

SPONSORSHIP OPPORTUNITIES

Rooted in Community, Driven by Partnership!



theme

For the 2026 Canadian County Fair, the Fair Board has chosen the theme "Route to Our Roots" to highlight the rich history and cultural significance of our community. Canadian County is fortunate to be home to many miles of the iconic Route 66, a historic highway that has played an essential role in shaping the identity of our nation. This theme serves as a celebration of both the journey along this legendary route and the deep agricultural roots that define our county's heritage. The fair will feature a variety of exciting events that bring this theme to life, including livestock shows, concerts, and an Ag Education Day specifically designed for 4th-grade students to learn about the importance of agriculture in our county. Families will enjoy carnival rides along with over 100 vendors.

Sponsoring the Canadian County Fair offers businesses a unique opportunity to gain visibility and connect with the entire county. As a sponsor, your company will reach a diverse attendance of over 20,000 across all ages and backgrounds, enhancing your brand recognition and demonstrating your commitment to supporting and celebrating local traditions.

By comparing the impact of Route 66 with our agricultural traditions, we aim to showcase how both have contributed to the growth and development of Canadian County. The fair will be a platform for honoring our past while looking forward to the future, reminding everyone of the invaluable contributions both have made. Through these diverse activities, we will celebrate the connections between our roads and our roots, creating a memorable experience for all attendees.

Fair Board



midway

INVESTMENT- \$10,000

BENEFITS:

- TITLE SPONSORSHIP OF CARNIVAL**
- LOGO ON ALL CARNIVAL WRISTBANDS**
- FAIR GUIDE ADVERTISEMENTS**
 - **BACK COVER AD**
 - **FULL PAGE CENTER AD**
- 2 LIGHT POLE BANNERS AT ENTRY**
- CARNIVAL SPONSOR HIGHLIGHT ON**
 - **FAIR WEB PAGE W/LINK TO YOUR SITE**
 - **SOCIAL MEDIA**
 - **NEWSPAPER**
 - **STAGE ANNOUNCEMENTS**
- BANNERS IN MIDWAY**
 - **UP TO 6 INCLUDING ENTRY & EXIT ARCH**
- BOOTH OR DISPLAY DURING FAIR**
- RECOGNITION DURING FAMILY NIGHT**
- FIRST RIGHT OF RENEWAL NEXT YEAR**



blue ribbon

INVESTMENT- \$5,000

BENEFITS:

- TITLE SPONSORSHIP OF EXHIBIT HALL
- TITLE SPONSOR OF CAR SHOW
 - LOGO ON ALL CAR SHOW AWARDS
- FAIR BOOK ADVERTISEMENTS
 - FULL PAGE AD
- 1 LIGHT POLE BANNERS AT ENTRY
- BLUE RIBBON SPONSOR HIGHLIGHT ON
 - FAIR WEB PAGE W/LINK TO YOUR SITE
 - SOCIAL MEDIA
 - NEWSPAPER
 - STAGE ANNOUNCEMENTS
- BANNERS IN EXIBIT HALL
 - UP TO 4 INCLUDING ENTRY & EXIT
- BANNER AT CAR SHOW TENT
- BOOTH OR DISPLAY DURING FAIR
- RECOGNITION DURING FAMILY NIGHT
- FIRST RIGHT OF RENEWAL NEXT YEAR

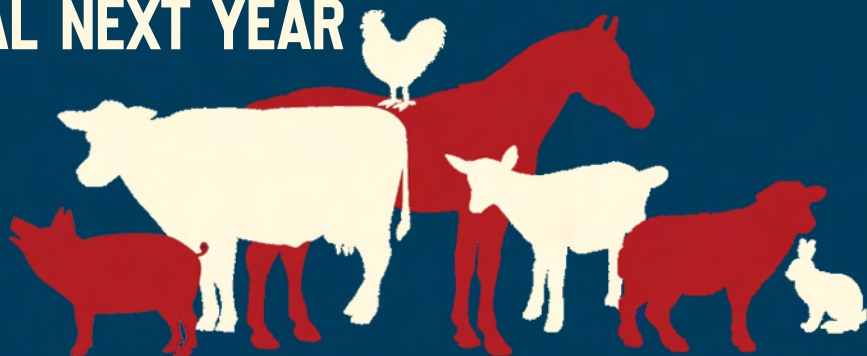


show ring

INVESTMENT - \$3,000

BENEFITS:

