

MIDLAND COUNTY FAIR

Aug. 25-28, 2011

Its All About the Fair!

MIDLAND COUNTY FAIR

866.471.7463 • 432.682.1300

Mail: P.O. Box 1660 • Midland, TX 79702 • Physical: 2514 Arena Tr. • Midland, TX 79701

midlandhorseshoe.com

A Dooley Management Company Facility

DOOLEY

Sponsorship Opportunities

Connect with your Customers at the 2011 Midland County Fair!

Why a Fair

Super-Sized Fun! A marvelous mix of entertainment and excitement for all ages. Traditional family fun! Attendance at 2010 Fairs "remained strong with a collective 43,087,296 people attending the biggest fairs throughout North America" Venues Today America's Fair, Jan. 2011.

Midland County Fair Goals

"Reviving the Tradition"

Discontinued during tough economic times in the 1960's, a group of passionate citizens brought back the Midland County Fair, Aug 19-22, 2010. With the blessings and assistance of Midland County, generous sponsors and devoted volunteers the new fair offers a fun, high profile, high quality annual fair providing a diverse and memorable experience in a wholesome, family oriented environment while cultivating and nurturing a cohesive spirit of community.

A ticket to the MCF is by far the best "value" for down-home family fun and entertainment in the area. "We want there to be so much to do with one ticket that fair-goers are overwhelmed." MCF's focus is on youth and education, connecting urban to agriculture.

Dates

Early Bird Events Aug. 20-21, 2011
Main Fair Dates Aug. 25-28-2011 (Thurs – Sun)

www.midlandcofair.com

Fairground Facts

Location

The Home to the first annual MCF is the Midland County Horseshoe “Multipurpose” Arena, Midland Counties newest entertainment venue. A full service, versatile, 100+ acre complex offering indoor and outdoor facilities and amenities.

Horseshoe Arena
Mail) PO Box 1660
Midland, Texas 79702
Deliveries) 2514 Arena Tr.
Midland, Texas 79701
432-682-1300 866-471-7463
Fax) 432-683-1303
www.midlandhorseshoe.com
Rick Woody-Facility Manager
manager@midlandhorseshoe.com

Who is the MCF

The Midland County Fair Board of Directors drafts and approves the Midland County Fair operating budget and is responsible for developing the policies and procedures for the execution of the Midland County Fair. The Midland County Fair Activity Directors develop the strategies and implement the plan to execute the four-day fair. The Midland County Fair executive assistant is charged with the day to day administrative responsibilities of the fair as well as for planning, organizing, coordinating efforts, compiling and reporting information and co-facilitating Midland County Fair meetings. The Midland County Fair Steering Committee meets monthly along with the MCF Board and Activity Directors and consists of approximately 30 volunteers.

Governing Fair Board of Directors

Jose “Bo” Zertuche – Chair
A. Zan Matthies Jr.
John B. Love, III
Tammy Dooley

Fair Activity Directors:

Jose “Bo” Zertuche – Chair
A. Zan Matthies Jr.
John B. Love, III
Tammy Dooley
Rick Woody
Amber Bass
Michael R. Dooley, CFE
Kodi Hoover
Becca Saunders
Alan Thompson

Jake Ussery
Dale Little
Dwayne Frantz
Brandi Price
John Wojtkun

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Fair Volunteers

Volunteer and Planning Hours

The MCF takes months of planning and hours of volunteer support. Starting, immediately after the 2010 fair, the MCF Board, Activity Directors and Volunteers began meeting and planning for the 2011 fair. In 2010, the board and activity directors devoted over 2275 volunteer hours to the success of the fair. Additionally, volunteers from individual citizens to organizations embrace the event and provide critical volunteer support during the planning process and week of the fair. In 2010 an estimated 100+ volunteers donated their time and talent and the number continues to grow as the fair becomes more visible. This endeavor would not be possible without their support.

Returning Attractions

Live Entertainment on 3 Stages

Longhorn Exhibit

Appaloosa Horse Show

Lamb & Goat Show

Midland Quilting Guild Exhibits & Show in 2011

Children's Petting Zoo

Tractor Pull & Exhibits

Karaoke Competition

Master Gardener's Exhibits

Car Show

And many more vendors, exhibitors, and entertainers

New Attractions to look forward to in 2011:

....Featured Carnival Midway! Along with

Barrel Racing Event & Exhibits

Calf Roping Event

Cowboy Mounted Shooting Exhibition

Cliff Voake as the "Duke"...America...Now more than ever!

...and Bull Riding Spectacular Event in Main Arena both (Fri & Sat Nights)! Plus more....

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Sponsor Benefits & Sponsorship Levels

Why Sponsor

The Value of Company Sponsorships: The MCF offers a new marketing opportunity in West Texas for sponsors to reach potential customers. Cost-effective sponsorship programs provide businesses the opportunity to enhance company image, market and brand goods and services, build lasting customer relationships and help bring the experience of a county fair to thousands of appreciative consumers.

Fair sponsors receive exposure across print, online, broadcast and on-site marketing executions. Top level sponsorships also enjoy custom promotions, valuable naming rights to events and buildings, entertainment venues and activities, and special admission passes and tickets.

