



## THE 152<sup>nd</sup> JUNEAU COUNTY FAIR

AUGUST 13 – 20, 2017

JUNEAU COUNTY AGRICULTURAL SOCIETY / FAIR BOARD

1001 Division Street, P.O. Box 104, Mauston, WI 53948

Phone: 608/547-2426 Email: [juneaucountyfair@gmail.com](mailto:juneaucountyfair@gmail.com)

Web Site: [www.juneaucountyfair.com](http://www.juneaucountyfair.com)

*Dear Juneau County Fair Rodeo Sponsor,*

*I, JR Bader, President of the Juneau County Agricultural Society and Fair Board, want to personally invite you to become a sponsor of our 2017 Juneau County Fair Professional Rodeo. Our P.R.C.A. Rodeo is put on by the nationally renowned 3 Hills Rodeo Company of Bernard, Iowa. Check them out at [3hillsrodeo.com/about-us](http://3hillsrodeo.com/about-us) or follow them on Facebook at [www.facebook.com/threehillsrodeo](http://www.facebook.com/threehillsrodeo).*

*The RODEO AGAIN was the most highly-attended event at the 2016 Juneau County Fair and the advertising exposure for its sponsors was outstanding. Only the generous and much appreciated support - through sponsorships, ticket sales, signage, etc. - make it possible for the Juneau County Fair to bring in such a high quality show. Therefore, we are inviting you, to market your product, invest in your community, and enjoy V.I.P. treatment; at this popular riding, roping, jumping, & specialty event!*

## So Mark Your Calendars For The **152<sup>nd</sup> Juneau County Fair**

August 13th - August 20th

&

**YOUR 3 HILLS P.R.C.A. RODEO**

Wednesday, August 16th & Thursday, August 17th

*Because time's a wastin, the Fair Board is getting a head start on the advertising, public relations and our media campaign; I've enclosed the Rodeo sign-up sheets and a listing of sponsorship benefits in each category.*

*Please contact me, at 608/548-0969 or at [jr.bader@yahoo.com](mailto:jr.bader@yahoo.com), with any questions you may have in regards to the levels and availability offered to our rodeo sponsors, we want to make sure you get a perfect fit.*

*We would greatly appreciate your help,  
by having you mail your check and sign-up sheets to me at:*

*JR Bader  
103 Terri Lane, Elroy, WI 53929*

*Thanks!!! Again For Your Part In Making The Rodeo  
Such A Huge Success!!!*

***JR Bader***

**- President & Sponsorship Director**

**Juneau County Fair Board / Juneau County Agricultural Society**

**103 Terri Lane, Elroy, WI 53929**

**608/548-0969    [jr.bader@yahoo.com](mailto:jr.bader@yahoo.com)**

**- 2017 JUNEAU COUNTY FAIR -**  
**- RODEO SPONSORSHIP BENEFITS -**

**-- FOR OUR --**

**--- THREE HILLS P.R.C.A. RODEO ---**

**----- AUGUST 16TH & 17TH @ 7:30 P.M. -----**

*PLEASE NOTE: ALL SPONSORSHIPS ARE NOW FOR BOTH NIGHTS ONLY*

|   |  |
|---|--|
| <b><i>TITLE SPONSOR</i></b>   | <b><i>PERFORMANCE SPONSOR</i></b>  |
| <b>1 Sponsorship Available For \$2,600</b>  | <b>1 Sponsorship Available For \$1,825</b>   |
| <p>Sponsorship / Marketing Opportunities include:</p> <ul style="list-style-type: none"> <li>• <i>Title Recognition</i></li> <li>• <i>Two 3 x 5 banners in the arena</i></li> <li>• <i>Announcer recognition as "Title Sponsor"</i></li> <li>• <i>Flag Presented during Opening Ceremony</i></li> <li>• <i>Full Page Ad in the Rodeo Program</i></li> <li>• <i>Name Recognition on Radio Advertising</i></li> <li>• <i>VIP Seating for 4 at the Rodeo</i></li> </ul>  | <p>Sponsorship / Marketing Opportunities include:</p> <ul style="list-style-type: none"> <li>• <i>Title Recognition</i></li> <li>• <i>Two 3 x 5 banners in the arena</i></li> <li>• <i>Announcer recognition as "Performance Sponsor"</i></li> <li>• <i>Flag Presented during Opening Ceremony</i></li> <li>• <i>Full Page Ad in the Rodeo Program</i></li> <li>• <i>Name Recognition on Radio Advertising</i></li> <li>• <i>VIP Seating for 4 at the Rodeo</i></li> </ul> |
| <b><i>HOSPITALITY SPONSOR</i></b>   | <b><i>PRE SHOW SPONSOR</i></b>   |
| <b>2 Sponsorship Available For \$1,275</b>  | <b>1 Sponsorship Available For \$1,275</b>   |
| <p align="center"><b>(1 Food Sponsor &amp; 1 Beverage Sponsor)</b></p> <p>Sponsorship / Marketing Opportunities include:</p> <ul style="list-style-type: none"> <li>• <i>Two 3 x 5 banners in the arena</i></li> <li>• <i>Announcer recognition as "Hospitality Sponsor"</i></li> <li>• <i>Flag Presented during Opening Ceremony</i></li> <li>• <i>Full Page Ad in the Rodeo Program</i></li> <li>• <i>Name Recognition on Radio Advertising</i></li> <li>• <i>VIP Seating for 4 at the Rodeo</i></li> </ul> | <p>Sponsorship / Marketing Opportunities include:</p> <ul style="list-style-type: none"> <li>• <i>Two 3 x 5 banners in the arena</i></li> <li>• <i>Announcer recognition as "Pre Show Sponsor"</i></li> <li>• <i>Flag Presented during Opening Ceremony</i></li> <li>• <i>Full Page Ad in the Rodeo Program</i></li> <li>• <i>Name Recognition on Radio Advertising</i></li> <li>• <i>VIP Seating for 4 at the Rodeo</i></li> </ul>  |