- TITLE SPONSORSHIP OF ARENA DURING THE FAIR
 - LOGO ON LIVESTOCK AWARDS
- TITLE SPONSOR OF TRACTOR SHOW
 - LOGO ON ALL TRACTOR SHOW AWARDS
- FAIR GUIDE ADVERTISEMENTS
 - FULL PAGE AD
- 1 LIGHT POLE BANNERS AT ENTRY
- SHOW RING SPONSOR HIGHLIGHT ON
 - FAIR WEB PAGE W/LINK TO YOUR SITE
 - SOCIAL MEDIA
 - NEWSPAPER
 - STAGE ANNOUNCEMENTS
- BANNERS IN ARENA & STEP & REPEAT BOOTH OR DISPLAY DURING FAIR
- RECOGNITION DURING FAMILY NIGHT
- FIRST RIGHT OF RENEWAL NEXT YEAR

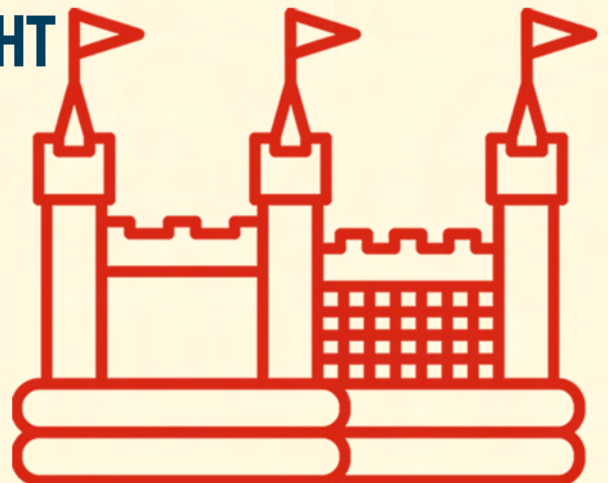


fun zone

INVESTMENT- \$2,500

BENEFITS:

- SPONSORSHIP OF FUN ZONE(S)
- SPONSORSHIP OF FAIR FAITH FELLOWSHIP (WEDNESDAY)
- FAIR GUIDE ADVERTISEMENTS
 - FULL PAGE AD
- 1 LIGHT POLE BANNERS AT ENTRY
- FUN ZONE SPONSOR HIGHLIGHT ON FAIR WEB PAGE W/LINK TO YOUR SITE
 - SOCIAL MEDIA
 - NEWSPAPER
 - STAGE ANNOUNCEMENTS
- BANNERS IN PAVILLION AND FAIR FUN FIELD
- BOOTH OR DISPLAY DURING FAIR & AG DAY
- RECOGNITION DURING FAMILY NIGHT
- FIRST RIGHT OF RENEWAL



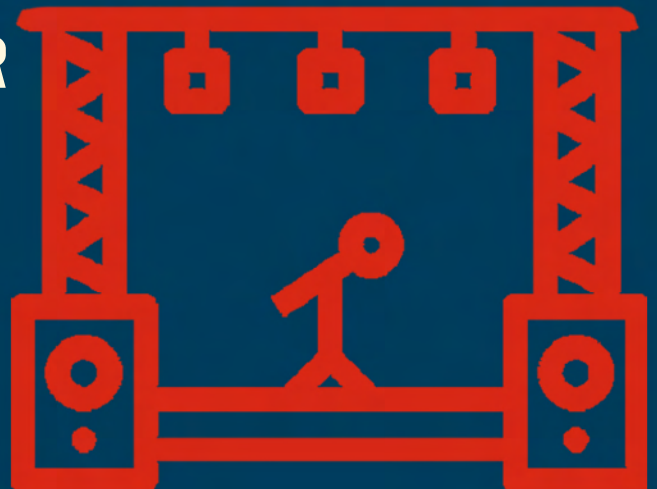
main stage

INVESTMENT - \$2,500

BENEFITS:

