



Yuma County Fair & Rodeo 2025 Sponsorship & Advertising Opportunities

Celebrating 110 Years of Our Western Heritage and Tradition

Yuma County Fair and Rodeo sponsorship time is here! We appreciate your continued support and want to say Thank You! Without our loyal sponsors, this event would not be possible!

You'll find the sponsorship commitment page on the last page of the packet. Please complete and return it by May 1, 2025, indicating your sponsorship preference on the agreement.

Our sponsors, community support, and Western Heritage keep this tradition alive in Yuma County. We appreciate your support and look forward to a great celebration for you in 2025!

Enjoy the County Fair and Rodeo!

2025 CALENDAR OF EVENTS

Thursday, July 31st

Friday, August 1st

Saturday, August 2nd

Sunday, August 3rd

Horse Show, Dairy Show, Swine Show, Poultry Show, Rabbit Show
Senior Day, Beef Show, Sheep Show, Goat Show, Evening Entertainment
Parade, BBQ, PRCA Rodeo, 4H Awards, Queen Crowning, Livestock Sale
County Events, Draft Horse Pull, Ministerial Show, PRCA Rodeo

Please check our website, Yumacounty.net, and Facebook Yuma County Fair & Rodeo News for exact start times, details, and updates.

TICKET INFORMATION

PRCA Rodeo - Grandstands: \$17.00 PRCA Rodeo - Infield: \$20.00

Kids Activities: \$15.00 per day for carnival

CONTACT INFORMATION

Scott Weaver 970-630-7611

Carmen Murray 970-630-3949

Justin Crossland 970-630-3063

Cassidee Rogers 970-630-4500

Kaci Porter 720-985-0162

Sponsorship Opportunities – 2025 Yuma County Fair & PRCA Rodeo

PRCA Rodeo

Gold Presenting Sponsorship – \$5800

- Listed as a Gold Presenting Sponsor in rodeo programs handed out nightly.
- Announcer recognition throughout performances as one of our Gold Sponsors.
- Provided company banner displayed.
- Company logo will be played on the LED scoreboard between events.
- Company logo displayed on flag presented during rodeo performance by county royalty.
- Opportunity to play two 60-second commercials on the video board before and after each performance.
- Opportunity to place full-page company flyers in rodeo programs.
- Company logo listed on the Yuma County website and Facebook pages.
- Provided company-branded frisbees to be thrown to the crowd during performances.
- Provided company-branded t-shirts to be thrown to the crowd during performances.
- Ten select seating rodeo tickets to each performance.
- Ten tickets to chuckwagon hospitality dinner.

Silver Presenting Sponsorship – \$2900

- Listed as a Silver Presenting Sponsor in rodeo programs handed out nightly.
- Announcer recognition throughout performances as one of our Silver Sponsors.
- Provided company banner displayed.
- Company logo will be played on the LED scoreboard between events.
- Company logo displayed on flag presented during rodeo performance by county royalty.
- Opportunity to play a 30-second commercial on the video board before and after each performance.
- Opportunity to place half-page company flyers in rodeo programs.
- Company logo listed on the Yuma County website and Facebook pages.
- Provided company-branded frisbees to be thrown to the crowd during performances.
- Eight select seating rodeo tickets for each performance.
- Eight tickets to chuckwagon hospitality dinner.

Bronze Presenting Sponsorship – \$2000

- Listed as a Bronze Presenting Sponsor in the rodeo program handed out nightly.
- Announcer recognition throughout performances as one of our Bronze Sponsors.
- Provided company banner displayed on the arena fence.
- Company logo will be played on the LED video board between events.
- Opportunity to place quarter-page company flyers in rodeo programs.
- Company logo listed on the Yuma County website and Facebook pages.
- Six select seating rodeo tickets for each PRCA Rodeo Performance.
- Six tickets to chuckwagon hospitality dinner.

Bucking Chute Sponsorship – \$1,800 – No Sponsorships Available

Promote your business with your name and logo on a chute gate in the center of where all the action happens!

- Announcer recognition throughout performances as one of our Bucking Chute Sponsors.
- Provided slide-in banner displayed on the bucking chute gate.
- Listed as a Bucking Chute Sponsor in the rodeo program handed out nightly.
- Four rodeo tickets for each PRCA Rodeo Performance.

