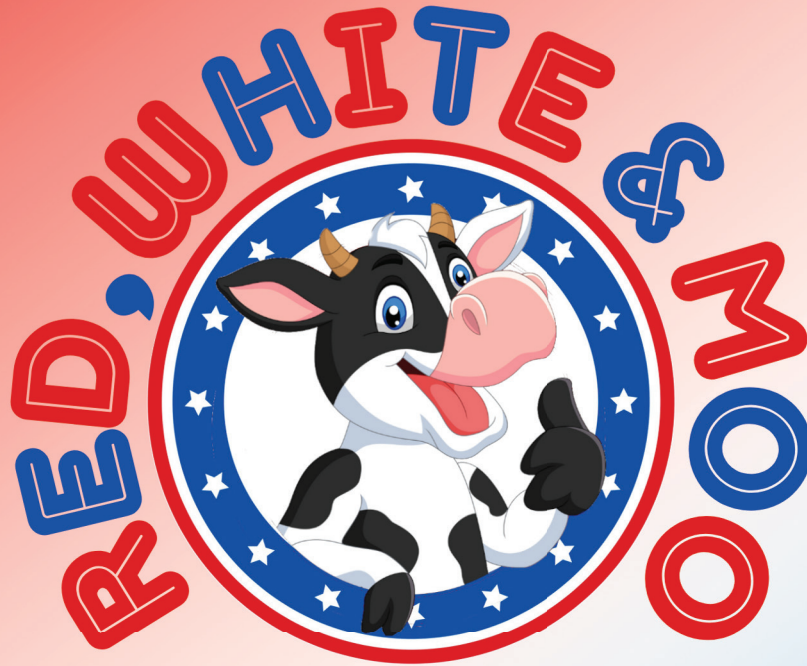


# SPONSORSHIP OPPORTUNITIES



2024

*California Mid-Winter Fair*

PRESENTED BY:



ESTABLISHED 1908

**OWBPACKERS®**

*March  
1-10<sup>th</sup>*









# LETTER FROM CEO

**T**he California Mid-Winter Fair has been an annual tradition in the Imperial Valley for more than 100 years. The Fair is the largest annual event in the Imperial Valley and boasts 10 days of family-friendly entertainment with concerts, attractions and exhibits, as well as exciting carnival rides and delicious food! Close to 100,000 attendees flock to the Fair year after year. In addition, the Fair is host to one of the state's most successful junior livestock auctions, which over the last few years has raised over \$2 million.

The Fair is a place where people come to have fun and be entertained with family and friends, but it is much more to so many people of our wonderful community. The Fair is a place where our community comes together and memories, along with lifelong friendships, are born.

Sponsors are a major part of what makes our Fair successful. Without our gracious sponsors, our Fair would be a very different event. We have worked very hard over the last year to recreate the sponsorship packet with benefits that are meaningful and valuable to you and your business. With the ability to tailor each package to meet the needs of your business, our sponsorship program is a results-driven opportunity.

Depending on your sponsorship level, your company will benefit from visibility, branding, advertisement, co-branded content, a section on our website, cross-promotions and business-to-business marketing.

We appreciate the time you take to review our sponsor packets and look forward to hearing from you soon.



Sincerely,



Alan Phillips  
Chief Executive Officer  
45th DAA/IV Fairgrounds

# SPONSORSHIP PARTNERSHIP

Company Name: \_\_\_\_\_


Contact Name: \_\_\_\_\_

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

City \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Social Media Platforms:  @ \_\_\_\_\_

 @ \_\_\_\_\_

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

Company Web Address: \_\_\_\_\_

## SPONSORSHIP LEVEL: (please check box below)

\$500

\$1,000

\$2,000

\$3,000

\$5,000

\$7,500

\$10,000

Signature/Sponsor Representative \_\_\_\_\_

If you have any questions, please do not hesitate to call us at **760-355-1181**.

We will be happy to customize any sponsorship level for you.



