

# NORCO FAIR

**2025 SPONSORSHIP PACKAGE**



**Ingalls Event Center  
Labor Day Weekend  
August 29<sup>th</sup> - September 1<sup>st</sup>**

**Norco Fair • P.O. Box 803 • Norco, CA 92860 • [www.norcofair.org](http://www.norcofair.org)**

## \$12,500 - PRESENTING SPONSOR (only two (2) available)

- Name/logo will be featured on a 40' banner across the east end of 6th Street, the electronic digital signs on fairgrounds and on the fair website
- The Moreno Arena or the Clark Arena changed to your company name in the Fair Program
- Business name on all marketing material including social media & RADIO AD
- **Fair Provided** banner in the arena
- **Fair Provided** banner(s) placement displayed prominently on fairgrounds
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/business
- Thirty (30) VIP Passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Includes vendor space, if desired

## \$8,500 - PLATINUM SPONSOR

- Name/logo will be featured on a 40' banner across east end of 6th Street, the electronic digital signs on fairgrounds and on the fair website
- Business name on all marketing material including social media
- **Fair Provided** banner in the arena
- **Fair Provided** banner(s) placement displayed prominently on fairgrounds
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/business
- Twenty (20) VIP Passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Includes vendor space, if desired

## \$8,500 - BIG SCREEN SPONSOR (only two (2) available)

- Name/logo will be featured on a 40' banner across east end of 6th Street, the electronic digital signs on fairgrounds and on the fair website
- Business name/logo ON the Big Screen's and marketing material including social media
- **Fair Provided** banner in the arena
- **Fair Provided** banner(s) placement displayed prominently on fairgrounds
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/business
- Twenty (20) VIP Passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Includes vendor space, if desired

## \$6,000 - GOLD SPONSOR

- Name/logo will be featured on a 40' banner across the east end of 6th Street
- Business name on all marketing material including social media
- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Two (2) full page ads in the Norco Fair Book distributed to every Norco residence/business
- Sixteen (16) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Includes vendor space, if desired

## \$4,500 - SILVER SPONSOR

- Name/logo will be featured on a 40' banner across the east end of 6th Street
- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One (1) full page ad plus One-Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business
- Ten (10) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Six (6) general admission buttons valid every day at the Fair

## **\$3,500 - COWBOY KENNY'S STEEL RODEO (only four (4) available)**

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One (1) full page ad in the Norco Fair Book distributed to every Norco residence/business
- Eight (8) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Six (6) general admission buttons valid every day at the Fair

## **\$3,500 - RANCH RODEO, BULL RIDING *or* BUCKLE SPONSOR**

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One (1) page ad in the Norco Fair Book distributed to every Norco residence/business
- Eight (8) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Six (6) general admission buttons valid every day at the Fair

## **\$3,000 - GRANDSTAND *or* RODEO ARENA ANNOUNCER SPONSOR**

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One Half (1/2) page ad & One Quarter (1/4) page ad in the Norco Fair Book distributed to every Norco residence/business
- Six (6) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Four (4) general admission buttons valid every day at the Fair

## **\$2,500 - BRONZE SPONSOR**

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- One Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business
- Four (4) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Six (6) general admission buttons valid every day at the Fair

## **\$2,500 - CHUTE SPONSOR (only seven (7) available)**

- **Fair Provided** banner in the arena
- **Sponsor Provided** flag carried by mounted rider during arena activities
- Sponsor name announced every time chute gate is opened at arena events
- One Half (1/2) page ad in the Norco Fair Book distributed to every residence/business
- Four (4) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Six (6) general admission buttons valid every day at the Fair

## **\$2,000 - BULL FIGHTER SPONSOR**

- **Fair Provided** banner in the arena
- One Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business
- Four (4) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Four (4) general admission buttons valid every day at the Fair

## **\$2,000 - VIP HOSPITALITY**

- **Fair Provided** banner in the VIP area
- One Half (1/2) page ad in the Norco Fair Book distributed to every Norco residence/business
- Four (4) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Four (4) general admission buttons valid every day at the Fair