While the MCF offers numerous Sponsor Packages for you to select from, we are happy to customize an “A La Carte” sponsorship package you can OWN! Select your night, your event, your advertising preferences, impression goals, couponing, product sampling, surveys, and tickets.

“Corporations today allocate on average 40% of their marketing/advertising budgets to sponsorships and events vs. traditional advertising; a county fair affords corporations a unique sponsorship opportunity through a wholesome family event”

TAF&E

A New Approach to Sponsorship

Midland County Fair is pro-active in sponsor’s goals in the social media realm – offering sponsors a direct way to connect with fair-goers. Facebook, Twitter, YouTube and MCF website are becoming a valuable customer service tool for MCF Sponsors. The fair board is currently conducting research to find a reliable way to measure the success of your sponsorship while enhancing technology-driven marketing opportunities.

Combined, the MCF and Horseshoe Arena Facebook pages currently have over 1500+ Fans, and continue to grow daily. Advertise daily promotions and specials via MCF’s social media, brand gates, parking lots, even restrooms.

What can we do to connect you to the fair? ***Tell Us Your Sponsorship Goals***

We would like to offer a big Thank You to our 2010 MCF Sponsors:

Midland County
CBS 7 & My TV 16
West Texas Radio Group
Grande Communications
West Texas Ford Dealers
Holiday Inn Express
West Texas Roughnecks
DPC Custom Printing
Cisco Equipment Midland & Mahindra Tractors
A1 Signs & Engravers
Midland Reporter Telegram
Maverick Productions
Midland County Horseshoe Arena
Dooley Management Company
Midland County - Texas AgriLife Extension Service
PaperWerks
WesTexasKaraoke & Liberty Tax Service
Midland County Sheriffs Mounted Horse Patrol

CONTRIBUTORS

Academy Sports & Outdoor
Carr Club Lambs
Donald Smith Club Lambs
Farrow Livestock
Fisher Lease Service
Fitzco Sound
Hayden Brown
Jim Bruner & Family
Legacy Real Estate
Miller Hampshires
Peeps & Creeps
Shorty's Rental Center
Sure Fed Feeds
T's Blankets
Tractor Supply
Upton County 4-H
Woofers & Tweeters



Sponsorship Packages

Presenting Sponsors - \$10,000+ - *Thank you Midland County, CBS7 & My TV 16, West Texas Radio Group*

- Company logo included in all newsprint, radio and TV advertisements
- Primary and Secondary Stage Banner Display
- Up to 800 sq. ft. exhibit area
- 30 VIP Passes
- 500 admission tickets
- Full Page ad in event program
- Intercom acknowledgement throughout the fair



Chase Quine Memorial Bull Riding Sponsor

Fri. & Sat. Nights - \$10,000

- Company logo included in all newsprint, radio and TV advertisements
- Main Arena Banner Display
- Exhibit area
- 30 VIP Passes plus 3 VIP tables at the Bull Ride
- 400 admission tickets
- Full Page ad in event program
- Intercom acknowledgement throughout the fair



Out Gate Sponsor - \$3,500 – *Thank You Apache Corporation*

- Company logo included in all newsprint, radio and TV advertisements
- Banner Display on Out Gate
- 16 VIP Passes plus 2 VIP tables at the Bull Ride
- 16 admission tickets
- Intercom acknowledgement throughout the fair



Shoot Sponsor - \$1,000 – *Thank You Rockin' Rodeo, Kel – Tech, Thompson Field Service, Quine Heating & AC, & Alan D Means*

- Company logo included in all newsprint, radio and TV advertisements
- Banner Display on Shoot Gate
- 8 VIP Passes plus 1 VIP tables at the Bull Ride
- 8 admission tickets
- Intercom acknowledgement throughout the fair



Banner Sponsor - \$500 – *Thank You Price Construction & Nova Training Inc.*

- Banner Display
- 4 VIP Passes
- 4 admission tickets

Theme Night “Latin Music Night” Sponsor -\$5,000

Thank you West Texas Ford Dealers.

- Company logo included in all newsprint, radio and TV advertisements
- Primary and Secondary Stage Banner Display on respective theme day
- Up to 400 sq. ft. exhibit area
- 20 VIP Passes
- 200 admission tickets
- Full Page ad in event program
- Intercom acknowledgement throughout the fair

Theme Night “Country Music Night” Sponsor -\$5,000 –

Thank You Midland Reporter Telegram

- Company logo included in all newsprint, radio and TV advertisements
- Primary and Secondary Stage Banner Display on respective theme day
- Up to 400 sq. ft. exhibit area
- 20 VIP Passes
- 200 admission tickets
- Full Page ad in event program
- Intercom acknowledgement throughout the fair
-

Theme Night “Rock/Texas Country” Sponsor -\$5,000 –

Thank You Grande Communications

- Company logo included in all newsprint, radio and TV advertisements
- Primary and Secondary Stage Banner Display on respective theme day
- Up to 400 sq. ft. exhibit area
- 20 VIP Passes
- 200 admission tickets
- Full Page ad in event program
- Intercom acknowledgement throughout the fair

