



Stars Shine at the **expo**

2024
Sponsor Packages



Welcome

to the Jackson County Fairgrounds and Exposition Park! As a team, the Jackson County Fair Board, staff and hundreds of volunteers would like to express our appreciation to you as a possible partner. This publication provides you with a variety of opportunities to show your support of our mission.

The mission of The Expo is to provide a fiscally sound social, cultural, recreational, agricultural, commercial and educational opportunity for the citizens of Jackson County and the region at large.

With over 500,000 visitors in 2023, The Expo is a great place to promote your business, participate in community outreach activities and support local organizations. We have the pleasure of seeing generations of families work, learn and play together all year round.

By partnering with us, you are joining forces with our team to provide a dynamic event center to serve the entire Southern Oregon region. Our primary purpose is to provide events that encourage youth leadership, self-discipline, skill development, common stewardship of land and agriculture and activities that demonstrate pride in reflecting the community values of Jackson County.

We hope you will find the information in this booklet helpful in getting to know us. Our partnership depends on how well our organizations' missions align. When you select an opportunity, please contact us about how we can best collaborate. Our ultimate goal is to have a mutually beneficial relationship in which we all are proud of The Expo.

the expo

Why partner with The Expo?

We have been entertaining our community for more than 150 years

- ▶ The Jackson County Fair was founded in 1859.
- ▶ The Jackson County Fairgrounds and Exposition Park is one of the five largest in Oregon in terms of attendance, events and facilities.
- ▶ The Expo is the largest gathering place with over 500,000 visitors annually at more than 425 events—there's something happening all the time.
- ▶ The Expo produces six events every year. Bones and Barrels, Central Point Wild Rogue Pro Rodeo, BoomFest, Jackson County Fair, Southern Oregon BrewFest, and the Holiday Market.
- ▶ We host great events like the KDRV Sportsmen's & Outdoor Show, Barnstormers Vintage Fair, Builders Association of Southern Oregon Home Show, monster trucks, equestrian events, and many other events attracting an extensive audience.
- ▶ Our various events target a wide demographic of consumers.
- ▶ Our vision and mission state our role to help free enterprise and be part of economic growth in the Rogue Valley region. We are in business!
- ▶ Our plan is to provide fun, community events benefiting Jackson County businesses and the community, both culturally and economically.
- ▶ The Bi-Mart Amphitheater has been the host of many top name artists.

Partner with us—invest in your business and our community

Find New Customers

- ▶ Showcase your product or service with a booth or display space at one of our many events that drive traffic back to your business.
- ▶ Reinforce your company name.
- ▶ Build consumer promotions with enter-to-win contests, bounce-back coupons, social media and more.

Thank Employees and Customers

- ▶ You can use events to reward employees, entertain clients, provide incentive prizes for contests and use admission or concert tickets to drive traffic to retail locations.
- ▶ Show them a good time!

Help Youth Programs

- ▶ Support youth groups and activities such as 4-H, FFA, Scouts, cross-country teams and high school equestrian teams!

Support Our Community

- ▶ Your sponsorship dollars stay in our community. We also market our events beyond the Rogue Valley with our regional marketing campaigns.
- ▶ Event participants and attendees do business locally with restaurants, gas stations, hotels and other retailers. Your sponsorship dollars help with direct costs of the events. Additional dollars in the local economy is good for all of us!

Have an Audience

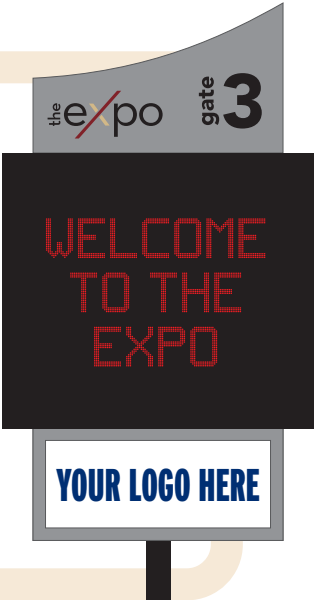
- ▶ Media buys are placed to promote the events in local and regional markets, covering virtually all media outlets. The Expo can utilize some of this media to advertise a sponsor or promotion during Expo events. We can also work to bring in a media partner to advertise certain days or promotions for a sponsor.