## **\$1,500 - EVENT SPONSORS: ALL ALASKAN PIG RACES, LAWN MOWER RACES , JR. BULL RIDING *or* MUTTON BUSTING**

- **Fair Provided** banner at location related to event
- Quarter (1/4) page ad in the Norco Fair Book distributed to every Norco residence/business
- Two (2) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Six (6) general admission buttons valid every day at the Fair

## **\$1,500 - MAIN STAGE SPONSOR**

- **Fair Provided** banner placement displayed in Main Stage area
- Quarter (1/4) page ad in the Norco Fair Book distributed to every Norco residence/business
- Two (2) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Six (6) general admission buttons valid every day at the Fair

## **\$1,200 - EVENT SPONSORS: LABOR DAY PARADE *or* FAMILY FUN DAY**

- **Fair Provided** banner at location related to event
- Business Card ad in the Norco Fair Book distributed to every Norco residence/business
- Two (2) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Four (4) general admission buttons valid every day at the Fair

## **\$1,200 - ENTERTAINMENT SPONSORS: STROLLING, KIDS KORRAL *or* HORSETOWN STAGE**

- **Fair Provided** banner at location related to event
- Business Card ad in the Norco Fair Book distributed to every Norco residence/business
- Two (2) VIP passes (for Friday, Saturday and Sunday): VIP Passes includes complimentary buffet and beverages with a full host bar at VIP Pavilion, VIP arena seating and VIP parking
- Four (4) general admission buttons valid every day at the Fair

## **\$500 - ARENA BANNER SPONSOR**

- **Fair Provided** banner in the arena
- Business Card ad in the Norco Fair Book distributed to every Norco residence/business
- Four (4) general admission buttons valid every day at the Fair

## **\$500 - EVENT SPONSORS: COMMUNITY COMPETITION, PET PARADE *or* VOLUNTEER TENT**

- **Fair Provided** banner at location related to event
- Business Card ad in the Norco Fair Book distributed to every Norco residence/business
- Four (4) general admission buttons valid every day at the Fair

## **\$120 - FRIENDS OF THE FAIR SPONSOR**

- Name on the "Friends of the Fair" page in the Norco Fair Book distributed to every Norco residence/business
- Two (2) general admission buttons valid every day at the Fair

**Fair Book Deadline is July 15th, 2025**

**Flags to be collected/submitted no later than August 15th, 2025**

Please contact the Norco Fair Sponsorship Team: Fia Sullivan at 951-317-2711 or Laura Ferretti at 669-259-8628 or Email: [norcofairspponsors@gmail.com](mailto:norcofairspponsors@gmail.com), or visit Sponsors at [www.norcofair.org](http://www.norcofair.org). Some sponsorship options are limited, your prompt reply is necessary and appreciated. Thank you for your generosity and support!

# NORCO FAIR

## NORCO FAIR 2025 - AUG. 29<sup>th</sup>-SEPT. 1<sup>st</sup> SPONSORSHIP/FAIR BOOK AD CONTRACT

CHECK ONE

SPONSORSHIP

FAIRBOOK AD ONLY

CHECK ONE

NEW AD

SAME AD

REVISED AD

Organization/Business Name \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

I understand my sponsorship/ad must be paid in full by July 15<sup>th</sup> or the ad will be excluded from the fair book.

(initial)

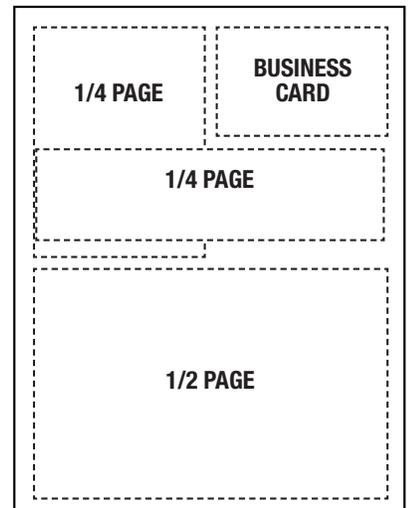
**Please check the box in front of sponsorship level desired.**