Rodeo Action Video Display Board Sponsorship

A bright Video Board that displays Live Action, Replays, Leader Board, and more.

Timing Board – \$1,500 – 1 Sponsorship Available

- Your logo is in the corner for every event time clock, and there are multiple impressions per performance.
- Sponsor recognition from the Announcer during each PRCA Rodeo Performance.
- Listed as a Timing Board Sponsor in the rodeo program handed out nightly.
- Four rodeo tickets for each PRCA Rodeo Performance.

Replay Board – Rough Stock Event Replays or Timed Event Replays – \$1,200 – 1 Sponsorship Available

- Your logo in the corner of each Rough Stock Ride Replay or Timed Event Replay during Rodeo Performances
- Sponsor recognition from the Announcer during each PRCA Rodeo Performance.
- Listed as a Replay Board Sponsor in the rodeo program handed out nightly.
- Four rodeo tickets for each PRCA Rodeo Performance

Leader Board – \$1,200 – 1 Sponsorship Available

- Your logo in the corner of the leaderboard for each event during each PRCA Rodeo Performance
- Sponsor recognition from the Announcer during each PRCA Rodeo Performance.
- Listed as a Replay Board Sponsor in the rodeo program handed out nightly.
- Four rodeo tickets for each PRCA Rodeo Performance.

Host Hotel & Host Restaurant Sponsorship – \$1500 – 1 Sponsorship Available for Each

Promoting the best place to stay and the favorite place to grab a bite to eat for our cowboys, personnel, and fans!

- Listed as a Host Hotel/Host Restaurant Sponsor in the rodeo program handed out nightly.
- Provided company banner displayed outside the host hotel/host restaurant during the county fair.
- Four rodeo tickets for each PRCA Rodeo Performance.

Contract Personnel Sponsorship – \$1000 – 4 Sponsorships Available

The announcer, the music, the entertainment... all the pieces that make the rodeo, THE RODEO!

- Listed as a Contract Personnel Sponsor in the rodeo program handed out nightly.
- Sponsor recognition from the Announcer during each PRCA Rodeo Performance.
- Four rodeo tickets for each PRCA Rodeo Performance.

Arena Banner Sponsorship - \$750

Have your logo on the inside of the arena during the rodeo for everyone to see.

- Listed as a Banner Sponsor in rodeo programs handed out nightly.
- Provided company banner displayed on the arena fence.
- Two rodeo tickets for each PRCA Rodeo Performance.

Event Sponsorship – \$500

Promote your business by sponsoring one of the PRCA Rodeo Events that make up the Yuma County Fair & Rodeo's Performance!

- Listed as an Event Sponsor in rodeo programs handed out nightly.
- Two rodeo tickets for each PRCA Rodeo Performance

Cowboy Sponsorship – \$200

Let's help get our cowboys down the rodeo road! Funds raised will go to the prize purses and the contestants' experiences.

- Listed as a Cowboy Sponsor in rodeo programs handed out nightly.

Dear Pro Rodeo Sponsor,

Thank you for your continued support of the Yuma County Fair PRCA Rodeo. Your contributions have been vital in enhancing the experience for both our rodeo fans and contestants. The 2024 rodeo was a tremendous success, thanks in part to the addition of our new stock contractor, Stace Smith Pro Rodeo, and we are thrilled to welcome them back this year along with some exciting new additions to the rodeo! Our rodeo was nominated in 2024 for the Top 5 PRCA Small Rodeo of the Year in the Mountain States and the PRCA. Your commitment is instrumental to our success, and we look forward to continuing our partnership in 2025! Sincerely, Cassidee Rogers, Yuma County Fair PRCA Rodeo Chairman

Other Yuma County Fair Sponsorship Opportunities

General Fair Diamond Sponsorship - \$10,000

- 14 PRCA Rodeo Tickets Saturday Afternoon.
- 14 PRCA Rodeo Tickets Sunday Night.
- Company provided banner at one of 3 buildings: Beef, Concession, Home EC. First come basis.
- Complimentary Booth within Vendor Booths.
- Day of Fair dedication as a DIAMOND level sponsor for 1 of four days available: Thurs., Fri., Sat., and Sun.
- Company logo listed on the Yuma County Fair website and Facebook page.