Lend Support to Causes

- ▶ Help the cause of your choice—from Rotary to senior projects to Eagle Scout projects!
- ▶ Purchase event tickets and donate them to organizations to use for fundraising, for contests or as recognition.
- ▶ Sponsor your favorite organization for one of the many events at The Expo.
- ▶ Bring recognition to your favorite charitable group by providing signage at The Expo.

Take Advantage of Our Digital Gate Signs

We have upgraded our entrance gates with the opportunity to advertise events, direct traffic and, of course, market your company! Sponsor one of these signs and get your name in front of hundreds of thousands of visitors each year.



Sponsorship @ The Expo	Annual Amount	Annual Signage
Entrance Gates	Contact Us	66 in. x 56 in. Gate Sign w/ Logo
Arena Wall Marketing Signs	\$1,500	96 in. x 48 in. Landscape Sign
Benches* (8 available)	\$500	6 ft. Bench w/ Logo
Information Kiosks (3 available)	\$100/event	24 in. x 48 in. Display Panel

*Sponsor must provide the print and installation of bench artwork.

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Main Attractions

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February 2-3, 2024

Everyone loves BBQ and things that come in a BARREL. We have created the perfect event—Bones and Barrels is our newest Expo-produced event. Bones and Barrels is a unique tasting event experience. Join us for Bones and Barrels as we pair the best BBQ teams and distilled spirits.

Sponsor Bones and Barrels

- ▶ Appeal to your audience in a relaxed, strolling atmosphere. Bones and Barrels provides fun entertainment, unique tasting opportunities and live music.
- ▶ Support various distilleries and brewers showcasing this year's favorite spirits.
- ▶ Create your own brand awareness and promote your business at the event.
- ▶ Gain extensive media exposure. We invest thousands of dollars in TV, Radio and social media to promote Bones and Barrels. We can work to bring in a media partner to advertise certain promotions for a sponsor.

Bones and Barrels Quick Facts

- ▶ Three sessions to enjoy
- ▶ Live entertainment each session
- ▶ A unique tasting event, unlike any other in the region.

Sponsorship Level		Amount	Event Certificates	Glass Logo	Media Tag	Gate Handout	Booth Space	Sponsor Banner	Stage Mentions	Website Listing	Social Media Posts
Title	★	\$7,500	8	✓	✓	✓	✓	✓	✓	✓	✓
Presenting	★	\$5,000	6		✓	✓	✓	✓	✓	✓	✓
Entertainment		\$2,500	4				✓	✓	✓	✓	✓
Games		\$1,000	4					✓	✓	✓	✓
Distilled Tasting Station		\$500	2					✓	✓	✓	✓
Marketing Banner		\$500	2					✓	✓	✓	✓
Bones (2 available)		\$4,000	6		✓		✓	✓	✓	✓	✓

★ Sponsors receive exclusive promotional media coverage	Sponsors must supply the following as outlined above: banner, announcement script and logo. Items must meet format specifications. Placement is at the sole discretion of Bones and Barrels.
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May 2024

The Central Point Wild Rogue Pro Rodeo is steeped in the historic tradition of embracing the western lifestyle. Unlike any other sport, rodeo originated from ranch work and is now a tribute to a truly American icon: the cowboy.

Part of the Professional Rodeo Cowboys Association (PRCA) Columbia Circuit, the event brings three action-packed nights, with rodeo's top cowboys and cowgirls and award-winning National Finals Rodeo stock. The competition features Bull Riding, Saddle Bronc, Team Roping, Steer Wrestling, Bareback Riding, Tie-Down Roping and Barrel Racing.

In addition to traditional rodeo events, each night has some great family fun activities. The Boot Race is always a hit with kids and adults. Ultimately, the rodeo is about the people who make it great: the contestants, the announcer, the clown and the bullfighters. People celebrate our unique brand of western hospitality and community spirit during the Rodeo Week in Central Point.

