

## Information about the Southern New Mexico State Fair & Rodeo

The Southern New Mexico State Fair & Rodeo is a 501 (c) (3) non-profit organization. The fair serves counties including Doña Ana, El Paso, Grant, Hidalgo, Luna, Otero, Sierra & Catron County. The board is all volunteers, made of men & women from a variety of cultures, economic & business backgrounds.

Each year the fair provides education and opportunity for thousands of our local youth through the support of FFA and 4-H, allowing children to work on all genres of projects to display and compete at the fair. The SNMSF & Rodeo runs thick with entertainment, education, values and tradition, all for local families to enjoy. Many Southern New Mexico & El Paso schools take part by bringing our area children out for this valuable experience.

This year we have a projected attendance of 60,000 people that will visit the fair from October 1st through October 5th, 2014. We look forward to new entertainment and old tradition that makes the fair a positive environment for families to come, learn about different cultures, agriculture, the businesses who serve us, and much more.



For more information

**Joshlinn Madrid**

12125 Robert Larson Boulevard  
Las Cruces, NM 88005

Mailing Address: P.O. Box 1145  
Las Cruces, NM 88004

Telephone: 575.636.7098

[www.snmstatefairgrounds.net](http://www.snmstatefairgrounds.net)



◆ Business Name

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◆ Contact Name

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◆ Contact Address

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◆ Phone

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◆ Sponsor Package Requested

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◆ You will be billed for your balance. All balances must be paid in full by 8-1-2014.

◆ You may also pay with a credit card.  
Card Number

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◆ Expiration Date

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◆ Signature

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## SPONSORSHIP OPPORTUNITIES



### Sponsor & Display Area

*Call for Pricing*

If you have a product that you would like to display during the fair, please contact us for pricing and advertising options.

### Day Sponsor \$6000<sup>00</sup>

*!!! Only Three Available !!!*

- ◆ Logo on the front of Fair Brochure & on all print advertising.
- ◆ Named in all radio and TV advertising.
- ◆ 100 fair passes.
- ◆ 10x30 outdoor booth space.
- ◆ 3 Banners placed in a high traffic area of the fair.
- ◆ Sign at main entrance gate.

### Stage Sponsor \$2500<sup>00</sup>

*!!! Only Two Available !!!*

- ◆ All referrals to stage in print will indicate sponsor name.
- ◆ All referrals to stage in vocal announcements will indicate sponsor.
- ◆ Sign on stage.
- ◆ 25 fair passes

### Front Entrance \$2000<sup>00</sup>

*!!! Only Four Available !!!*

- ◆ 3x5 Sign will be placed on entrance or exit side of the gate.
- ◆ 20 fair passes.

### Recognition Banner \$500<sup>00</sup>

- ◆ Banner printed & placed in high traffic area throughout the fairgrounds with your logo.
- ◆ 15 fair passes.

### Recognition Banner \$100<sup>00</sup>

- ◆ We will have multiple banners that will list all \$100.<sup>00</sup> donors. No logos will be used.



## RODEO SPONSORSHIPS

### All Around \$1500<sup>00</sup>

- ◆ Premium box seats for all performances.
- ◆ 30 fair passes.

### Event \$1000<sup>00</sup>

- ◆ Recognition during your sponsored event in all rodeo performances.
- ◆ 2x8 banner in arena.
- ◆ 20 fair passes.

### Banner in Arena \$500<sup>00</sup>

- ◆ Banner in high vision arena.
- ◆ 10 fair passes.