

# SPONSOR GUIDE

## WESTERN MONTANA FAIR



green THUMBS  
& PIE CRUMBS

AUGUST 7<sup>TH</sup>-11<sup>TH</sup>, 2019



WESTERNMONTANAFAIR.COM

# NEW THIS YEAR



## ZERO by FIFTY and a Sustainable Fair

The Western Montana Fair is excited to join Missoula's ZERO by FIFTY initiative, to reduce 90% of the material we send to the landfill by 2050. With around 80,000 visitors and all the delicious food and drinks served, the Fair produced nearly 60 tons of trash (120,000 pounds) in 2018. Starting in 2019, we will reduce waste significantly by sustainably recycling and composting every waste material possible. Fair vendors will convert to compostable/recyclable serving materials while our maintenance staff will place recycling/compost stations around the Fair. Watch for new bins, signage, and vendors that feature the "Green Thumb" logo, which symbolizes their above-and-beyond commitment to sustainable practices. Recycling at the Fair will be easier than ever and honors our theme - Green Thumbs and Pie Crumbs!

## Historic Buildings Reborn

The historic remodel of the Commercial and Culinary buildings is on track for a grand re-opening at the 2019 Fair. The iconic Commercial Building was built in 1915 and an investment now, 100 years later, ensures that the building remains a Missoula treasure for another 100 years. Renovations follow the Secretary of Interior Standards for Rehabilitation of Historic Design and include LEED principals when possible. Improvements include structural upgrades, accessibility for people with disabilities (including a new elevator), bathrooms, heat, ventilation, plus new windows, lighting, roofs, doors, siding, and floors. Both structures were raised intact for the new foundations to be poured. What a monumental effort!



# THE BEST IS BACK

## MADE Fair Marketplace

The MADE Fair Marketplace returns to debut the remodeled Commercial Building. With over 100 local artists, activities, and opportunities to support local nonprofits, the program earned the Renner Innovation Award from the Rocky Mountain Association of Fairs in 2018 - the second Innovation Award in a row for Missoula's Western Montana Fair. This year's Made Fair Marketplace promises to be the best one yet with a more comfortable building, even more handmade goods and art - priced right for fairgoers, and a distinctive charm that embodies the spirit of the Commercial Building. It's remarkable how many talented folks make crafts by hand in Montana, and we can't wait for those new-old barn doors to open!



## Free Admission plus even more Free Fun

The Western Montana Fair will be Free Admission for the third year in a row. Keeping the Fair accessible to all residents, regardless of socioeconomics or family size, is a Western Montana Fair promise. New this year - we will feature free arena events every day, too! Watch for announcements for free-to-attend rodeo, equestrian, motorsports, and special new canine events during the afternoons. Please visit the Fair every day to support our nonprofit food vendors while helping keep the Fair Free Admission!



# FREE AND GREEN

## Free Admission Sponsor: \$1,500-\$25,000

- Recognition of sponsorship in all marketing channels (\$10,000+)
- Recognition in all announcements (\$10,000+)
- Logo placement in print materials (Poster, Schedules, etc)
- Prominent banner placement at the Fair
- VIP parking and access w/ additional event tickets (\$5000+)
- Fair swag kit - t-shirts, hats, water bottles, & posters

## Fair Supporter: \$500-\$1,500

- Banner placement on the Fairgrounds
- Event tickets
- Recognition of sponsorship via social media and digital channels

## Green Thumb Sponsor: \$500-\$5,000

- All the benefits of Fair supporter
- Strengthening our Community by supporting Sustainability
- Logo placement on recycling and sustainability channels
- Logo placement on signage and PR related to Green Initiatives
- Support for the sustainable exhibit/display of your choice



If you would like to sponsor 4-H, please contact their local office: 406-258-4200



# ENTERTAINMENT

## Stampede Stage Free Music Sponsor: \$2,500-\$25,000

- Recognition of sponsorship in all marketing channels (\$10,000+)
- Recognition in all PA announcements (\$10,000+)
- Logo placement in print materials (Poster, Schedules, etc)
- Banner placement on the stage.
- VIP parking and access w/additional event tickets (\$5000+)
- Fair swag kit - t-shirts, hats, water bottles, & signed posters
- Backstage access and sponsor booth near artist merch booth
- Backstage credentials provided for a single day to each of the top 5 music sponsors and are limited to 3 passes per day.

## Free Entertainment: \$2,500-\$15,000

Diving Dogs, Pony Rides, Exhibits, Magic, and more!

- Banner placement at selected Fair event
- Sponsor recognition and PA announcements at selected Event
- Logo placement on Fair website
- VIP parking and access
- Additional event tickets

## Motorsports Sponsor: \$1,500-\$25,000

- Prominent banner placement in the arena during the show
- Logo placement on social media and print materials
- Recognition in PA Announcements
- VIP parking and access
- Additional event tickets & pit passes
- Sponsor recognition in advertising





# MISSOULA STAMPEDE RODEO

## Rodeo Title Sponsor: \$2,000-\$25,000

- Title sponsor recognition
- Prominent banner placement in the rodeo arena
- Recognition in PA announcements and logo on Jumbotron
- Sponsor flag flown during grand entry ceremony
- VIP parking and access
- Additional event tickets
- Logo placement in digital and print channels
- Business logo embroidery or patch on incoming Royalty vests

## Rodeo General Sponsor: \$500-\$2,000

- Banner placement in the rodeo arena
- Recognition in PA announcements and logo on Jumbotron
- Sponsor flag flown during grand entry ceremony
- Additional event tickets
- Logo placement on digital and print channels

## Rodeo Chute Sponsor: \$1,000

- Sign placement on the rodeo chute of your choice
- Recognition in PA announcements and logo on Jumbotron
- Logo Placement on digital channels
- Additional event tickets

## Royalty Sponsor: \$100-\$1,500

- Logo placement on Royalty Website, Social Media, and Banners
- Saddle or Buckle Sponsor: \$1000 (includes vest patch/embroidery)
- Banner placement in the arena and free event tickets (\$500+)



## SIGN UP NOW!

- You can count on me as a Fair Sponsor! My pledge: \$ \_\_\_\_\_**
- |   |  |
|---|--|
| <input type="checkbox"/> Free Admission General Sponsor       | <input type="checkbox"/> Rodeo Title Sponsor                 |
| <input type="checkbox"/> Free Entertainment Sponsor           | <input type="checkbox"/> Rodeo Event Sponsor                 |
| <input type="checkbox"/> Green Thumb Sponsor                  | <input type="checkbox"/> Rodeo Chute Sponsor                 |
| <input type="checkbox"/> Stampede Stage Music Sponsor         | <input type="checkbox"/> Rodeo Royalty Sponsor               |
| <input type="checkbox"/> Motorsports Sponsor                  | <input type="checkbox"/> Custom Package                      |
| <input type="checkbox"/> <b>Same Sponsorship as Last Year</b> | <input type="checkbox"/> <b>I will Volunteer at the Fair</b> |

Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

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

### Please sign up now!

Sponsorships can be paid with cash, check, or credit card  
Missoula County Fairgrounds  
1101 South Ave W | Missoula, MT 59801  
westernmontanafair.com

### Deadline: Friday, May 25, 2019

2018 Sponsors First Right of Refusal Deadline: **May 3**

### Sponsorship Contact: Tom Aldrich

406-258-3235 taldrich@missoulacounty.us