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Sponsor the Central Point Wild Rogue Pro Rodeo

- ▶ Have a great time at the rodeo! Spend an evening or three with friends, business partners and rodeo fans. You can use the opportunity to thank employees, vendors, clients and customers.
- ▶ Put your name in front of 8,000 spectators. Some consider the Central Point Wild Rogue Pro Rodeo one of the best-produced rodeos of its size, with large audiences at all three days of performances.
- ▶ Make a safe investment. The Central Point Wild Rogue Pro Rodeo has been operating since 1990.
- ▶ Enjoy a great business relationship. Our organization works hard to maintain solid and mutually beneficial relationships with all of our sponsors.
- ▶ Increase brand awareness and promote your business in a fun and relaxed environment.
- ▶ Gain extensive media exposure. We invest more than \$40,000 in media placements in television, radio, print and social media each year to promote the Rodeo. The Rodeo can work to bring in a media partner to advertise certain days or promotions for a sponsor.
- ▶ Get noticed. In 2023, the rodeo's website had over 10,000 pageviews.

Rodeo Quick Facts

- ▶ We are the home of the first and only 100-point bull ride in pro rodeo history.
- ▶ The Central Point Wild Rogue Pro Rodeo not only brings quality rodeo stock to the Rogue Valley but world-ranked contestants like Dalton Massey, Clayton Bigelow, Lefty Holman, Tyler Worley, and Damian Brennan.
- ▶ We were voted first place for best footing in the Columbia River Circuit by the Woman's Professional Rodeo Association two years in a row.

Sponsorship opportunities listed on next page...

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What does the Central Point Wild Rogue Pro Rodeo get out of your sponsorship?

Your sponsorship helps offset the direct costs of the event, such as stock contractors, rodeo personnel, contestant prizes, promotions and more.

the **expo**



Sponsorship Level	Amount	Thursday Sponsor Dinner & Rodeo	Daily Passes (Fri. & Sat.)
Platinum Sponsors			
Title ★	\$30,000	20	10
Presenting Sponsor ★	\$10,000	6	10
Scoreboard	\$5,000	6	6
Instant Replay (2 available)	\$5,000	6	6
Nightly Sponsor (3 available—Thurs., Fri. or Sat.)	\$5,000	6	6
Gold Buckle Sponsors			
Bull Riding	\$4,000	4	4
Bareback Riding	\$4,000	4	4
Tie-Down Roping	\$4,000	4	4
Team Roping	\$4,000	4	4
Steer Wrestling	\$4,000	4	4
Saddle Bronc Riding	\$4,000	4	4
Barrel Racing*	\$4,000*	4	4
Grand Entry	\$4,000	4	4
Clown	\$4,000	4	4
Silver Spur Sponsors			
Chute Sponsor (6 available)	\$3,000	4	4
Boot Race	\$2,000	4	4
Sponsor Dinner	\$2,000	4	4
Announcer	\$2,000	4	4
Arena Tractor	\$2,000	4	4
In Gate or Out Gate	\$3,000	4	4
Bronze Boot Sponsors			
Hospitality Room	\$1,000	2	2
Veterinarian	\$1,000	2	2
Royalty	\$1,000	2	2
Rogue Saloon	\$1,000	2	2
Rodeo Friends	\$500		5
Marketing Banner	\$500		5

<p>★ Sponsors receive exclusive promotional media coverage</p>	<p>* Barrel Racing sponsorship level is an additional \$500 should the sponsor choose to have custom barrel covers.</p>
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Sponsors must supply the following as outlined above: arena sign or banner, flag, TV commercial, announcement script and logo for loop and website. Items must meet format specifications. Placement is at the sole discretion of the Central Point Wild Rogue Pro Rodeo.



July 16-21, 2024

The Jackson County Fair is a spectacular annual showcase of exhibits, entertainment and competition mid-July at The Expo in Central Point.

The Jackson County Fair opened in 1859 and is one of the oldest annual events in Jackson County. It runs six days in the middle of summer. Besides all the 4-H and FFA competitions, the Fair hosts concerts by some of the biggest names in the music industry—Jason Aldean, Chris Janson, Sawyer Brown, Jeff Foxworthy, Clint Black, and For King and Country.

The Fair offers a unique opportunity for marketers, as we provide a wide range of attractions and activities—including traditional competitive exhibits, agriculture, home art and technological competitions, thrill rides, entertainment and specialty foods—to attract an extensive audience.

