



*Partnership*  
**OPPORTUNITIES**





# \$20,000 PRCA Rodeo

**10 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**09 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**05 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

EXCLUSIVE ANNOUNCER MENTIONS during nightly PRCA Rodeo performances.

SPONSOR FLAG carried in the arena throughout rodeo performances.

FOUR ARENA BANNERS displayed during the PRCA Rodeo performances.

### PRINT ADVERTISING

FULL PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

LOGO in Wyoming State Fair Livestock Showbook.

SPONSOR LOGO prominently displayed on the poster and pocket guide.

LOGO PLACEMENT on the rodeo program.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a large size logo.

SPONSOR EDITORIAL consisting of no more than 150 words (optional), for placement on our social media platforms.

LOGO PLACEMENT on our digital sign leading up to fair.

LOGO PLACEMENT in our digital email footer.

SPONSOR LOGO & TAG on PRCA Facebook Event page.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (large) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

LOGO INCLUSION on the Grandstand Event page and the homepage scrolling bar.



## EVENTS: (X8)

SADDLE BRONC RIDING

STEER WRESTLING

TIE DOWN ROPING

BAREBACK RIDING

STEER TRIPPING

TEAM ROPING

Team Roping Header

Team Roping Heeler

BARREL RACING

BULL RIDING

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

ANNOUNCER MENTIONS during nightly PRCA Rodeo performances.

SPONSOR FLAG carried in the arena prior to the sponsored event.

TWO ARENA BANNERS displayed during the PRCA Rodeo performances. Two displayed on grounds.

### PRINT ADVERTISING

LOGO placement in the Wyoming State Fair Livestock Showbook.

LOGO PLACEMENT on the rodeo program.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a large size logo.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook.

### WEBSITE BRANDING

LOGO (small) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

**01** EVENT FLAG  
(SPONSOR PROVIDED)

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**06** SPONSOR CREDENTIALS  
(GOOD FOR ALL GRANDSTAND EVENTS)

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**04** PARKING PASSES  
(GOOD FOR PARKING DURING FAIR WEEK)

**\$3,500** EVENT  
*Sponsor*





# \$1,500 CHUTE Sponsor



## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

ANNOUNCER MENTIONS during nightly PRCA Rodeo performances.

ONE ARENA BANNER displayed during the PRCA Rodeo performances.

### PRINT ADVERTISING

LOGO placement in Wyoming State Fair Livestock Showbook.

LOGO PLACEMENT on the rodeo program.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a small size logo.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (small) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

**01 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**02 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**01 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)



# ACTIVATION/MARKETING:

## EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

ANNOUNCER MENTIONS during nightly PRCA Rodeo performances.

TWO ARENA BANNER displayed during the PRCA Rodeo performances.

## PRINT ADVERTISING

LOGO placement in Wyoming State Fair Livestock Showbook.

LOGO PLACEMENT on the rodeo program.

## DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a small size logo.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

## WEBSITE BRANDING

LOGO (Small) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

**03 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**03 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**01 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)



**\$2,000**

**ANNOUNCER**

*Stand*





**07 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**10 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**05 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

EXCLUSIVE ANNOUNCER MENTIONS during the Figure-8 Races.

FOUR ARENA BANNERS displayed during the Figure-8 Races.

### PRINT ADVERTISING

HALF-PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

LOGO placement in Wyoming State Fair Livestock Showbook.

SPONSOR LOGO prominently displayed on the poster and pocket guide.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a large size logo.

SPONSOR EDITORIAL consisting of no more than 150 words (optional), for placement on our social media platforms.

LOGO PLACEMENT on our digital sign leading up to fair.

LOGO PLACEMENT in our digital email footer.

SPONSOR LOGO & TAG on Figure-8 Races Facebook Event page.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (large) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

LOGO INCLUSION on the Grandstand Event page and the homepage scrolling bar.





# \$20,000 DEMOLITION Derby

**11 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**15 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**07 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

EXCLUSIVE ANNOUNCER MENTIONS during the Demolition Derby performance.

FOUR ARENA BANNERS displayed during the Demolition Derby performance.

### PRINT ADVERTISING

FULL PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

LOGO placement in Wyoming State Fair Livestock Showbook.

SPONSOR LOGO prominently displayed on the poster and pocket guide.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a large size logo.

