

# Guadalupe County Fair Association



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## 2023 Sponsorship Packages



**Many facets of the Guadalupe County Fair would not be possible without the support of individuals and companies who believe in agriculture and youth development. The Guadalupe Agricultural and Livestock Fair Association (GALFA) is a non-profit 501c3 organization. We need your help to continue the oldest fair in Texas. It's a family tradition.**

**The Guadalupe County Fair is family oriented, with something for everyone. Approximately 55,000 people come to enjoy our events which include a three-day PRCA rodeo, BBQ Cook off, Pride of Texas carnival, baby barnyard, exhibits, over 160 vendors, dances, contests, food and lots of fun!**

**What better atmosphere to reach out and touch your prospective customers than by becoming a sponsor? Partnering with the Guadalupe County Fair signals your commitment to family and community. Reach your target market while they are engaged in the fun and activities of the county fair.**

**We would appreciate the opportunity to answer any questions you may have with regards to sponsorships, space at the fair, etc. We look forward to hearing from you soon.**

**See you at the Fair!**  
**(830) 379-6477**  
**[g.c.f.a@sbcglobal.net](mailto:g.c.f.a@sbcglobal.net)**  
**[www.gcfair.org](http://www.gcfair.org)**

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# **Guadalupe Co. Fair and PRCA Rodeo Title Sponsor**

## *Diamond Sponsor*

\$12,000.00

Sponsor will receive 10 Arm Bands to the VIP area for the rodeos and hospitality room as well as 5 VIP parking passes (good for each of the three performances). Also included are 20 general admission tickets to each performance of the PRCA Rodeo and 20 Arm Bands to each night of our hospitality room. You will also receive signage throughout the grounds and Rodeo arena promoting your business in the arena (please bring us your banners), Business name and logo on approx. 400 VIP & Nelda St Gate entrance car tags, Business name on the bottom of all our letter head, recognition in the Rodeo program, on the digital scoreboard, announcement during each night of our PRCA Rodeo, as well as being recognized in our radio and print advertising to include a link to your business on our website.

## *Platinum Sponsor*

\$6,500.00

Sponsors will receive 8 Arm Bands to the VIP area for the rodeos and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are 4 general admission tickets to each performance of the PRCA Rodeo and 4 Arm Bands to each night of our hospitality room. You will also receive a 4'X16' sign/banner promoting your business in the arena, recognition in the program, on the digital scoreboard, announcement during each night of our PRCA Rodeo, as well being recognized in our radio and print advertising to include a link to your business on our web site.

## *Gold Sponsor*

\$5,500.00

Sponsors will receive 6 Arm Bands to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are 4 general admission tickets to each performance of the PRCA Rodeo and 4 Arm Bands to each night of our hospitality room. You will also receive a 4'X8' sign/banner promoting your business in the arena, recognition in the program, on the digital scoreboard, announcement during each night of our PRCA Rodeo, as well being recognized in our radio and print advertising to include a link to your business on our web site.

## *Silver Sponsor*

\$4000.00

Sponsors will receive 4 Arm Bands to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are 4 general admission Tickets to each performance of the PRCA Rodeo and 4 Arm Bands to each night of our hospitality room. You will also receive a 2'X8' sign/banner promoting your business in the arena, recognition in the program, on the digital scoreboard, announcement during each night of our PRCA Rodeo, as well being recognized in our radio and print advertising. Sponsor will be advertised on our website

# **Professional Rodeo Cowboys Association (PRCA) Rodeo**

## Bucking Chute Sponsor (6 available)

\$2,500.00

Includes an approx. 3' X 5' sign on the respective bucking chute and announcement of your business each time stock is "bucked" from your chute. Advertisement on the digital score board. Includes 4 Arm Bands to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 Arm Bands for each night of our hospitality room.

## Event Sponsors

\$2,000.00

Includes an approx. 4' X 8' sign. Includes 2 Arm Bands to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 Arm Bands for each night of our hospitality room. Includes advertisement on the digital score board, and announcement each night of the rodeo as the event sponsor (typically before and after the event). Events include: Bare Back Riding, Saddle Bronc Riding, Team Roping, Steer Wrestling, Calf Roping, Barrel Racing, Bull Riding, Rodeo Clown and the ever-popular Calf Scramble, Mutton Bustin, Tough Enough to Wear Pink.