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Sponsor the Jackson County Fair

- ▶ Capitalize on our far-reaching appeal to the community and reach more than 140,000 people.
- ▶ Increase brand awareness and promote your business in a fun and relaxed environment with six active days of coverage at the Fair.
- ▶ Gain extensive media exposure. We invest more than \$160,000 in television, radio, print, outdoor and social media marketing each year to promote the Fair. This covers virtually all media outlets in the region. The Fair can work to bring in a media partner to advertise certain days or promotions for a sponsor.
- ▶ Build consumer promotions with contests and coupons that lead back to your company or social media site.
- ▶ Thank or reward employees and clients, provide incentive prizes for contests and use admission or concert tickets to drive traffic into retail locations.
- ▶ Showcase and/or sample your product or service.
- ▶ Get noticed. In 2023, the Fair's website had 90,000 pageviews.
- ▶ Support the local economy, community and sustainable agriculture.
- ▶ Embrace our strong emphasis on families.
- ▶ Build your positive public image and generate publicity by supporting our community Fair.

Fair Quick Facts

- ▶ Seating in the Bi-Mart Amphitheater exceeds 8,000.
- ▶ The Fair is the largest regional family event in July.
- ▶ It includes the largest regional music festival in Southern Oregon featuring local and regional bands on the Rogue Regency Center Stage.
- ▶ There is always super crazy Fair food and entertainment available.
- ▶ The latest-greatest “must have” items can be found in the Fair marketplace.

What does the Jackson County Fair get out of your sponsorship?

Your sponsorship helps offset the direct costs of the event, such as equipment rental, grounds act programming, entertainment, program and operational materials.

Sponsorship Level		Amount	Admission Tickets*	VIP Sneak Preview	Hospitality Passes
Supreme Champion					
Presenting Sponsor ★		\$50,000	500	24	24
Champion					
Free Parking (2 available) ★		\$10,000	100	8	8
Kids Under 12 Free ★		\$15,000	150	14	14
Purple Ribbon					
Name/Theme the Day! (weekend) ★		\$10,000	100	10	10
Name/Theme the Day! (weekday) ★		\$7,000	70	6	6
Center Stage		\$10,000	100	10	10
Concerts (8 available)		\$7,500	75	8	8
Blue Ribbon					
Premium Grounds Act (5 available)		\$5,000	50	6	6
Grounds Act (4 available)		\$4,000	40	4	4
Animal Exhibit (2 available)		\$5,000	50	6	6
Red Ribbon					
Beer & Wine Garden (2 available)		\$2,500	24	2	2
Toddler Zone		\$2,500	24	2	2
First Aid (2 available)		\$2,000	20	2	2
Competitive Class Exhibit		\$2,000	20	2	2
Golf Carts (6 available)		\$500	6	2	2
Parking Lot Trolley		\$2,000	20	2	2
Fair Crew T-Shirts (2 available)		\$2,500	20	2	2
VIP Hospitality Room		\$1,000	10	2	2
Fair Friends		\$500	6	2	2
Marketing Banner		\$500	6	2	2
Fair Exhibitor's Handbook Advertisement (5,000 copies)		\$150-\$500			

- ★ **Sponsors receive exclusive promotional media coverage**

*One daily Fair admission or concert ticket that includes the same day Fair admission

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Sponsors must supply the following as outlined above: parking sign, annual sign, banner, announcement script and coupon. Items must meet format specifications. Placement is at the sole discretion of the Jackson County Fair.



September 20-21, 2024

The Southern Oregon BrewFest celebrates the region with live music, authentic festival food, craft beer and interesting vendors. The Southern Oregon BrewFest offers samplings of more than 90 different craft beers and ciders that local, regional and national brewers have to offer.

This fun fall event brings Southern Oregon communities together to enjoy great food and over 90 taps of the best craft beers the Northwest has to offer. Also showcased will be several of the area’s finest wineries. You will not want to miss the Southern Oregon BrewFest.

Sponsor the Rogue Broadband Southern Oregon BrewFest & Our End of Summer Celebration Concerts

- Gain a far-reaching audience. Ours is the largest brew festival between Portland and Sacramento, attracting many visitors to the Rogue Valley. More than 9,000 people attend this event every year.
- Appeal to your audience in a relaxed, strolling atmosphere. The BrewFest provides fun entertainment, festival food and live music.
- Support local musicians, vintners and brewers.
- Gain extensive media exposure. We invest over \$50,000 in media/marketing placements each year to promote the BrewFest and the End of Summer concert series. We can work to bring in a media partner to advertise certain promotions for a sponsor.
- Get noticed. In 2023, the BrewFest and concert series webpages were viewed more than 15,000 times.
- Partner with us to gain more digital promotion. Our e-blasts and social media posts feature our sponsors and event highlights.

