



**The 2011 Boulder County Fair
Tuesday, August 2 - Saturday, August 6
Boulder County Fairgrounds - Longmont, Colorado
FREE Gate Admission FREE Parking**

Dear Boulder County Fair Friends,

It's coming! On August 2nd, Colorado's oldest county fair will open in Longmont, and run through August 6th, 2011. We have exciting events and activities planned which will benefit our youth, our community and our sponsors. We'd like to invite you to join us in being a part of this great community event.

Our mission:

The Boulder County Fair's mission is to celebrate both rural and urban heritage while cultivating an innovative future through education and leadership. With a tradition of showcasing the accomplishments and leadership of both 4-H and FFA youth and community members, we provide educational and entertaining opportunities for all attendees, meeting the interests and challenges of a changing world. We provide all this in a jam-packed, fun-filled, family-oriented event.

Our success:

We continued to grow. Daily attendance was up 20% in 2010. Community response was positive. Free gate admission and parking provided an opportunity for families and friends to enjoy everything the fair has to offer. And we expect these positive trends to continue in 2011.

Our needs:

We need you. Your participation will play a critical role in sustaining and enriching our great Boulder County Fair tradition. As a Sponsor of the 2011 Boulder County Fair, you may select from a variety of investment opportunities outlined in the enclosed flyer or your program may be customized to meet your specific needs. Your sponsorship will not only provide needed resources for this community event, but will also allow your business an opportunity to reach a diverse group of consumers!

We are looking forward to working with you. The Boulder County Fair is a 501(c)3 non-profit organization. All donations and sponsorships are greatly appreciated.

Sincerely,

The Boulder County Fair Board

Boulder County Fair
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