## Large Rail Sign

\$1,000.00

Includes an approx. 4' X 6' sign. Includes 2 Arm Bands to the VIP area for the rodeo and hospitality room as well as 1 VIP parking pass (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 Arm Bands for each night of our hospitality room and 10 grounds passes. Additionally, advertisement on the digital score board.

## Rail Sign (48 available)

\$600.00

Includes an approx. 2' X 8' sign, 2 general admission tickets to each rodeo performance (three nights), and 2 Arm Bands to the hospitality room (three nights) and 10 grounds passes.

## Hospitality Room Sponsors

\$1,200.00

Recognition in the hospitality room with an approx. 3'X6' banner. Includes 2 Arm Bands to the VIP area for the rodeo and hospitality room as well as 1 VIP parking passes (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 Arm Bands for each night of our hospitality room.

## Rodeo VIP Area Sponsors

\$1,200.00

Recognition in the Rodeo VIP Area with an approx. 3'X6' banner. Includes 2 Arm Bands to the VIP area for the rodeo and hospitality room as well as 1 VIP parking passes (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 Arm Bands to each night of our hospitality room.

Rodeo Announcers Stand

\$2,500.00

Includes an approx. 4' X 6' sign. Includes 2 Arm Bands to the VIP area for the rodeo and hospitality room as well as 1 VIP parking pass (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 Arm Bands for each night of our hospitality room

Rodeo Stock Entry Gate

\$2,500.00

Includes an approx. 4' X 6' sign. Includes 2 Arm Bands to the VIP area for the rodeo and hospitality room as well as 1 VIP parking pass (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 Arm Bands for each night of our hospitality room

Rodeo Stock Exit Gate

\$2,500.00

Includes an approx. 4' X 6' sign. Includes 2 Arm Bands to the VIP area for the rodeo and hospitality room as well as 1 VIP parking pass (good for all three performances). Also included are (2) general admission tickets to each rodeo performance and 2 Arm Bands for each night of our hospitality room

Large Banner Sponsor (single sided)

\$2,500.00

Sponsor will provide a 5' X 20' banner to hang in the rodeo arena. The banner must have at least 10 grommets on the top and bottom evenly spaced. The banner must be in GCFA's possession by October 1<sup>st</sup>

Large Banner Sponsor (double sided)

\$3,000.00

Sponsor will provide a 5' X 20' banner to hang in the rodeo arena. The banner must have at least 10 grommets on the top and bottom evenly spaced. The banner must be in GCFA's possession by October 1<sup>st</sup>

## **Ticket Booths and Ground Entertainment/Agricultural Education Show**

Main Gate Ticket Booth Sponsor

\$2,500.00

A 3' X 7' sign at each gate ticket booth (3 main gates - lighted at night). Four (4) each Gate Passes each day of our fair. Six (6) PRCA Rodeo general admission tickets each night of the PRCA Rodeo. Six (6) Hospitality Room Arm Bands for each night (three nights) of our rodeo. Two (2) VIP Parking Passes good for all 3 days.

Food/Drink Concessions Ticket Booth Sponsor

\$1500.00

A 3' X 7' sign at each concessions ticket booth (3 ticket booths). Four (4) each Gate Passes each day of our fair. Four (4) PRCA Rodeo general admission Tickets for each night of the PRCA Rodeo. Four (4) Hospitality Room Arm Bands for each night (three nights) of our rodeo. One (1) VIP Parking Pass good for all 3 days.

Ground Entertainment and Ag Education Show Sponsor \$4000.00

Sponsors will receive 4 Arm Bands to the VIP area for the rodeo and hospitality room as well as 2 VIP parking passes (good for all three performances). Also included are 4 general admission Tickets to each performance of the PRCA Rodeo and 4 Arm Bands for each night of our hospitality room. You will also receive a 3' X 6' sign/banner promoting your business in the Ground Entertainment/Ag Education Show location on the fairgrounds, as well as being recognized in our radio and print advertising. Sponsor will be advertised on our website

T-Shirt sponsor

Business logo printed on T-shirts \$800.00  
A 3' X 6' banner posted on the fairgrounds  
Recognition in Fair Catalog and on our website.  
Four (4) each Gate Passes each day of our fair.  
Two (2) Hospitality Room Arm Bands for each night (three nights) of our event.

