



AUGUST 7th - 10th, 2024

WEBER COUNTY FAIR

Sponsorship Opportunities

WHY SPONSORSHIP?

By sponsoring the fair, you gain valuable visibility among thousands of attendees. Your support helps us create memorable experiences for families, foster community spirit, and showcase your brand to a diverse audience.

- BRAND EXPOSURE TO NEARLY 50,000 PEOPLE
- CONNECT WITH YOUR TARGET AUDIENCE
- VENDOR OPPORTUNITIES
- MEDIA COVERAGE IN THE FAIRS ADVERTISING CAMPAIGNS
- MAKE NEW BUSINESS CONNECTIONS
- COMMUNITY RECOGNITION

MARKETING

- ONLINE ADVERTISING
- PRINTED ADVERTISING
- SOCIAL MEDIA PROMOTION
- EXCLUSIVE MEDIA PROMOTION





ABOUT US

Situated in the heart of Weber County, The Weber County Fair brings families, friends, and neighbors together for a spectacular showcase of entertainment, agriculture, and local spirit. From the thrilling rides, to captivating performances and everything in between, we create a haven of excitement and connection. The Weber County Fair is where memories are made, laughter echoes, and the community comes alive.

The Weber County Fairgrounds is comprised of 141+ acres, with six buildings, four barns, a racetrack and a cross-country course, and recreation courts. Some events you can be sure to find from year to year are the rodeo, demolition derby, concert, and so much more! With Jr. Livestock, Home Arts, and Livestock Shows – there is something for everyone! We continue in our commitment to highlight and provide education on the wealth of our agricultural industry, while we celebrate the talents of our community.



WEBERCOUNTYFAIR.ORG

Grand Champion Sponsors

\$5,000

Blue Ribbon Sponsors

\$3,500

Red Ribbon Sponsors

\$2,000

Sweepstakes Sponsors

\$1,500

Judges Choice Sponsors

\$1,000

Best of Show Sponsors

\$500



Grand Champion Sponsorship

COMBINED SPONSORSHIP EQUIVALENT TO

\$5,000

- ADVERTISEMENT RIGHTS AND RECOGNIZED AS "OFFICIAL PRODUCT OF WEBER COUNTY FAIR."
- LISTED ON SPONSOR BOARDS PLACED IN PROMINENT LOCATIONS AROUND FAIRGROUNDS, EVENT POSTERS, SOCIAL MEDIA, DAILY PROGRAMS, AND PREMIUM BOOK (PREMIUM BOOK AVAILABLE IF CONFIRMED BY MAY 17).
- YEAR-LONG RECOGNITION ON WEBSITE.
- EXCLUSIVE BANNER PLACEMENT (MAIN ENTRANCE, NORTH ENTRANCE, COURTYARD, AND FENCE LEADING TO BARN). BANNERS TO BE PROVIDED BY SPONSOR (3'X8' SIZE PREFERRED).
- ONE 10'X10' VENDOR BOOTH TO PROMOTE YOUR COMPANY'S PRODUCTS AND SERVICES (RESERVE BY JULY 1). SELECTION LIMITED.
- EMCEE ACKNOWLEDGMENT MESSAGES OVER THE PA SYSTEM.

ADDITIONAL VALUE

OUR FLEXIBLE SPONSORSHIP PACKAGES ARE DESIGNED TO PROVIDE SPONSORS WITH A RANGE OF BENEFITS. BY COMBINING PACKAGES, YOU CAN UNLOCK THE ABOVE ADDITIONAL VALUES, BENEFITS, AND PERKS TO ENHANCE YOUR PRESENCE AT THE FAIR





Blue Ribbon Sponsorship

\$3,500

RODEO

BULLFIGHTS

HORSE PULLS

TICKETS

TICKET OUTLET LOCATIONS

DEMOLITION DERBY (AN ADDITIONAL \$1,000)

