the previous year's sponsor.

Sponsorships over \$7,500 can be mentioned in our Radio, Television, and Newsprint advertisements as a part of their overall sponsor package.

Sponsors may also choose from some of our exclusive sponsorship opportunities such as the

- § Main Stage sponsor
- § Nightly concert sponsor
- § Community Stage sponsor
- § Main (Your Name Here) Stage co-sponsor
- § VIP Tent sponsor
- § Event title (The "Idaho Beef Council" Celebrity Cooking Show)
- § "Presented by" sponsors or
- § Display signage in one of many high traffic locations throughout the Fairgrounds.
- § Youth awards sponsor

Sponsors can also choose from these exclusive benefits

- § Prime booth real-estate
- § High visibility signage
- § VIP Concert tickets
- § VIP Backstage passes
- § Carnival tickets
- § General admission tickets
- § Sponsor Dinner
- § Radio advertising
- § Television advertising
- § Print advertising
- § Website advertising
- § Delivery of in-store foot traffic
- § On-site sampling/coupons
- § Stage Mentions



Sponsorship Fees & Terms





Acknowledgement

We would like to thank you for taking time to review our packet of information and remind you that, while you may view your Sponsorship as a philanthropic commitment to our community it is much more. The Canyon County Fair is a chance to contribute and become a part of the many fond memories this year's attendees and participants will enjoy.

You, yourself will likely remember how much laughter and excitement fair week generated in your community and the many great memories of friends, family entertainment and Fair food.

Every dollar committed to the 2010 Canyon County Fair will make an impact on the quality and excellence of this year's fair and the surrounding community. We have strived diligently to ensure that every dollar your business commits to this year's sponsorship has the potential to create a return on investment for your organization.

In conclusion, we hope to include your business as a proud sponsor of one of Canyon county's oldest and most loved events.

Canyon County Fair Board