## **BBQ Cook-Off Mutton Bustin'**

Sponsor \$600.00

Community Sign/Banner at location of event with name and sponsorship level.  
Recognition in Fair Catalog and on our website.  
Four (4) each Gate Passes each day of our fair.  
Two (2) Hospitality Room Arm Bands for each night (three nights) of our event.  
Opportunity to present awards at completion of event (This event takes place a week before the County Fair).

## **BBQ Cook-Off**

Event Sponsor \$1,000.00

A 4' X 6' banner at BBQ Cook-Off.  
Two (2) PRCA general admission rodeo tickets each night.  
Two (2) Arm Bands to Hospitality Room each night.  
Recognition in Fair Catalog and on our website.  
Opportunity to judge BBQ cookoff.

Buckle Sponsor \$700.00

(Grand & Reserve Grand Over-All Cooker Buckles)  
A 2' X 4' banner at Cook-Off location.  
Two (2) PRCA general admission rodeo tickets each night of our rodeo.  
Recognition of buckles awarded.  
Recognition in Fair Catalog and on our website.



Opportunity to present awards at completion of event.  
Opportunity to judge BBQ cookoff.

Trophy Sponsor \$400.00

Recognition of trophies awarded.  
Six (6) Gate Passes each day of Fair.  
Recognition in Fair Catalog and on our website.  
Opportunity to present awards at completion of event.  
Opportunity to judge BBQ cookoff.

Ribbon Sponsor \$250.00

Four (4) each Gate Passes each day of our fair.  
Recognition of ribbons awarded.  
Recognition in Fair Catalog and on our website.  
Opportunity to present awards at completion of event.  
Opportunity to judge BBQ cookoff.

## **Best Western Wear Roundup**

Grand Prize Sponsor (2 given) \$600.00

Community Banner at location of event with name and sponsorship level  
Recognition in Fair Catalog and on our website  
Four (4) each Gate Passes each day of our fair  
Opportunity to present awards at completion of event.  
Two (2) Arm Bands to Hospitality Room (three nights)

1<sup>st</sup> Place Sponsor (6 given) \$350.00

Community Banner at location of event with name and sponsorship level  
Recognition for awards given  
Recognition in Fair Catalog and on our website  
Two (2) each Gate Passes each day of our fair  
Opportunity to present awards at completion of event

2<sup>nd</sup> Place Sponsor (6 given) \$250.00

Community Banner at location of event with name and sponsorship Level  
Recognition for awards given  
Recognition in Fair Catalog and on our website  
Two (2) each Gate Passes each day of our fair  
Opportunity to present awards at completion of event

3<sup>rd</sup> Place Sponsor (6 given) \$200.00

Community Banner at location of event with name and sponsorship level  
Recognition for awards given

Recognition in Fair Catalog and on our website  
Two (2) each Gate Passes each day of our fair  
Opportunity to present awards at completion of event

Trophy Sponsor \$400.00

Community Banner at location of event with name and  
sponsorship level  
Recognition for awards given  
Recognition in Fair Catalog and on our website  
Two (2) each Gate Passes each day of our fair  
Opportunity to present award at completion of event

## Live Music and Stage

Primary Stage Sponsor \$2,000.00

A 4' X 8' Banner at front of stage during each performance  
Recognition in Fair Catalog and on our website  
VIP table in the dance pavilion  
1 VIP Parking Pass per night (3 nights).  
Four (4) PRCA Rodeo general admission Tickets each night of the PRCA  
Rodeo  
Four (4) Hospitality Room Arm Bands each night (three nights)

Live Music Gold Sponsor \$1500.00

A 3'X6' Banner at front of stage during each performance  
Recognition in Fair Catalog and on our website  
Six (6) Grounds admission Tickets each day of our fair  
Six (6) Hospitality Room Arm Bands each night (three nights)

Live Music Silver Sponsor \$1000.00

A 3'X4' banner at front of stage during each performance  
Recognition in Fair Catalog and on our website  
Four (4) Grounds admission tickets each day of our fair  
Four (4) Hospitality Room Arm Bands each night (three nights)