|   |   |
|---|---|
| <b><i>OPENING ACT SPONSOR</i></b>   | <b><i>2 SPECIALITY ACTS</i></b>   |
| <b>1 Sponsorship Available For \$1,275</b>  | <b>2 Sponsorships Available For \$1,275 Each</b>  |
| Sponsorship / Marketing Opportunities include: <ul style="list-style-type: none"> <li>• Two 3 x 5 banners in the arena</li> <li>• Announcer recognition as “Opening Sponsor”</li> <li>• Flag Presented during Opening Ceremony</li> <li>• Full Page Ad in the Rodeo Program</li> <li>• Name Recognition on Radio Advertising</li> <li>• VIP Seating for 4 at the Rodeo</li> </ul>   | Sponsorship / Marketing Opportunities include: <ul style="list-style-type: none"> <li>• Two 3 x 5 banners in the arena</li> <li>• Announcer recognition as “Speciality Act Sponsor”</li> <li>• Flag Presented during Opening Ceremony</li> <li>• Full Page Ad in the Rodeo Program</li> <li>• Name Recognition on Radio Advertising</li> <li>• VIP Seating for 4 at the Rodeo</li> </ul>  |
| <b><i>RODEO ANNOUNCER SPONSOR</i></b>   | <b><i>MAJOR SPONSORS</i></b>  |
| <b>1 Sponsorship Available For \$1,275</b>  | <b>7 Sponsorships Available For \$1,275 Each</b>  |
| Sponsorship / Marketing Opportunities include: <ul style="list-style-type: none"> <li>• Two 3 x 5 banners in the arena</li> <li>• Announcer recognition as “Opening Sponsor”</li> <li>• Flag Presented during Opening Ceremony</li> <li>• Full Page Ad in the Rodeo Program</li> <li>• Name Recognition on Radio Advertising</li> <li>• VIP Seating for 4 at the Rodeo</li> </ul>   | Sponsorship / Marketing Opportunities include: <ul style="list-style-type: none"> <li>• Two 3 x 5 banners in the arena</li> <li>• Large sign on the shoot</li> <li>• Announcer recognition as “Event Sponsor”</li> <li>• Flag Presented during Opening Ceremony</li> <li>• Logo with Event in Rodeo Program</li> <li>• 1/4 Page Ad in the Rodeo Program</li> <li>• Name Recognition on Radio Advertising</li> <li>• VIP Seating for 4 at the Rodeo</li> </ul> |
| <b><i>EVENT SPONSORS</i></b>  | <b><i>ROPING PEN SPONSORS</i></b>   |
| <b>8 Sponsorships Available For \$800 Each</b>  | <b>2 Sponsorships Available For \$800 Each</b>  |
| Sponsorship / Marketing Opportunities include: <ul style="list-style-type: none"> <li>• Name &amp; Logo on all printed &amp; media buys</li> <li>• Two 3 x 5 banners in the arena</li> <li>• Announcer recognition as “Event Sponsor”</li> <li>• Flag Presented during Opening Ceremony</li> <li>• Logo with Event in Rodeo Program</li> <li>• 1/4 Page Ad in the Rodeo Program</li> <li>• Name Recognition on Radio Advertising</li> <li>• VIP Seating for 2 at the Rodeo</li> </ul> | Sponsorship / Marketing Opportunities include: <ul style="list-style-type: none"> <li>• Two 3 x 5 banners in the arena</li> <li>• Announcer recognition as “Event Sponsor”</li> <li>• Flag Presented during Opening Ceremony</li> <li>• Logo with Event in Rodeo Program</li> <li>• 1/4 Page Ad in the Rodeo Program</li> <li>• Name Recognition on Radio Advertising</li> <li>• VIP Seating for 2 at the Rodeo</li> </ul>                                    |
| <b><i>ARENA BANNER SPONSORS</i></b>   | <b><i>PROGRAM ADVERTISING</i></b>   |
| <b>Unlimited Sponsorships Available For \$350 Each</b>  | <b>Unlimited Advertising Available For</b>  |
| Sponsorship / Marketing Opportunities include: <ul style="list-style-type: none"> <li>• 3 x 5 banners in the arena</li> <li>• Listed in Rodeo Program as a “Banner Sponsor”</li> <li>• Name Recognition on Radio Advertising</li> <li>• VIP Seating for 2 at the Rodeo</li> </ul>   | <ul style="list-style-type: none"> <li>• Full Page Ad --- \$ 325.00</li> <li>• One-Half Page Ad --- \$ 175.00</li> <li>• One-Quarter Page Ad --- \$ 100.00</li> <li>• One-Eighth Page Ad --- \$ 65.00</li> <li>• Business Card Size Ad --- \$ 35.00</li> </ul> <p>All Program Advertising will be in Black &amp; White</p>  |