BrewFest Quick Facts

- Admission is FREE!
- Largest brew festival between Portland and Sacramento.

Sponsorship Level	Amount	Event Certificates	Logo On Glass	Arena Sign	Gate Handouts	Booth Space	Social Media Posts	Event Banner	Stage Mentions	Website Listing
Presenting ★	\$10,000	10	✓	✓	✓	✓	✓	✓	✓	✓
Sports Zone ★	\$7,500	8		✓	✓	✓	✓	✓	✓	✓
Live Entertainment	\$3,000	6				✓	✓	✓	✓	✓
Marketing Banner	\$500	2						✓	✓	✓

Concert Series	\$5,000	6			✓	✓	✓	✓	✓	✓
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Bi-Mart Amphitheater	Amount	Admission Tickets	Parking Passes	Arena Sign	Gate Handouts	Booth Space	Sponsor Banner	Stage Mentions	Website Listing	Social Media Posts
End of Summer Concert	\$7,500	75	20	✓	✓	✓	✓	✓	✓	✓

★ Sponsors receive exclusive promotional media coverage	Sponsors must supply the following as outlined above: banner, announcement script. Items must meet format specifications. Placement is at the sole discretion of the Southern Oregon BrewFest and the Expo.
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November 8-10, 2024

The Southern Oregon Holiday Market is the premier show to kick off the holiday shopping season featuring artisans, crafters, antique collectibles dealers and small home-based businesses from our region.

Holiday Market fills the Seven Feathers Event Center, making it the largest craft show in Southern Oregon. Chock-full of crafts, one-of-a-kind handmade gifts and delectable treats, it offers a unique holiday shopping experience.

Spilling over into the Mace and Padgham Buildings, Holiday Market also hosts a tremendous selection of gifts from a variety of big-name vendors.

Spanning all three buildings, Holiday Market is sure to have that special gift for absolutely everyone on your holiday shopping list.

Sponsor the Holiday Market

- ▶ Reach out to a large audience. These shows are free to attend and attract more than 10,000 visitors annually.
- ▶ Support and spread brand awareness of vendors. This venue is unique to our community in that each show provides an outlet for more than 170 small-business vendors.
- ▶ Appeal to consumers at the ideal time. Your partnership with The Expo will expose your business to literally thousands of holiday shoppers.

Holiday Market Quick Facts

- ▶ Admission is FREE!
- ▶ Handmade products from home-based and small business makers.
- ▶ Over 170 vendors.

Holiday Market - Sponsorship Level	Amount	Booth Space	Social Media Posts	Event Banner	Stage Mentions	Website Listing
Presenting ★	\$2,500	✓	✓	✓	✓	✓
Kids' Activities	\$1,000	✓	✓	✓	✓	✓
Marketing Banner	\$400			✓	✓	✓
Holiday Light Festival - Sponsorship Level	Amount	Booth Space	Social Media Posts	Event Banner	Stage Mentions	Website Listing
Title	\$2,500	✓	✓	✓	✓	✓
Illuminated Feature	\$750		✓	✓	✓	✓
Light a Tree	Start at \$100					

★ Sponsors receive exclusive promotional media coverage

Sponsors must supply the following as outlined above: banner, announcement script and logo. Items must meet format specifications. Placement is at the sole discretion of the Southern Oregon Holiday Market.



Thank You!

A partnership with The Expo will help your business get noticed while supporting the community. We would enjoy meeting with you to discuss your strongest promotional needs and working together to craft the best solution for both of us.

We at The Expo appreciate your consideration to partner with us in providing a space for the community to grow, for families and friends to connect, and for people from all over to come celebrate.

As you can see, we are quite busy entertaining and providing great facilities for visitors to The Expo. We need continued encouragement and partnerships with people and businesses like you. It is leaders like yourself who engage with The Expo and help us be the community gathering place for all of Jackson County.

We look forward to your call and our future adventures together. Let's talk soon!

The team at The Expo.





Stars Shine at the **eXpo**

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