## Parade Float

Float and Truck Sponsor \$2500.00

Name on Float/Tow Vehicle  
Recognition in Fair Catalog, our website, and during 6 -8 Parades annually  
Four (4) PRCA Rodeo general admission tickets each night of the PRCA Rodeo  
Four (4) Hospitality Room Arm Bands each night (three nights)  
Six (6) each Gate Passes for each day of our fair

## Petting Zoo

<u>Event Sponsor (2 available)</u>	-	\$5000.00
A 4' X 8' Banner at location of the Event		
Recognition in the Fair Catalog and on our website		
Four (4) each Gate Passes for each day of our Fair		
Four (4) Arm Bands to the VIP area for the rodeo and hospitality room		
Opportunity to greet event visitors		
Two (2) VIP Parking Passes good for all 3 days		

## Fair Queen's Contest

<u>Event Sponsor</u>	\$700.00
A 4' X 8' Banner at Location of Event	
Recognition in our Fair Catalog and on our website	
Four (4) each Gate Passes for each day of our Fair	
Opportunity to present awards at completion of event	
Two (2) PRCA Rodeo general admission tickets each night of the PRCA Rodeo	

<u>Crown Sponsor</u>	\$600.00
Recognition in Fair Catalog and on our website	
Four (4) each Gate Passes for each day of our Fair	
Two (2) PRCA Rodeo general admission tickets each night of the PRCA Rodeo	

<u>Sash Sponsor</u>	\$400.00
Recognition in Fair Catalog and on our website	
Six (6) each Gate Passes for each day of the Fair	

<u>Flower and Decoration Sponsor</u>	\$300.00
Recognition in Fair Catalog and on our website	
Four (4) each Gate Passes for each day of our Fair	

## Miss Rodeo Guadalupe County

<u>Saddle Sponsor:</u> -----	\$1200.00
<u>Teen Breast Collar and Bridal Sponsor:</u> -----	\$250.00
<u>Princess Saddle Pad Sponsor:</u> -----	\$150.00

<u>Banner Sponsor:</u> -----	\$150.00
<u>Crown Sponsor (3):</u> -----	\$300.00
<u>Flower Sponsor (2):</u> -----	\$150.00
<u>Horsemanship Sponsor:</u> -----	\$100.00
<u>Speech Sponsor:</u> -----	\$100.00
<u>Congeniality Charm Sponsor:</u> -----	\$100.00
<u>Personality and Appearance Sponsor:</u> -----	\$100.00
<u>Runner Up Sponsor (3):</u> -----	\$50.00

## Beef Cattle Department

<u>Event Sponsor</u>	\$600.00
A 2' X 4' Banner at location of event	
Recognition in our Fair Catalog and on our website	
Four (4) each Gate Passes for each day of our Fair	
Opportunity to present awards at completion of event	
<u>Scholarship Sponsor:</u> -----	\$500.00
<u>Buckle Banner Sponsor:</u>	\$300.00
Recognition of trophies awarded	
Recognition in Fair Catalog and on our website	
Two (2) each Gate passes for each day of our Fair	
Opportunity to present awards at completion of event	
<u>Ribbon Sponsor</u>	\$100.00
Recognition for ribbons awarded	
Recognition in Fair Catalog and on our website	
Two (2) each Gate Passes for each day of our Fair	

## Sheep & Goats

Event Sponsor (2 Available) \$600.00

A 2' X 4' Banner at location of event  
Recognition in our Fair Catalog and on our website  
Four (4) each Gate Passes for each day of our Fair  
Opportunity to present awards at completion of event

Scholarship Sponsor ----- \$500.00

Buckle – Banner Sponsor \$300.00

Recognition of trophies awarded  
Recognition in Fair Catalog and on our website  
Two (2) each Gate passes for each day of our Fair  
Opportunity to present awards at completion of event

Ribbon Sponsor \$100.00

Recognition for ribbons awarded  
Recognition in Fair Catalog and on our website  
Two (2) each Gate Passes for each day of our Fair