Theme Night “Blues/R&B” Sponsor -\$5,000 –

Thank You Alldredge Gardens

- Company logo included in all newsprint, radio and TV advertisements
- Primary and Secondary Stage Banner Display on respective theme day
- Up to 400 sq. ft. exhibit area
- 20 VIP Passes
- 200 admission tickets
- Full Page ad in event program
- Intercom acknowledgement throughout the fair

Blue Ribbon Award Sponsor -\$2,500 - *Thank you A-1 Signs*

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- Company logo included in all newsprint advertisements
- 4 Banners strategically placed
- Up to 200 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Half Page ad in event program
- Intercom acknowledgement throughout the fair



Fried & True Cooking Competition Sponsor - \$1,000

- 4 Banners strategically placed in high traffic locations
- Up to 100 sq. ft. exhibit area
- 4 VIP Passes
- 20 admission tickets
- Quarter Page ad in event program

Roughneck Olympics Sponsor - \$7,500

- Company logo included in electronic and print event component promotion
- Banners strategically placed in competition area
- Up to 400 sq. ft. cook off area
- 10 VIP Passes
- 50 admission tickets
- Half Page ad in event program
- Intercom acknowledgement throughout the fair

Multi-Media Stage Sponsor - \$1,500 – - *Hilton Midland Plaza Hotel*

- Company logo included in electronic and print component promotion
- Banners strategically placed in kids area
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Half Page ad in event program
- Intercom acknowledgement throughout the fair



Tractor Pull Sponsor - \$2,500 – *Thank you Cisco Equipment Company*

- Company logo included in electronic and print event component promotion
- Banners strategically placed in competition area
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Half Page ad in event program
- Intercom acknowledgement throughout the fair



Stage Cool Zone Tent Sponsor - \$2,500 - *Thank you Cactus Signs.*

- Company banners displayed at main stage and throughout cool zone tent
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 100 admission tickets
- Half Page ad in event program
- Intercom acknowledgement throughout the fair



Government Agency & Military Static Display Sponsor -\$1,500 *Thank you U.S. Army*

- Company banners displayed at main stage and throughout cool zone tent
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Half Page ad in event program
- Intercom acknowledgement throughout the fair



Barrels Race for Buckles Event sponsor -\$1,500

- Company banners displayed at main stage and throughout cool zone tent
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Intercom acknowledgement throughout the fair

Calf Roping for Buckles Event Sponsor -\$1,500

- Company banners displayed at main stage and throughout cool zone tent
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Intercom acknowledgement throughout the fair

Car Show & Shine Sponsor -\$750

- Banners strategically placed in competition area
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- 1/4 Page ad in event program
- Intercom acknowledgement throughout the fair

Petting Zoo Sponsor - \$750 – *Thank You Midland Reporter Telegram*

- Company logo included in electronic and print event component promotion
- Banner strategically placed in Livestock Building
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Intercom acknowledgement throughout the fair

Lamb and Goat Show Sponsor -\$750

- Company logo included in electronic and print event component promotion
- Banner strategically placed in competition area, Livestock Building
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Intercom acknowledgement throughout the fair

Voice of the Fair, John Wayne Sponsor -\$750

- Company logo included in electronic and print event component promotion
- Company Banner
- Photo Op with John Wayne Impersonator
- 10 VIP Passes
- 50 admission tickets
- Intercom acknowledgement throughout the fair

Creative Arts Sponsor -\$750 – *Thank You Midland Reporter Telegram*

- Company logo included in electronic and print event component promotion
- Banner strategically placed in competition area, Education Building
- Up to 100 sq. ft. exhibit area
- 10 VIP Passes
- 50 admission tickets
- Intercom acknowledgement throughout the fair

Karaoke Competition Sponsor -\$750

- Company logo included in electronic and print event component promotion
- Banner strategically placed in competition area
- 10 VIP Passes
- 50 admission tickets
- Intercom acknowledgement throughout the fair

In appreciation for your support of the MCF, we would like to offer all sponsors a 10% discount for a 3 year commitment.

www.midlandcofair.com

Commercial Booth placement opportunities

Corporate Exhibitor \$800

- 10 x 20 Booth space
- Includes two 8 foot tables, four chairs and electricity access

Company Exhibitor \$500

- 10 x 10 Booth space
- Includes one 8 foot table, two chairs and electricity access

Table Top Promoter \$300

- 8 x 8 Display area
- Includes one 8 foot table, two chairs and electricity access

Friends of the Fair \$200

- Six multi-day passes
- Acknowledgement on Website

MIDLAND COUNTY FAIR Contact Information

Midland County Fair
Mail) PO Box 1660
Deliveries) 2514 Arena Tr.
Midland, Texas 79702
Phone 432-688-4308
www.midlandcofair.com

- To learn more about sponsorship opportunities, please contact Sponsorship Committee Co-Chairs

Tammy Dooley
254-897-9533
tammy@dooleyman.com

Jose "Bo" Zertuche
432-967-1807
mavpro@gmail.com

MCF Sponsorship
Package 2011