### PLEASE RETURN THIS FORM TO:

California Mid-Winter Fair

200 East Second Street

Imperial, CA 92251

**Fax: 760-355-1425 • Email: [IVF@ivfairgrounds.com](mailto:IVF@ivfairgrounds.com)**

An online version of this form is available at

**[www.IVFairgrounds.com](http://www.IVFairgrounds.com)**



# SPONSORSHIP LEVELS

## \$500

- ▶ Logo on IV Fairgrounds website during 2024 fair
- ▶ Featured in Fair Mobile App with link to website
- ▶ Logo on Fair website during 2024 fair

## \$1,000

- ▶ 10 Admission Tickets
- ▶ 5 Parking Tickets
- ▶ Invite to Sponsor Fair Kick-Off Party
- ▶ Featured in Fair Mobile App with link to website
- ▶ Logo on IV Fairgrounds website for 30 days
- ▶ Logo on Fair website for 30 days
- ▶ Logo on shared space of the IV Fairgrounds Marquee for 30 days
- ▶ Sponsor recognition on social media w/ logo and link
- ▶ 1 Banner\* in a non-livestock area of the fair

## \$2,000

- ▶ 20 Admission Tickets
- ▶ 10 Parking Tickets
- ▶ Invite to Sponsor Fair Kick-Off Party
- ▶ Featured in Fair Mobile App with link to website
- ▶ Logo on IV Fairgrounds website for 30 days
- ▶ Logo on Fair website for 30 days
- ▶ Logo on shared space of the IV Fairgrounds Marquee for 30 days
- ▶ Sponsor recognition on social media w/ logo and link
- ▶ 1 Banner\* in a non-livestock area of the fair
- ▶ 1 logo on shared sponsor page of the livestock auction book

## \$3,000

- ▶ 40 Admission Tickets
- ▶ 20 Parking Tickets
- ▶ Invite to Sponsor Fair Kick-Off Party
- ▶ Featured in Fair Mobile App with link to website
- ▶ Logo on IV Fairgrounds website for 60 days
- ▶ Logo on Fair website for 60 days
- ▶ Logo on shared space of the IV Fairgrounds Marquee for 60 days
- ▶ Sponsor recognition on social media w/ logo and link
- ▶ 1 Banner\* in a non-livestock area of the fair
- ▶ 1 Banner\* in livestock area of the fair
- ▶ 1/8-page ad in the livestock auction book
- ▶ Booth/Display (type/dimensions/location) are based on availability and at Fair's discretion

## \$5,000

- ▶ 70 Admission Tickets
- ▶ 35 Parking Tickets
- ▶ Invite to Sponsor Fair Kick-Off Party
- ▶ Featured in Fair Mobile App with link to website
- ▶ Logo on IV Fairgrounds website for 120 days
- ▶ Logo on Fair website for 120 days
- ▶ Logo on IV Fairgrounds Marquee for 120 days
- ▶ Sponsor recognition on social media w/ logo and link
- ▶ 2 Banners\* in a non-livestock area of the fair
- ▶ 1 Banner\* in livestock area of the fair
- ▶ 1/4-page ad in the livestock auction book
- ▶ Booth/Display (type/dimensions/location) are based on availability and at Fair's discretion

## \$7,500

- ▶ 100 Admission Tickets
- ▶ 50 Parking Tickets
- ▶ Invite to Sponsor Fair Kick-Off Party
- ▶ Featured in Fair Mobile App with link to website
- ▶ Logo on IV Fairgrounds website for 365 days
- ▶ Logo on Fair website for 365 days
- ▶ Logo on IV Fairgrounds Marquee for 365 days
- ▶ Sponsor recognition on social media w/ logo and link
- ▶ 2 Banners\* in a non-livestock area of the fair
- ▶ 2 Banners\* in livestock area of the fair
- ▶ 1/2-page ad in livestock auction book
- ▶ One Free Building/Outdoor Space Rental (outside of fair dates)
- ▶ Booth/Display (type/dimensions/location) are based on availability and at Fair's discretion