SPONSOR EDITORIAL consisting of no more than 150 words (optional), for placement on our social media platforms.

LOGO PLACEMENT on our digital sign leading up to fair.

LOGO PLACEMENT in our digital email footer.

SPONSOR LOGO & TAG on Demolition Derby Facebook Event page.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (large) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

LOGO INCLUSION on the Grandstand Event page and the homepage scrolling bar.





# \$10,000 For Each LIVESTOCK Show (BEEF, SHEEP, SWINE)

**12 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**10 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**05 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

EXCLUSIVE ANNOUNCER MENTIONS during the livestock show.

SIX ARENA BANNERS displayed during the livestock show.

OFFICIAL SHOW PHOTOGRAPH SIGNAGE (to be seen in every backdrop photo available for purchase, in championship photos submitted to national livestock show magazines, and results submitted for press release to statewide and regional livestock publications.)

### PRINT ADVERTISING

FULL PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

FULL PAGE BACK COVER AD placement in the Wyoming State Fair Livestock Showbook.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a large size logo.

SPONSOR EDITORIAL consisting of no more than 150 words (optional), for placement on our social media platforms.

LOGO PLACEMENT in our digital email footer.

SPONSOR LOGO & TAG on show (Beef, Sheep or Swine) Facebook Event page.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (large) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

LOGO INCLUSION on the homepage scrolling bar.



# \$7,500 CHAMPION of CHAMPIONS Showcase



**10 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**08 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**04 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

EXCLUSIVE ANNOUNCER MENTIONS during the livestock show.

SIX ARENA BANNERS displayed during the livestock show.

OFFICIAL SHOW PHOTOGRAPH SIGNAGE (to be seen in every backdrop photo available for purchase, in championship photos submitted to national livestock show magazines, and results submitted for press release to statewide and regional livestock publications.)

### PRINT ADVERTISING

FULL PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

FULL PAGE BACK COVER AD placement in the Wyoming State Fair Livestock Showbook.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a large size logo.

LOGO PLACEMENT in our digital email footer.

SPONSOR LOGO & TAG on the Champion of Champions Facebook Event page.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (Medium) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

LOGO INCLUSION on the homepage scrolling bar.



# \$7,500 GOAT Show



## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

EXCLUSIVE ANNOUNCER MENTIONS during the livestock show.

SIX ARENA BANNERS displayed during the livestock show.

OFFICIAL SHOW PHOTOGRAPH SIGNAGE (to be seen in every backdrop photo available for purchase, in championship photos submitted to national livestock show magazines, and results submitted for press release to statewide and regional livestock publications.)

### PRINT ADVERTISING

FULL PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

FULL PAGE BACK COVER AD placement in the Wyoming State Fair Livestock Showbook.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a large size logo.

LOGO PLACEMENT in our digital email footer.

SPONSOR LOGO & TAG on Goat Show Facebook Event page.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (medium) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

LOGO INCLUSION on the homepage scrolling bar.

**10** VINYL BANNERS  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**08** SPONSOR CREDENTIALS  
(GOOD FOR ALL GRANDSTAND EVENTS)

**04** PARKING PASSES  
(GOOD FOR PARKING DURING FAIR WEEK)



## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

EXCLUSIVE ANNOUNCER MENTIONS during the livestock show.

SIX ARENA BANNERS displayed during the livestock show.

OFFICIAL SHOW PHOTOGRAPH SIGNAGE (to be seen in every backdrop photo available for purchase, in championship photos submitted to national livestock show magazines, and results submitted for press release to statewide and regional livestock publications.)

### PRINT ADVERTISING

HALF-PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

FULL PAGE BACK COVER AD placement in the Wyoming State Fair Livestock Showbook.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a small size logo.

SPONSOR LOGO & TAG on show (horse or small animal Facebook Event page.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (large) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

**09 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**06 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**03 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)

**\$5,000** For Each  
**LIVESTOCK**  
*Show* (HORSE OR SMALL ANIMAL)







**\$10,000**  
*Midway*  
**ENTERTAINMENT**

**08 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**09 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**04 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

TWO BANNERS displayed around the sponsored stage.

### PRINT ADVERTISING

FULL PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

LOGO placement in Wyoming State Fair Livestock Showbook.

