



# 2025 Sponsorships

## Deadline for All 2025 Sponsorships

Sponsorships must be submitted and paid in full by May 26, 2025, to ensure enough time to fulfill sponsorship benefits. **Questions?** Contact us at [info@sangcofair.com](mailto:info@sangcofair.com) or 217-488-2685.

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## Annual Signage on Birch Street

### \$1,000 Sponsorship includes:

- 4' x 8' sign, provided by you, displayed on the fence along Birch Street June 1, 2025, to May 30, 2026

## General Fair Sponsorships

Sponsorships are for groups or companies that want great exposure for their brand. Drive customers to your business before the fair by giving away fair passes.

Level	Fair Admission Passes	Single-Day Parking Passes
\$500	40	5
\$750	65	5
\$1,000	80	10
\$1,500	130	10
\$2,000	180	10
\$2,500	230	10

### All sponsorships include:

- Your banner, provided by you, displayed inside the fairgrounds
- Listing on the fair website, [sangcofair.com](http://sangcofair.com)

### Sponsorships \$2,500+

- Your name heard over the public address system during the week of the fair
- Social media mention to our 20K+ followers on Facebook and Instagram
- E-Newsletter mention to our 5K subscribers
- Logo on the fair website



# 2025 Sponsorships

## Grandstand VIP Sponsorships

VIP Sponsorships are for groups or companies that want a special fair experience. Have a great night out with friends and visibility at one of our premiere events.

Thursday, June 12 — Full Throttle Monster Trucks			
Level	Adult VIP Passes	Gate Admission Passes	Parking Passes
\$500	4	0	0
\$2,500	20	20	5
\$5,000	45	45	5
\$7,500	70	70	5
\$10,000	100	100	5

Friday, June 13 — Tracy Byrd with Jake Worthington			
Level	VIP Passes	Gate Admission Passes	Parking Passes
\$500	4	0	0
\$2,500	20	20	5
\$5,000	45	45	5
\$7,500	70	70	5
\$10,000	100	100	5

Saturday, June 14 — Sangamon County Fair Rodeo			
See Rodeo sponsorship opportunities below.			

Sunday, June 15 — Demolition Derby	
\$10,000	Presenting Sponsor

### All VIP sponsorships include:

- Admission to the grandstand event
- All-inclusive food and drinks at the grandstand event (not applicable to other stages)

### Sponsorships \$5,000+

- 4' x 8' sign, provided by you, displayed on the fence along Birch Street June 1, 2025, to May 30, 2026 (\$1,000 value)

### Sponsorships \$2,500+

- Your name heard over the public address system during the week of the fair
- Social media mention to our 20K+ followers on Facebook and Instagram
- E-Newsletter mention to our 5K subscribers
- Logo on the fair website



# 2025 Sponsorships

## Sangamon County Fair Rodeo — Saturday, June 14, 2025

*\*Rodeo sponsorships sell out quickly. Check [sangcofair.com](http://sangcofair.com) for the most up-to-date list of available sponsorships.*

### **\$7,500: Rodeo Title Sponsor (1 available) — SOLD!**

- 70 VIP Passes (all-inclusive food and beverage), 70 gate admissions, 10 parking passes
- “The Sangamon County Fair Rodeo brought to you by: **YOUR COMPANY**”
- Large 4’x8’ banner displayed in the arena (provided by your company)
- Company name mentioned and recognized multiple times throughout the event as our Title Sponsor
- Social media mention to our 20K+ followers on Facebook, Instagram and Twitter
- E-Newsletter mention to our 5K+ subscribers
- Logo on the fair website

### **\$2,500: Gold Buckle Sponsor (2 available)**

- 20 VIP Passes (all-inclusive food and beverage), 20 gate admissions, 5 parking passes
- Large 4’x8’ banner displayed in the arena (provided by your company)
- Company mentioned during the event as a Gold Buckle Sponsor
- Social media mention to our 20K+ followers on Facebook, Instagram and Twitter
- E-Newsletter mention to our 5K+ subscribers
- Logo on the fair website

### **\$1,000: Chute Gate Sponsor (4 available)**

- 10 VIP Passes (all-inclusive food and beverage), 10 gate admissions
- A 3’x5’ banner provided by your company displayed in the arena on a bucking chute gate
- Company recognition each time that chute is utilized
- Email e-Newsletter mention to our 5K+ subscribers
- Listing on the fair website

### **\$1,000: Wrap the Barrels (1 available)**

- 10 VIP Passes (all-inclusive food and beverage), 10 gate admissions
- Your company’s name and logo on the three barrels for the entire barrel racing event AND slack (wraps provided by your company)
- External and long-term advertising because your barrels will be in the barrel racing pictures
- Your company’s name mentioned several times during the event
- Email e-Newsletter mention to our 5K+ subscribers
- Listing on the fair website



## 2025 Sponsorships

### **\$1,000: Pick-Up Men Package (1 available)**

- 10 VIP Passes (all-inclusive food and beverage), 10 gate admissions
- The pick-up men will wear a long-sleeved shirt with your company's name/logo on the back or down the sleeve
- Announcer will direct the audience's attention to your company's sponsorship of the pick-up men
- E-Newsletter mention to our 5K+ subscribers
- Listing on the fair website

### **\$500: Individual Event Sponsor (9 available)**

Sponsor one of the nine events of the evening (event of your choice, sponsored on a first come, first served basis).

Tie Down Roping, Over 40 Calf Roping, Breakaway Roping, Steer Wrestling, Barrel Racing, Team Roping, Saddle Bronc Riding, Bareback Riding, Bull Riding

- 2 general admission rodeo tickets, 2 gate admissions
- A 3'x5' banner displayed in the arena (provided by your company)
- Company name recognized during each event as the Event Sponsor

### **\$200 Banner Space (25 available)**

- 1 general admission rodeo ticket, 1 gate admission
- A 3'x5' banner displayed in the arena (provided by your company)

# Sponsorship Agreement



Business/Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

General Sponsorship     VIP Sponsorship     Rodeo     Fence Signage

Choose Addons	Cost	Quantity	Amount
Fair Admission Daily Pass	\$5		\$
Fair Admission Season Pass	\$20		\$
Season Parking Pass (\$50 value)	\$25		\$
Daily Carnival Wristband	\$30		\$
Season Carnival Pass (\$150 value)	\$120		\$
Monster Trucks Children's Ticket (12 and under)	\$5		\$
Monster Trucks Adult Ticket	\$20		\$
Concert Tickets	\$30		\$
Rodeo Tickets (children 4 and under free)	\$20		\$
Demolition Derby Tickets	\$20		\$
VIP Grandstand Adult Ticket (Thurs/Fri/Sat)	\$125		\$
VIP Grandstand Children's Ticket (Thurs/Sat- 12 and under)	\$25		\$
<b>Sponsorship/VIP Sponsorship/Fence Signage</b>			\$
<b>TOTAL INVESTMENT</b>			\$

Mail a check and your form to the fair: PO Box, 147, New Berlin, IL 62670 OR email your form to [info@sangcofair.com](mailto:info@sangcofair.com), and ask us about electronic payment options.

- Payment is attached to this form     Request to pay electronically  
 Payment expected soon     Send invoice     In-kind sponsor

### For Office Use

Accounting/Entered in QuickBooks:  
 Entered in Master Sponsor Spreadsheet:  
 Logo Saved to Marketing Folder:  
 Packet & Passes Sent: By: \_\_\_\_\_ Date: \_\_\_\_\_