



The 2011 Boulder County Fair

TUESDAY SATURDAY
August 2 - August 6

Boulder County Fairgrounds - Longmont, Colorado

Partner Up With Your Investment in the 2011 Boulder County Fair!

The Boulder County Fair has served the community since its first fair in October of 1869, over 142 years ago. Now, many years later, we still offer a fun-filled, family oriented fair enjoyable for both rural and urban audiences. The 2010 Fair drew more than 87,000 attendees, with average daily attendance up 20% from previous years! In 2011, the Boulder County Fair will keep with its tradition of being a FREE fair with FREE gate admission and FREE parking, along with over 140 FREE events and activities. **But to keep it FREE, we need YOUR help!**

SPONSORSHIP LEVELS:

As a Sponsor of the 2011 Boulder County Fair, you may select from a variety of investment opportunities that will market your product or service and get you the recognition you deserve. Sponsorship Levels beyond \$5000 may be completely customized to your needs and may include exclusive event sponsorship naming rights. Please contact us for more details on how to maximize your marketing dollars.

Your Company's Benefits and Rewards Increase With Each Level

\$5000 Level - \$2500 Level Marketing Package

Plus...

- Banner placement in 4 areas of your choice
- Company recognition live at 3 events or activities
- Your Exclusive Ticket Package: 10 Carnival Passes & 8 Tickets to each: Demo Derby, PTBR Professional Team Bull Riding Competition, & Mountain States Young Guns Rodeo

\$2500 Level - \$1000 Level Marketing Package

Plus...

- Banner placement in 3 areas of your choice
- Company recognition live at a Grandstand event
- 8x10 company booth space indoor or outdoor
- Logo on BoulderCountyFair.org website
- Recognition in all printed materials
- Your Exclusive Ticket Package: 6 Tickets to each: Demo Derby, PTBR Professional Team Bull Riding Competition, & Mountain States Young Guns Rodeo

\$1000 Level - \$500 Level Marketing Package

Plus...

- Banner placement in 2 areas of your choice
- Company recognition live at a Grandstand Event
- Your Exclusive Ticket Package: 3 Tickets to Demo Derby, & 5 Tickets to PTBR Professional Team Bull Riding Competition

\$500 Level Marketing Package

- Banner placement in 1 area of your choice
- Recognition as an Official Sponsor of the Boulder County Fair and listing on BoulderCountyFair.org
- Your Exclusive Ticket Package: 5 Tickets to PTBR Professional Team Bull Riding Competition

\$250 Level Marketing Package

- Recognition as an Official Sponsor of the Boulder County Fair and listing on BoulderCountyFair.org website
- Exclusive Ticket Package: 5 Tickets to Mountain States Young Guns Rodeo

Become a Sponsor Today!

Boulder County Fair

Continued ...

There is a mutual benefit to having companies like yours involved in this memorable annual event. The Boulder County Fair is entertainment and education at its best in a community that's proud of its tradition!

The 2011 Boulder County Fair is 5 exciting, jam packed days filled with fun, food, and fabulous attractions and activities! Sneak a peak...

- FREE Gate Admission
 - FREE Parking
 - FREE Concerts
 - Daily Scavenger Hunts
 - Ballet On Horseback
 - Kid's Pedal Pull
 - Animals, Animals, Animals!
 - BCF Chili Cook Off
 - Mutton Bustin'
 - Karaoke Competition
 - Horse Vaulting
 - Bull Riding
 - 4-H Projects
 - Weaving Demonstrations
 - Livestock Shows
 - Carnival Rides
 - Honey Bee Hive Living Exhibit
 - Royalty Round-Up
 - Kid's Story-time
 - Coloring Station
 - Stick Horse Rodeo
 - Hands-On Kid's Activities
 - Animal Costume Contests
 - Petting Zoo
 - Pony Rides
 - Bunny Rabbit Hands On Exhibit
- ... and much, much more!

Thank You 2010 Sponsors!

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|---------------------------------|-------------------------------------|
| Boulder County | Cottonwood Farms |
| AMR | Daily Camera |
| Grease Monkey | Dental Horizons |
| Toyota | Don DeLille |
| Karen Meyer Inc. | Edward & Jane Ahlstrand |
| Johnson Printing | First Main Street Insurance |
| Rowe Technologies | Flower Bin |
| Times-Call | Guaranty Bank & Trust |
| MomsLikeMe.com | Innovative Foods, LLC |
| Murdochs | Joe Smith |
| Coors | John Ellis |
| Nixcavating | Longmont Dairy |
| Courtesy Trailers | Longmont United Hospital |
| High Country Beverage | Longs Peak Arches, Inc. |
| Western Disposal | Macy Family |
| Alpharma | McGuckin Hardware |
| American Chemical Society | MDE Studios |
| Aurora Dairy | O'Donnell Fowler & Plaster |
| B & C Bounce Town | Ollin Farms |
| Billy Goat Dairy | Robert J. Ahern, DDS |
| Boulder Weekly | Skybeam |
| Boulder County Farmers' Market | Stuart Anderson Family |
| Budget Home Center | Clarence Kneebone |
| Colorado State University | Van Thuyne Family |
| University of Northern Colorado | Breakfast Optimist Club of Longmont |

EXCITEMENT BY THE NUMBERS:

2010 Boulder County Fair Statistics

Average Daily Attendance Up 20% from Last Year! Over 85,000 Attendees in just 5 Days were logged with our Electronic People Counters coming onto the grounds at 4 of our entrance points. (The People Counter is a photo electric sensor that emits an invisible beam traveling between a sensor and a reflector. We then factor in for duplication.)

- ◆ **Peak days brought over 20,000 visitors to the Fair.**
- ◆ **Over 30% increase in traffic in our Exhibit Building last year.**
- ◆ **60% of our visitors are married and own their home.**
- ◆ **95% of attendees surveyed plan to attend next year's Fair.**
- ◆ **Over half of our attendees have an income between \$40-90,000.**

For More Information on Sponsorship

Please contact the Boulder County Fair office at 720-864-6460 or visit the Sponsors page at BoulderCountyFair.org

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