SPONSOR LOGO prominently displayed on the pocket guide.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a large size logo.

LOGO PLACEMENT in our digital email footer.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (large) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.



## ACTS:

Feature acts vary year over year. Contact the WSF Partnerships and Events Coordinator to learn more about this year's acts.

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

### PRINT ADVERTISING

HALF-PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

LOGO placement in Wyoming State Fair Livestock Showbook.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a small size logo.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (Medium) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

**05 VINYL BANNERS**  
(FOR PLACEMENT) (SPONSOR PROVIDED)

**04 SPONSOR CREDENTIALS**  
(GOOD FOR ALL GRANDSTAND EVENTS)

**02 PARKING PASSES**  
(GOOD FOR PARKING DURING FAIR WEEK)



**\$5,000** Strolling  
**ACTS**





**\$5,000 GROUNDS**  
*Wayfinders*

## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

WAYFINDER SIGNAGE printed along with your business logo to be stationed throughout the grounds.

### PRINT ADVERTISING

HALF-PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

LOGO placement in Wyoming State Fair Livestock Showbook.

### DIGITAL MEDIA & ADVERTISING

REPLAY SCREEN SLIDE featuring a small size logo.

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (medium) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair website.

**04** SPONSOR CREDENTIALS  
(GOOD FOR ALL GRANDSTAND EVENTS)

**02** PARKING PASSES  
(GOOD FOR PARKING DURING FAIR WEEK)



## ACTIVATION/MARKETING:

### EVENT BRANDING

DAILY MIDWAY ANNOUNCEMENTS to highlight the sponsor.

SIGNAGE (your banners) on the guest shuttles to be driven daily around the grounds

### PRINT ADVERTISING

HALF-PAGE, FULL COLOR AD in the Wyoming State Fair's Official Guide, distributed statewide.

LOGO placement in Wyoming State Fair Livestock Showbook.

### DIGITAL MEDIA & ADVERTISING

PROMOTIONAL POSTS & TAGS on Instagram & Facebook to boost engagement and visibility.

### WEBSITE BRANDING

LOGO (Small) & LINK TO YOUR WEBSITE prominently featured on the Wyoming State Fair Website.

\$3,500  
*Shuttle*  
SERVICE

**06** VINYL BANNERS  
(FOR PLACEMENT) (SPONSOR PROVIDED)

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**08** SPONSOR CREDENTIALS  
(GOOD FOR ALL GRANDSTAND EVENTS)

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**04** PARKING PASSES  
(GOOD FOR PARKING DURING FAIR WEEK)





*Customized*  
**SPONSORSHIPS**  
**AVAILABLE**



**WYOMING STATE FAIR AND RODEO**  
**AUGUST 13-17, 2024**

**JARROD ROBLES | PARTNERSHIPS & EVENTS COORDINATOR**  
OFFICE: (307) 359-2398 | CELL: (307) 253-7487  
[JARROD.ROBLES@WYO.GOV](mailto:JARROD.ROBLES@WYO.GOV)



**BRONZE  
SPONSOR**

**SILVER  
SPONSOR**

**GOLD  
SPONSOR**

**DAILY PSA  
ANNOUNCEMENTS**



**ANNOUNCER MENTIONS  
EVENT SPONSOR SPECIFIC**



**OFFICIAL GUIDE  
AD PLACEMENT**



**LIVESTOCK SHOW PROGRAM  
LOGO PLACEMENT**



**REPLAY SCREEN  
LOGO PLACEMENT**

SMALL

MEDIUM

LARGE

**EMAIL FOOTER  
LOGO PLACEMENT**



**SOCIAL MEDIA  
POSTS & TAGS**



**WEBSITE  
LOGO PLACEMENT**

SMALL

MEDIUM

LARGE

**BANNERS  
AMOUNT VARIES**

0 - 6

6 - 12

12 - 16

**CREDENTIALS  
W/ HOSPITALITY ACCESS**

2 - 8

8 - 12

12 - 20

**PARKING PASS  
(FIRST COME FIRST SERVE)**

1 - 4

4 - 6

6 - 10

**\$1,500  
-  
\$5,000**

**\$5,500  
-  
\$9,000**

**\$10,000  
-  
\$20,000**





WYOMING

State  Fair

SINCE 1905

WYSTATEFAIR.COM