General Fair Platinum Sponsorship - \$7500

- 10 PRCA Rodeo Tickets Saturday Afternoon.
- 10 PRCA Rodeo Tickets Sunday Night.
- Sponsor-supplied banner displayed at one of 3 buildings: Beef, Concession, Home EC. First come basis.
- Day of fair dedication as a PLATINUM level sponsor for 1 of four days available: Thurs., Fri., Sat., and Sun.
- Company logo listed on the Yuma County Fair website and Facebook page.

General Fair Gold Sponsorship - \$3500

- 6 PRCA Rodeo Tickets Saturday Afternoon.
- 6 PRCA Rodeo Tickets Sunday Night.
- Sponsor supplied banner at one of 3 buildings: Beef, Concession, Home EC. First come basis.
- Company logo listed on the Yuma County Fair website and Facebook page.

Draft Horse Pull Silver Sponsorship - \$1500

- 4 PRCA Rodeo Tickets Saturday Afternoon.
- 4 PRCA Rodeo Tickets Sunday Night.
- Sponsor-supplied banner displayed.
- Company logo listed on the Yuma County Fair website and Facebook page.

Community BBQ and Parade Bronze Sponsorship - \$1000

- 4 PRCA Rodeo Tickets Saturday Afternoon.
- Sponsor-supplied banner posted.
- Company logo listed on the Yuma County Fair website and the Facebook page.

Yuma County Royalty Sponsorship - \$500

- 4 PRCA Rodeo Tickets to either rodeo performance.

Patron Sponsorship

- Any sponsor dollar amount of your choice.

Fairgrounds Entrance signs - \$300

- 2'x3' Sign

Livestock Brand Board - \$40

- Livestock brand boards are displayed in the county fair office.
- Funds generated from livestock brand boards will be donated to the Yuma County Cattlemen to support the hamburger lunch scheduled for August 1, 2025.

Yuma County Fair & Rodeo Sponsorship Commitment – *Deadline: May 1, 2025*

Business Name: _____

Contact Name: _____ Phone: _____

Business Website: _____ Email: _____

Mailing Address: _____

Business Address: _____

PRCA Rodeo Sponsorship Opportunities		Other Sponsorship Opportunities	
Gold Presenting Sponsor	\$5,800	General Fair Diamond Sponsor	\$10,000
Silver Presenting Sponsor	\$2,900	General Fair Platinum Sponsor	\$7,500
Bronze Presenting Sponsor	\$2,000	General Fair Gold Sponsor	\$3,500
Bucking Chute Sponsor – Sponsorship Filled	\$1,800	Draft Horse Pull Silver Sponsor	\$1,500
Timing Board - 1 Sponsorship Available	\$1,500	Community BBQ & Parade Bronze Sponsor	\$1,000
Replay Board-Rough Stock Replays-Sponsorship Filled	\$1,200	Yuma County Royalty Sponsor	\$500
Replay Board - Timed Event Replays - 1 Available	\$1,200	Patron Sponsor	\$
Leader Board - 1 Sponsorship Available	\$1,200		
Host Hotel Sponsor - 1 Sponsorship Available	\$1,500	Fairgrounds Entrance Sign	\$300
Host Restaurant Sponsor - 1 Sponsorship Available	\$1,500		
Contract Personnel Sponsor - 4 Sponsorships Available	\$1,000	Livestock Brand Board	\$40
Arena Banner Sponsor	\$750		
Rodeo Event Sponsor	\$500		
Cowboy Sponsor	\$200		
Total		Total	

Please send Sponsorship Commitment to:

Yuma County Fair
310 Ash Street, Suite A
Wray, Co. 80758

Credit Card Payments:

Please call 970-332-5796.

A credit card fee will be applied to sponsor dollars.

Please collect your sponsor tickets from the fair office during your visit to the Yuma County Fair.

If you require a sponsorship invoice, please reach out to one of the contacts provided on page 1.

We would appreciate your Sponsorship Commitment by May 1, 2025.

Thank you for supporting the Yuma County Fair and Rodeo!