



9755 Henderson Rd  
Brighton, CO 80601

p. 303-637-8004  
f. 303-637-8015

ccox@adcogov.org  
Adamscountyfair.com





# Tradition Continues

## **History**

□ Founded in 1904, the Adams County Fair (ACF) is one of the metro-Denver region's top annual agricultural events. The 2023 Fair attracted over 140,000 attendees and has enjoyed steady annual growth making it the largest county fair in Colorado. From headline entertainment stages, to bull riding events, to Dia de la Familia, the Fair provides a large variety of venues and features that can be provided as proprietary assets for potential sponsors.

## **Toyota Proposal**

This proposal to Commerce City outlines the marketing and communications opportunities associated with becoming an associate Adams County Fair Sponsor, to which we believe you will find excellent marketing and return on investment.



# Pre-Event Marketing and Advertising

## Logo and link on Adams County Fair Website

- o Logo with link on sponsor page

## Social Media Marketing and the Adams County Fair App

- o Opportunity to provide 1 content rich informational posts to be posted on the Adams County Fair Facebook page
- o Sponsor logo and link on sponsor page of app



# Onsite Logo Exposure



## Walk Around Guide & Map

- o Name listed on over size map at entry
- o Name on inside cover of printed guides
  - o More than 10,000 printed



## Two 3x5 Banners on Ground

- o Banners provided by sponsor



## Logo on Fair Welcome & Thank You Banners

- o Provided by organizer



# Customer Relations and Staff Benefits

→ **20 VIP Tickets to Opening Night Concert**

- Comes with 3 free drinks, Private Restrooms, & Private Cash Bar

→ **20 VIP Tickets to PBR and Concert**

- Comes with 3 free drinks, Private Restrooms, & Private Cash Bar

→ **20 GA Tickets to PBR and Concert**

→ **20 Tickets to Demolition Derby**

→ **20 Tickets to Truck Pull**

→ **20 Tickets to Dia de la Familia**

→ **20 Carnival Wristbands**

→ **10 VIP Parking Passes**

→ **Golf Tournament at Riverdale Golf Course for all Sponsors**







# Reserve Today

## Contact Courtney Cox

P. 303-637-8004

E. [ccox@adcogov.org](mailto:ccox@adcogov.org)