- ADVERTISEMENT RIGHTS AND RECOGNIZED AS "SPONSOR OF THE ____ AT THE WEBER COUNTY FAIR."
- LISTED ON SPONSOR BOARDS PLACED IN PROMINENT LOCATIONS AROUND FAIRGROUNDS AND DAILY PROGRAMS.
- BANNERS (PROVIDED BY SPONSOR, 3'X8' PREFERRED) PLACED AT MAIN ENTRANCE AND SPONSORED EVENT/LOCATION.
- ONE 10'X10' INDOOR VENDOR BOOTH TO PROMOTE YOUR COMPANY'S PRODUCTS AND SERVICES (RESERVE BY JULY 1). SELECTION LIMITED.
- EMCEE ACKNOWLEDGMENT MESSAGES OVER THE PA SYSTEM.

*** SPONSORSHIPS NOT EXCLUSIVE ***

ADDITIONAL VALUE

(EVENTS SUBJECT TO CHANGE)

6 DEMOLITION DERBY TICKETS

12 BULLFIGHT TICKETS

6 VIP PARKING PASSES

150 COMPLIMENTARY DAY PASSES

30 FAIR BUCKS FOR FOOD BOOTHS



Red Ribbon Sponsorship

\$2,000

SHIRT SPONSOR

(LOGO PLACED ON WCF SHIRTS, 1600
DISTRIBUTED)

RV PARK SPONSOR

(LOGO PLACED ON RV PARKING PASSES)

- LISTED ON SPONSOR BOARDS PLACED IN PROMINENT LOCATIONS AROUND FAIRGROUNDS AND DAILY PROGRAMS.
- BANNERS (PROVIDED BY SPONSOR, 3'X8' PREFERRED) PLACED AT MAIN ENTRANCE AND SPONSORED EVENT/LOCATION.
- EMCEE ACKNOWLEDGMENT MESSAGES OVER THE PA SYSTEM.

ADDITIONAL VALUE

(EVENTS SUBJECT TO CHANGE)

4 DEMOLITION DERBY TICKETS

8 BULLFIGHT TICKETS

4 VIP PARKING PASSES

100 COMPLIMENTARY DAY PASSES

30 FAIR BUCKS FOR FOOD BOOTHS



Sweepstakes Sponsorship

\$1,500

**FOOD TENT
DAILY PROGRAMS
ATTRACTIONS**

(CHANGE YEARLY. PLEASE CONTACT US)

**LOCAL ENTERTAINMENT
GROUNDS ENTERTAINMENT**

(CHANGE YEARLY. PLEASE CONTACT US)

- LISTED ON SPONSOR BOARDS PLACED IN PROMINENT LOCATIONS AROUND FAIRGROUNDS AND DAILY PROGRAMS.
- BANNERS (PROVIDED BY SPONSOR, 3'X8' PREFERRED) PLACED AT MAIN ENTRANCE AND SPONSORED EVENT/LOCATION.
- EMCEE ACKNOWLEDGMENT MESSAGES OVER THE PA SYSTEM.

ADDITIONAL VALUE

(EVENTS SUBJECT TO CHANGE)

3 DEMOLITION DERBY TICKETS

6 BULLFIGHT TICKETS

3 VIP PARKING PASSES

75 COMPLIMENTARY DAY PASSES

15 FAIR BUCKS FOR FOOD BOOTHS



Judge's Choice Sponsorship

\$1,000

**CONTEST CANOPY
WATER TRUCK**

**EXHIBIT HALL
COLORING CONTEST**
(COUPON OPPORTUNITIES)

- LISTED ON SPONSOR BOARDS PLACED IN PROMINENT LOCATIONS AROUND FAIRGROUNDS AND DAILY PROGRAMS.
- BANNERS (PROVIDED BY SPONSOR, 3'X8' PREFERRED) PLACED AT MAIN ENTRANCE AND SPONSORED EVENT/LOCATION.
- EMCEE ACKNOWLEDGMENT MESSAGES OVER THE PA SYSTEM.