**- JR BADER -**

**- PRESIDENT & SPONSORSHIP DIRECTOR - JUNEAU COUNTY FAIR BOARD / AGRICULTURAL SOCIETY -**

**--- 103 TERRI LANE, ELROY, WI 53929 --- 608/548-0969 ---**

# **- 2017 JUNEAU COUNTY FAIR RODEO SPONSORSHIPS -**

|   |   |
|---|---|
| <p style="text-align: center;"><b><u>1 - TITLE SPONSOR FOR \$2,600</u></b></p> <p style="text-align: center;"><b><u>1 - PERFORMANCE SPONSOR FOR \$1,825</u></b></p> <p style="text-align: center;"><b><u>2 - HOSPITALITY SPONSOR FOR \$ 1,275 EACH</u></b></p> <p style="text-align: center;"><b><u>1 - PRE SHOW SPONSOR FOR \$ 1,275</u></b></p> <p style="text-align: center;"><b><u>1 - OPENING ACT SPONSOR FOR \$ 1, 275</u></b></p> <p style="text-align: center;"><b><u>2 - SPECIALITY ACT SPONSORS FOR \$ 1, 275 EACH</u></b></p> <p style="text-align: center;"><b><u>1 - RODEO ANNOUNCER SPONSOR FOR \$ 1, 275</u></b></p> | <p style="text-align: center;"><b><u>1 - MAJOR SPONSORS FOR \$ 1,275 EACH</u></b></p> <p style="text-align: center;"><b><u>8 - EVENT SPONSORS FOR \$ 800 EACH</u></b></p> <p style="text-align: center;"><b><u>2- ROPING PEN SPONSORS FOR \$ 800 EACH</u></b></p> <p style="text-align: center;"><b><u>UNLIMITED - ARENA BANNER SPONSORS FOR \$ 350 EACH</u></b></p> <p style="text-align: center;"><b><u>UNLIMITED - PROGRAM ADVERTISING SPONSORS</u></b></p> <p style="text-align: center;"><b><u>\$ 325 FULL PAGE AD \$ 175 1/2 PAGE AD</u></b></p> <p style="text-align: center;"><b><u>\$ 100 1/4 PAGE AD \$ 65 1/8 PAGE AD</u></b></p> <p style="text-align: center;"><b><u>\$ 35 BUSINESS CARD SIZE AD</u></b></p> |
|---|---|

|   |                                    |
|---|------------------------------------|
| I / We wish to participate at this sponsorship level: |                                    |
| Company / Individual Name:                            |                                    |
| Mailing Address:                                      |                                    |
| City, State, Zip:                                     |                                    |
| Phone Number & EMail Address:                         |                                    |
| Web Site Address:<br>website)                         | (If you want a link from our fair  |
| Amount Pledged: \$<br>Ag. Soc.)                       | (Make Check Payable to: Juneau Co. |

**For Office Use:**

|                          |  |                   |  |
|--------------------------|--|-------------------|--|
| Amount Paid:             |  | Date Received:    |  |
| Balance Due By 8-1-2017: |  | Receipt Provided: |  |

**THANK YOU!!! & SEE YA AT THE RODEO**

## 2017 Juneau County Fair RODEO Sponsorship Receipt

(cut on the dotted line above & keep this lower portion for your records)

|                            |                    |          |
|----------------------------|--------------------|----------|
| Company / Individual Name: |                    |          |
| Sponsorship Level:         |                    |          |
| Date:                      | Total Amount Paid: | Check #: |

**PLEASE MAIL THIS COMPLETED FORM & YOUR CHECK TO:**

**- JR BADER -**

**--- 103 TERRI LANE, ELROY, WI 53929 ---**