## Hay Show & Field Crops

Event Sponsor \$300.00

A 2' X 4' Banner at location of event  
Recognition in our Fair Catalog and on our website  
Four (4) each Gate Passes for each day of our Fair  
Opportunity to present awards at completion of event

## Kids Corral

Event Sponsor \$1,500.00

A 4' X 6' Banner at location of event  
Recognition in Fair Catalog and on our website  
Ten (10) each Gate Passes for each day of our Fair  
Two (2) PRCA Rodeo general admission Tickets/night  
Opportunity to present awards at completion of event

## Home Arts

Over All Event Sponsor \$600.00

A 2' X 4' Banner at location of event

Recognition in our Fair Catalog and on our website  
Four (4) each Gate Passes for each day of our Fair

Division Ribbon Sponsor (Several Options Available) ----- \$100.00  
Recognition for ribbons awarded  
Recognition in Fair Catalog and on our website  
Two (2) each Gate Passes for each day of our Fair  
Divisions Include: Antiques, Arts, Baked Foods, Fruits and Vegetables, Jellies/Jams/Preserves,  
Pickles/Relishes, Canned Foods, Clothing, Crafts, Floral, Handiwork, Photography

## Pet Show

Big Dog (Event Sponsor) ----- \$500.00  
A 2' X 4' Banner at location of event  
Recognition in our Fair Catalog and on our website  
Four (4) each Gate Passes for each day of our Fair  
Opportunity to present awards at completion of event

Cool Cat (Trophy Sponsor) ----- \$200.00  
Recognition of trophies awarded  
Recognition in Fair Catalog and on our website  
Two (2) each Gate passes for each day of our Fair  
Opportunity to present awards at completion of event

Perky Puppy - (Ribbon Sponsor) ----- \$100.00  
Recognition for ribbons awarded  
Recognition in Fair Catalog and on our website  
Two (2) each Gate Passes for each day of our Fair  
Opportunity to present awards at completion of event

Colorful Kitten - (Donation Sponsor) ----- In-Kind Donation  
Recognition for items donated  
Recognition in Fair Catalog and on our website  
Two (2) each Gate passes for each day of our Fair  
Opportunity to present awards at completion of event.

## Fiddler's Contest

Event Sponsor ----- \$600.00  
A 2' X 4' Banner At location of event  
Recognition in Fair Catalog and on our website  
Four (4) each Gate Passes for each day of our Fair  
Opportunity to present awards at completion of event

Prize Sponsor ----- \$300.00  
Recognition for prizes awarded  
Recognition in Fair Catalog and on our website  
Two (2) each Gate Passes for each day of our Fair

## **Wine Tasting**

Event Sponsors ----- \$1000.00  
Name on Community Banner at location of Event  
Recognition in Fair Catalog and on our website  
Four (4) gate passes for each day of our Fair

## **Oktoberfest**

Event Sponsors (3 Available) ----- \$1000.00  
Name on Community Banner at location of Event  
Recognition in Fair Catalog and on our website  
Four (4) gate passes for each day of our Fair

## **County Team Roping**

Saddle Sponsor ----- \$3000.00  
Six (6) PRCA rodeo VIP Arm Bands for the rodeo and hospitality room  
Recognition in Fair Catalog and on our website

Event Sponsor ----- \$1000.00  
Six (6) PRCA general admission rodeo tickets each night  
Six (6) Arm bands to Hospitality Room each night  
Recognition in Fair Catalog and on our website

Buckle Sponsor ----- \$400.00  
(2nd and 3rd place Header and Heeler Buckles)  
Two (2) PRCA general admission rodeo tickets each night  
Recognition of Buckles awarded  
Recognition in Fair Catalog and on our website

## **Additional Options**

- \* If you did not find a sponsorship package which meets your requirements, please contact one of the KWED sales reps at (830) 379-2234 or email [nick.kwed@gmail.com](mailto:nick.kwed@gmail.com) and we will be glad to help customize a package for you. If for some reason you are not able to reach KWED, you may also contact Scott Henderson at (210) 422-8255 or [scotth@stic.net](mailto:scotth@stic.net)**
- \* Additional PRCA rodeo VIP/Hospitality Room arm bands are available for sponsors at or over the \$1000.00 sponsorship level for \$150.00 each.**