ADDITIONAL VALUE

(EVENTS SUBJECT TO CHANGE)

2 DEMOLITION DERBY TICKETS

4 BULLFIGHT TICKETS

2 VIP PARKING PASSES

50 COMPLIMENTARY DAY PASSES

15 FAIR BUCKS FOR FOOD BOOTHS



Best of Show Sponsorship

\$500

ANTIQUE FARM MACHINERY

OPEN LIVESTOCK/ HORSE SHOW

POULTRY/ RABBIT BUILDING

PLAYGROUND

- LISTED ON SPONSOR BOARDS PLACED IN PROMINENT LOCATIONS AROUND FAIRGROUNDS AND DAILY PROGRAMS.
- BANNERS (PROVIDED BY SPONSOR, 3'X8' PREFERRED) PLACED AT MAIN ENTRANCE AND SPONSORED EVENT/LOCATION.
- EMCEE ACKNOWLEDGMENT MESSAGES OVER THE PA SYSTEM.

ADDITIONAL VALUE

(EVENTS SUBJECT TO CHANGE)

2 VIP PARKING PASSES

25 COMPLIMENTARY DAY PASSES

15 FAIR BUCKS FOR FOOD BOOTHS

PREVIOUS MAJOR SPONSORS

2022

- ADS Motorsports
- America First Credit Union •
- Ardent Mills
- Ascent Credit Union
- Autoliv
- Best Western Plus High Country Inn
- Big O Tires
- Boot Barn
- Brigham Implement Company, Inc.
- Canyon View Dumpsters & Toilets Inc.
- Comfort Suites
- Compass Minerals
- Dave Combe
- Dominion Energy
- Education First Credit Union
- Geneva Rock Products Inc.
- Golden Beverage
- H&E Equipment Services
- Hampton Inn
- Janicki Industries
- Les Schwab Tires - Clinton
- MAU Workforce Solutions
- McKay Dee Hospital
- Northern Wasatch Association of Realtors
- Northrup Grumman
- Ogden Regional Medical Center
- Pepsi
- Petersen Inc.
- Post Construction Company
- Ray's Auto Body
- Ream's Boots and Jeans
- RiverPrint
- RJP Construction
- Rock Hard Excavating
- SeaQuest
- Send Me a Trainer
- Smith & Edwards

- Staker Parson
- The Imagination Company
- The Insurance Center
- Tractor Supply Co.
- TTAB Grant
- Wasatch Distributing
- Weber State University
- Woodmere Homes
- Wright Service Corp
- Young Automotive Group
- Your Local Ford Stores

2023

- America First Credit Union
- Ardent Mills
- Ascent Credit Union
- Ashco Roofing Experts
- Best Western Plus High Country Inn
- Boot Barn
- Brigham Implement Company, Inc.
- Canyon View Dumpsters & Toilets Inc.
- Champion Meats
- Comfort Suites
- Compass Minerals
- Dallas Green Farm and Home
- Dave Combe
- Dryvebox
- Geneva Rock Products Inc.
- Golden Beverage – Coors Light
- Great Resort Vacations
- H&E Equipment Services
- The Insurance Center
- Janicki Industries
- Karl Malone ADS Motorsports
- Les Schwab Tires - Clinton
- MAU Workforce Solutions
- McKay Dee Hospital
- Northern Wasatch Association of Realtors
- Ogden Regional Medical Center
- Our House Assisted Living of Ogden
- Pepsi
- RC Willey
- RiverPrint
- RJP Construction
- Rock Hard Excavating
- Rocky Mountain Rental
- Scandinavian Designs
- SeaQuest
- Skinny Dogz
- Smith & Edwards
- Staker Parson
- Sunridge of Roy Assisted Living
- Tagg-N-Go Car Wash
- Thurgood Excavating Inc.
- Tractor Supply Co.
- Wasatch Distributing
- Weber State University
- Wright Service Corp
- Your Local Ford Stores





For More Information

ASHTON WILSON

801-399-8711

anwilson@co.weber.ut.us

GABBY SPACKMAN

801-399-8269

geisenbarth@co.weber.ut.us

WEBERCOUNTYFAIR.ORG