SPONSORSHIP OF MAIN STAGE

- **TITLE SPONSOR OF BATTLE OF THE BANDS**
- **FAIR GUIDE ADVERTISEMENTS**
 - **FULL PAGE AD**
- **1 LIGHT POLE BANNERS AT ENTRY**
- **MAIN STAGE SPONSOR HIGHLIGHT ON FAIR WEB PAGE W/LINK TO YOUR SITE**
 - **SOCIAL MEDIA**
 - **NEWSPAPER**
 - **STAGE ANNOUNCEMENTS**
- **BANNERS ON STAGE**
- **BOOTH OR DISPLAY DURING FAIR**
- **RECOGNITION AT FAMILY NIGHT**
- **FIRST RIGHT OF RENEWAL**



taste of the fair

INVESTMENT- \$2,500

BENEFITS:

- SPONSORSHIP OF FOOD COURT
- SPONSOR OF **ICE CREAM FREEZE OFF & SALSA SHOWDOWN**
- FAIR GUIDE ADVERTISEMENTS
 - FULL PAGE AD
- 1 LIGHT POLE BANNERS AT ENTRY
- MAIN STAGE SPONSOR HIGHLIGHT ON FAIR WEB PAGE W/LINK TO YOUR SITE
 - SOCIAL MEDIA
 - NEWSPAPER
 - STAGE ANNOUNCEMENTS
- BANNERS ON STAGE
- BOOTH OR DISPLAY DURING FAIR
- RECOGNITION AT FAMILY NIGHT
- FIRST RIGHT OF RENEWAL



friend of the fair

INVESTMENT- \$500

BENEFITS:

- FAIR GUIDE 1/4 PAGE AD**
- 1 LIGHT POLE NAME BANNER AT ENTRY**
- NAME HIGHLIGHT ON**
 - FAIR WEB PAGE**
 - SOCIAL MEDIA**
 - NEWSPAPER**
- NAME LISTED ON SPONSOR BANNER**
- RECOGNITION AT FAMILY NIGHT**
- ANNUAL OPTION OF RENEWAL**



COMMITMENT FORM



SPONSORSHIP OPPORTUNITIES

- Midway - \$10,000**
- Blue Ribbon - \$5,000**
- Show Ring - \$3,000**
- Fun Zone - \$2,500**
- Main Stage - \$2,500**
- Taste of the Fair - \$2,500 - Sold**
- Friend of the Fair - \$500**

TOTAL INVESTMENT: \$ _____ *CONTACT EXPO OFFICE FOR BILLING ARRANGEMENTS.

COMPANY NAME: _____ REPRESENTATIVE: _____

ADDRESS: _____ CITY, STATE, ZIP: _____

PHONE: _____ EMAIL: _____

WEBSITE: _____

SOCIAL MEDIA: PLEASE CIRCLE THE PLATFORMS YOUR COMPANY HAS A PRESENCE ON



BOOTH/DISPLAY OPTIONS



INDOOR / OUTDOOR / PLAZA (CIRCLE)

SPACE SIZE: _____

ELECTRICAL NEEDS: _____

SEND EMAIL HIGH QUALITY LOGO TO MANDY@CCEXPOCENTER.COM
AS SOON AS POSSIBLE FOR EVENT MARKETING

CANADIAN COUNTY
EXPO
AUTHORITY

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