Presenting Sponsor-\$12,500	Rodeo Arena Announcer-\$3,000	Labor Day Parade-\$1,200
Platinum Sponsor-\$8,500	Bronze Sponsor-\$2,500	Family Fun Day-\$1,200
Big Screen Sponsor-\$8,500	Chute Sponsor-\$2,500	Strolling Entertainment-\$1,200
Gold Sponsor-\$6,000	Bullfighter Sponsor-\$2,000	Kids Korral Sponsor-\$1,200
Silver Sponsor-\$4,500	VIP Hospitality Sponsor-\$2,000	Horsetown Stage-\$1,200
Cowboy Kenny's Steel Rodeo-\$3,500	All Alaskan Pig Races-\$1,500	Community Comp. Sponsor-\$500
Ranch Rodeo Sponsor-\$3,500	Jr. Bull Riding Sponsor-\$1,500	Pet Parade Sponsor-\$500
Bull Riding Sponsor-\$3,500	Lawn Mower Races-\$1,500	Arena Banner Sponsor-\$500
Buckle Sponsor-\$3,500	Mutton Bustin' Sponsor-\$1,500	Volunteer Tent Sponsor-\$500
Grandstand Sponsor-\$3,000	Main Stage Sponsor-\$1,500	Friends of the Fair-\$120

**Please contact the Norco Fair Sponsorship Team: Fia Sullivan at 951-317-2711 or Laura Ferretti at 669-259-8628 or Email: norcofairsporsors@gmail.com**

FULL COLOR AD SIZE	DIMENSIONS	SPECIAL RATE UNTIL MAY 31	JUNE 1 Thru JULY 15
Full Page	7.5" x 10"	\$625	\$650
Half Page	7.5" x 4.88"	\$425	\$450
1/4 Page	3.63" x 4.88" or 2.5" x 7.5"	\$250	\$275
Business Card	3.5" x 2.5"	\$125	\$150

**PLEASE NOTE:  
FAIR BOOK  
DEADLINE IS  
JULY 15<sup>th</sup>**



Color Ad Specs: Digital files only, 300 dpi sent in PDF, JPG or EPS format.

**ALL ADS MUST BE PRINT READY OR THERE WILL BE AN ADDITIONAL CHARGE.**

**For Fair Book ads, please contact Diana McGrew at 951-805-5995 or fairbookads@gmail.com**

**Make checks payable to: NORCO FAIR COMMITTEE, P.O. Box 803, Norco, CA 92860**

# NORCO FAIR

NORCO FAIR 2025 - AUG. 29<sup>th</sup>-SEPT. 1<sup>st</sup>  
NORCO FAIR SPONSORSHIP OPPORTUNITIES

The Norco Fair is a long-standing tradition that brings together locals and visitors alike to celebrate our town's rich culture and history, with four days of fun-filled events that offer a variety of activities and entertainment for people of all ages. From carnival rides to ranch rodeo, mower races and junior livestock show, bull riding, family fun day, junior bull riding and mutton busting, community competition and exhibits, Labor Day parade, vendors/shopping, live entertainment and food vendors, there is something for everyone to enjoy. This year, we are planning to make the 2025 Norco Fair the best ever and we are hoping to have your support in making this happen.

As a sponsor, you will have the opportunity to showcase your brand to more than 12,000 fairgoers over the Labor Day Weekend and demonstrate your commitment to supporting the community. Our Fair Book is mailed prior to the Fair to all Norco residents and businesses, there is no other event in our community in which you can reach so many people in one location in four days.

About The Norco Fair Committee: The Norco Fair is a 501-C4 not-for-profit corporation and is a completely volunteer-run event. Your sponsorship will help cover the costs associated with the expenses of the fair and will help us to continue to make a positive impact in our community, as we donate profits to local community groups and organizations. The number one goal for this completely volunteer-run event is to provide family fun at a low cost for the community of Norco and surrounding areas.

We offer various sponsorship packages to suit your budget and marketing goals. Some sponsorship options are limited; your prompt reply is necessary and appreciated.

If you are interested in becoming a sponsor or would like to learn more about sponsorship packages, please do not hesitate to contact the Sponsorship Team: Fia Sullivan at 951-317-2711, or Laura Ferretti at 669-259-8628, or email us at [norcofairponsors@gmail.com](mailto:norcofairponsors@gmail.com). We would be more than happy to discuss the options with you and answer any questions you may have.

Your support and generosity will help us continue to make this event a tradition in our town, and we are grateful for any assistance you can provide.

