

PRESENTED BY GILPIN COUNTY PARKS & RECREATION

JULY 19-21, 2024

GILPIN COUNTY FAIR

Gilpin County Fairgrounds | 250 Norton Dr. Black Hawk, CO 80422 | 303-582-1453

Sponsorship Information Packet



Gilpin County Parks & Recreation

250 Norton Dr. Black Hawk, CO | 303.582.1453 | gilpincounty.colorado.gov

Gilpin County Fair

WHAT

Join us for an action-packed weekend featuring a rodeo, rides, contests, live entertainment, merchandise vendors, food attractions, and so much more.

WHO

Each year, the Fair attracts approximately **6,000** people from Gilpin County and beyond.

WHEN

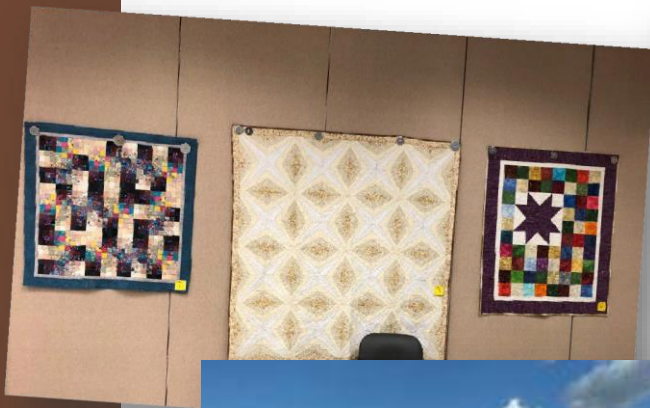
Friday, July 19 from 10am-6pm, Saturday, July 20 from 10am to 6pm and Sunday, July 21 from 9am-4pm.

WHERE

The Fair is held on the Gilpin County Fairgrounds in mid-county, off of Highway 46. The entire Fairground and Community Center complex are utilized for the event.

NEW

Get ready for fun new attractions at the 2024 Fair including a major headlining show, rough stock event, ranch rodeo, a community parade, a fiber and fabric arts show, live entertainment, gymkhana, 4-H livestock show and more Friday night fun.



Sponsor Benefits

*Create
awareness &
visibility*

*Drive
traffic &
sales*

*Market to
your
target
audience*

*Increase
brand loyalty*

*Showcase
community
support*

*Enjoy the
Fair without
Sponsor
Perks*

Your name could be seen or heard...

- ◇ On the Gilpin County Fair **T-SHIRT** *Sponsorship due by April 2024*
- ◇ On **SIGNS** and **BANNERS** during the Fair
- ◇ **ANNOUNCEMENTS** during the Fair
- ◇ On your **BOOTH** at the Fair
- ◇ In **PRINTED PUBLICATIONS** such as the Weekly Register Call, Mountain Ear
- ◇ **SOCIAL MEDIA**
- ◇ **ONLINE ADVERTISEMENTS**
- ◇ **POSTERS** around the County two months before the Fair
- ◇ On the County **WEBSITE**: gilpincounty.colorado.gov
- ◇ Or a Fair event could be NAMED after your business



In addition to the many benefits and opportunities listed in this packet, Gilpin County Fair is excited to work with you to create a customized platform to fit your marketing objectives and reach your target audience.



Sponsorship Opportunities

****Examples of Sponsorship Fund use, additional opportunities available!****

- \$250** Community Contest, Face Painting, Fiber & Fabric Arts, Battle of the Bands
- \$500** Fair Ambassador, Music Bands, Awards, Live Entertainment, Carriage Rides
- \$1,000** Fair Mailer, Arena Chute Gate, Mutton Bustin', Children's Activities, T-Shirt
- \$2,500** Premier Activities such as Mechanical Bull, Human Hamster Ball or Petting Zoo
- \$5,000** Rodeo Sponsorship, Ranch Rodeo Sponsorship, Arena Entertainment

In-Kind Sponsorship– In-kind gifts, such as hotel rooms, gift certificates, food and advertisements, are greatly appreciated. The value of your gift will grant you the same Sponsor Perks.

Sponsor Levels & Perks	\$250	\$500	\$1,000	\$2,500	\$5,000+
BANNER ON CROW'S NEST					✓
LOGO IN ALL ADVERTISING					✓
ANNOUNCER RECOGNITION THROUGH-OUT FAIR					✓
ADVERTISEMENT SPACE IN FAIR PROGRAM				✓	✓
PROMOTIONAL PRODUCT GIVE AWAY				✓	✓
NAMING RIGHTS TO AN EVENT				✓	✓
SOCIAL MEDIA SHOUT-OUT, LOGO ON FAIR T-SHIRT				✓	✓
BANNER PLACEMENT, LOGO ON FAIR MAILER			✓	✓	✓
LOGO IN FAIR PROGRAM		✓	✓	✓	✓
LOGO ON FLYER	✓	✓	✓	✓	✓
FREE BOOTH SPACE	✓	✓	✓	✓	✓

To have YOUR logo on our Fair Mailer or T-Shirt sponsorship commitment MUST be in by April.



Sponsorship Commitment

QUESTIONS? Please contact Krystal Meyer, Special Events Coordinator
kmeyer@gilpincounty.org | 720.259.5005

Please complete form below and email or hand deliver to:

kmeyer@gilpincounty.org | 720.259.5005

Gilpin County Community Center, 250 Norton Drive, Black Hawk, CO 80422

Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ St: _____ Zip: _____

Telephone: _____ Email: _____

Website: _____

What are your marketing objectives: _____

Who is your target audience? _____

SPONSORSHIP

Monetary donation: \$ _____

In-kind donation value: \$ _____

I would like to sponsor a specific event. The _____

PAYMENT INFORMATION

Check enclosed

Payment will come no later than _____ (please insert date) Invoice me

Gilpin County Tax ID# 84-6000768

Make all checks payable to the **Gilpin County Parks & Recreation**