



March 31, 2016

Dear Sponsors,

We are so excited to be in the planning stages of the 2016 Yavapai County Fair. It will be once again held at the original home of the Fair at the Prescott Rodeo Grounds. Bringing the Fair back home was a huge success and we look forward to expanding and improving on the Fair for 2016. The Fair this year will be held September 8-11, 2016.

This year we will be bringing in a new larger carnival to the Fair. We also have many small little demonstrations planned in the art and homemaking exhibits to show the public how they can expand on their own personal talent. The musical talent is coming from our own Yavapai County talent. In the arena we will have a 2 day horse show, ranch rodeo, ranch bronc riding, team roping, barrel race, and of course the Family Fun Night. The Family Fun Night will be filled with free greased pig races, money calf race, trailer race, and keg race for the whole family to enjoy. On Saturday at 12:00 the 4H / FFA members will be holding the livestock auction for the livestock shows that have went on all week. We are so excited to bring a little bit of art, little bit of music, little bit of cowboy, and all the animals for everyone to come and enjoy. We would love nothing more than to have your business be a part of this great event.

We have several sponsorship opportunities for you to choose from. We have 2 Title Sponsors, 5 Fair Area Sponsors, Flyer sponsors (There will be 40,000 flyers printed to be handed out pre-Fair at business and also during the Fair to each patron), and premium book sponsors available. I have outlined each of these sponsorship opportunities for your review below.

- **Title Sponsor:** Your name and logo will receive county wide multi media exposure!!!
 - Exposure
 - Radio
 - Newspaper
 - Event Posters
 - Event Flyers
 - Event Premium Books
 - Website exposure
 - 8 Banners throughout the Fair grounds
 - Banners on main stage
 - Recognized over the MC at every event.
 - What you would get:
 - 40 Free Entry Passes to the County Fair
 - 10 All Day Carnival Ride Passes
 - Full Page Black and White Ad in the Fair Premium Book
 - Ad in the Fair Flyer
 - Exhibitor display area available for your business for all 4 days of the Fair.
 - Deadline:
 - May 1, 2016
 - Cost:
 - \$4000.00

- **Fair Area Sponsor:** If you would like to be a sponsor of a complete area of the Fair and have your business featured on the map. There are 5 spots available (Parking and all Exterior Areas (4 Locations), 4H/FFA EXPO and Entrance, Lower Grandstands and entrance to carnival, Upper Grandstands and Upper Rodeo Drive, and Food Vendors / Stage and Homemaking areas are available.
 - What you would get:
 - Your logo on the map of the Fair that is given to each patron as they enter the Fair.
 - Your company buckets & banners will be located in an area.
 - An Add in the Fair Flyer
 - 10 Free Tickets to the Fair
 - What you provide:
 - 75-100 of your company logo buckets
 - Each of these buckets will be used to hold signs, hold barricades, or give direction to the patrons of the Fair.
 - We will keep the buckets and reuse them from year to year as you sponsor each year.
 - Deadline:
 - May 1, 2016
 - Cost:
 - \$1000.00 each year

- **Flyer Sponsor:** There will be minimum 40,000 flyers printed. These flyers will be placed at various businesses throughout the entire Yavapai County. They will also be handed out to patrons as they enter the Fair as a guide for their fun family experience.
 - What you would get:
 - Full county wide recognition and advertisement
 - What you provide:
 - Color business card size ad in JPG format
 - Deadline:
 - May 1, 2016
 - Cost:
 - \$500.00

- **Premium Book Sponsor:** There will be 2500 Fair premium books printed for exhibitors of the Fair to reference. These books will be placed throughout the entire Yavapai County.
 - What you provide:
 - JPG format of the ad of your choice
 - Deadline:
 - May 1, 2016
 - Cost:
 - See the attached ad insertion form

Advertising space is honored on a first come, first serve basis. Late entries may be subject to an additional fee. Feel free to contact us with any questions or concerns. Our treasurer, Barbara Killian, may be called regarding payment at (928) 713-1866, and Rosie Darby may be contacted regarding advertising format at (928) 899-6056 or emailed at YavapaiFair@gmail.com.

The theme of the 2016 Fair is "Hometown Harvest Happening", and you can visit our website at YavapaiFair.com. We look forward to hearing from you and having your advertisement included in our 2016 Fair.

Thank you,

Rosie Darby
Yavapai Fair – General Manger

YAVAPAI FAIR PREMIUM BOOK INSERTION ORDER

Fair Premium Book 2016



Company Name				
Contact Person				
Mailing Address				
City	State	ZIP		
Telephone	Fax			
Email Address				

CIRCLE THE SIZE AND ORIENTATION OF AD YOU PREFER, THEN CIRCLE THE RATE THAT APPLIES FOR YOUR B&W OR COLOR AD.

3-1/4" wide by 9-3/4" tall	7-1/4" wide by 4-1/2" tall	2-1/4" wide by 9-3/4" tall	4-1/8" wide by 4-1/2" tall	3-1/4" wide by 4-1/2" tall	7-1/4" wide by 2-3/4" tall	2-1/2" wide by 4-1/2" tall	3-1/4" wide by 2-1/4" tall
<i>Half pages</i>		<i>Third pages</i>		<i>Quarter pages</i>		<i>Sixth page</i>	<i>Business card</i>

<u>Ad Size/Location</u>	<u>B&W Rate</u>	<u>Color Rate</u>	<u>Dimensions</u>
Outside back cover	N/A	\$2,500 *	8-1/4" x 10-1/2" full bleed overlay
Inside front cover	N/A	\$1,500 *	7-1/2" x 10"
Inside back cover	N/A	\$1,500 *	7-1/2" x 10"
Full page	\$750 *	N/A	7-1/4" x 9-3/4"
Half page	\$400	N/A	3-1/4" x 9-3/4" or 7-1/4" x 4-1/2"
Third page	\$300	N/A	2-1/4" x 9-3/4" or 4-1/8" x 4-1/2"
Quarter page	\$200	N/A	3-1/4" x 4-1/2" or 7-1/4" x 2-3/4"
Sixth page	\$150	N/A	2-1/2" x 4-1/2"
Business card	\$100	N/A	3-1/4" x 2-1/4"

*This will also include a banner at the Fair (banner provided by Sponsor)

Dimensions indicate width x height in inches. Special sizing is possible if space is available. All ads must be in digital format compatible with Word. Call for requests regarding location of your ad within the book. Special requests will be honored if it is possible to do so. Space is on a first come, first serve basis.

Payments or written arrangements must accompany advertising orders.

The space will not be held for you without either a payment or a written agreement with the Yavapai Fair.

✓ Books are published and distributed mid-May

Make checks payable to:

YAVAPAI FAIR

And mail to:

P.O. Box 1271

Chino Valley, AZ 86323

For questions regarding layout and format

of your advertisement, please contact:

Rosie Darby, Yavapai Fair General Manager

email: YavapaiFair@gmail.com

phone: (928) 899-6056

Treasurer: Barbara Killian (928) 713-1866

President: Levi Darby (928) 636-3348

Official Website: www.YavapaiFair.com

***Thank you for your sponsorship of the Yavapai Fair.
We look forward to seeing you at the Fair this fall!***