## \$10,000

- ▶ 120 Admission Tickets
- ▶ 60 Parking Tickets
- ▶ Invite to Sponsor Fair Kick-Off Party
- ▶ Featured in Fair Mobile App with link to website
- ▶ Logo on IV Fairgrounds website for 365 days
- ▶ Logo on Fair website for 365 days
- ▶ Logo on IV Fairgrounds Marquee for 365 days
- ▶ Sponsor recognition on social media w/ logo and link
- ▶ 5 Banners\* in a non-livestock area of the fair
- ▶ 3 Banners\* in livestock area of the fair
- ▶ Full page ad in livestock auction book
- ▶ One Free Building/Outdoor Space Rental (outside of fair dates)
- ▶ Fair time Building/Space Naming Rights during 2024 fair
- ▶ Booth/Display (type/dimensions/location) are based on availability and at Fair's discretion

\* All banners will be paid for by Fair.

# SPONSORSHIP DETAILS

## LOGOS:

We want to make sure you get the maximum brand exposure with your business logo. By providing it to us in a prompt manner and meeting all requirements, we can make sure your brand is engaged in all the benefits.

Logo Requirements:

Supplied files must be **high-resolution**.

.PDF 300 DPI

.TIFF 300 DPI

.EPS (Encapsulated PostScript)

▶ **All files should be outlined or flattened.**

**Send to [IVF@ivfairgrounds.com](mailto:IVF@ivfairgrounds.com)**

## BANNERS:

Banners displayed at the fairgrounds will be provided by fair. Banner placement is at full discretion of fair management.

## DISPLAYS:

All displays must be approved and coordinated with Fair theme, by Fair Office.

## BOOTHS:

Sponsor Level (\$500, \$1000, \$2000) may rent a booth for the 10 day period in Casa de Mañana Building or Preble Annex.

▶ \$600 for a 10x10

▶ \$700 at Preble Annex

▶ **All based on availability.**

## FACILITY RENTAL:

This benefit is good for free use of a building or outdoor facility based upon availability (outside of Fair dates). The benefit entitles the sponsor to no-cost use of a facility but does not include other associated event costs such as insurance, security, and costs associated to hosting an event.

## FAIRTIME FACILITY NAMING RIGHTS:

This allows businesses to add their name to one of our facilities during fair time. An example might be the "(Your Company Name,) Preble Building." This would also be the name used in advertising during the period of the agreement. It also includes addition of your business to permanent signage on our marquee. This is based upon availability of facilities on a first come first served basis. Since this is an expanded sponsorship arrangement, it can be suited to individual business needs. We would be happy to discuss this with you.

## SPONSOR ADMISSION TICKETS:

**Sponsors Only** can purchase Discounted Fair entry tickets for employees based on level of sponsorship. (May purchase up to 5 days before Fair Opening Day).

## DEADLINES:

Deadlines have been put in place to allow you to maximize your sponsorship value and be included in print materials. If any sponsorships come in after the deadline, we will make our best effort to include the appropriate information.

**Logos:** To be considered for any print materials logos (ads and banners) must be submitted by: January 15, 2024. Logos for electronic publication will be uploaded within one week of receiving approved logo.

**Web Address:** The redirect address for the website and mobile app must be submitted to the Fair by February 10, 2024.

**Fairtime Facility Naming Rights:** Information and all subsequent materials must be submitted by January 17, 2024.





Thank you to the CMWF Heritage Foundation  
for your continued support

CALIFORNIA MID-WINTER FAIR



**HERITAGE**

*Foundation*

**Building a Legacy**

The CMWF Heritage Foundation is a membership-based 501c3  
which supports the IV Fairgrounds year round.

*Thank You to our*

PRESENTING SPONSOR  
OF THE 2024  
CALIFORNIA MID-WINTER FAIR



Rooted in Brawley tradition.

[oneworldbeef.com](http://oneworldbeef.com)