

Sponsorship Level & Benefits



September 6-13, 2009



63rd Annual Navajo Nation Fair

Sponsorship Level & Benefits



GOLD SPONSOR \$18,000.00 (Nine Available)

On-site Presence:

- [1] 8' X 10' exhibit space in Nakai Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations team.
- [4] 4' x 8' color signs with logo secured to [1] skybox suite, [1] Rodeo arena, [1] Gorman Hall, [1] Nakai Hall.
- [1]:60 second video spot presented before the rodeo grand entry.
- [1] Full parade registration with deadline (No exchanges allowed).

Hospitality: Gold sponsor badge benefits:

- [8] Badges access to the rodeo suites, fair attractions and all rodeo performances.
- [1] Air condition rodeo suite with 8 comfortable chairs.
- [8] Meals catered during the rodeo performances with one meal per badge.
- [1] TV monitor with speakers in each rodeo suite.
- [2] Reserved table at the Navajo Nation Fair Banquet (Program TBD).
- Clean restrooms and reserved parking located near the rodeo arena.
- Meet & greet session with headline entertainment (TBD by artist management).

Branding and Exposure: Promotional materials to include:

- [1] Corporate rodeo flag recognized during the rodeo grand entry performances (vector file).
- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company name or logo on outdoor billboards (16,600 vehicles* ADT/AADT Jpeg file)
- Company name or logo looped on the Navajo Nation Fairground Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
- Company name or logo located on the rodeo tickets (approximately 15,000)
- Company recognition by rodeo announcer at each the rodeo performance (Company profile).
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 -million hits annually)
- Company NAME or LOGO included in local newspaper advertisements (Combined 100,000 local readership)
- [1] Full page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline 7/24/09)

Added Value:

- [1]:30 - second video spot presented before the Championship Bull Riding
- Company NAME or LOGO linked on .navajonationparks.org as a sponsor (2.2 Million unique hits for 07)
- On-site promotion at the Championship Bull Riding on 09/10/09
- An opportunity to provide a giveaway during the rodeo performance
- Access to visitor registration database

SILVER SPONSOR \$12,000.00 (Ten Available)

On-site Presence:

- [1] 8' X 10' exhibit space in Nakai Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations team.
- [2] 4' x 8' full color signs with logo located in the rodeo arena.
- [1]:60 second video spot presented before the rodeo grand entry.
- [1] Full parade registration with deadline (No exchanges allowed).

Hospitality: SILVER sponsor badge benefits:

- [6] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
- Admission to all fair attractions & performances (Excludes carnival rides & access to the skybox suites)
- [1] Reserved table at the Navajo Nation Fair Banquet (Program TBD).
- Clean restrooms in the hospitality area and reserved parking located near the rodeo arena.
- [6] Excellent meals available at the hospitality area with one meal per badge.

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company recognition by rodeo announcer at each the rodeo performance (Company profile)
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (Combined 100,000 local readership)
- [1] Half page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline 7/24/09)

Added Value:

- [1]:30 - second video spot presented before the Championship Bull Riding
- Company NAME or LOGO linked on .navajonationparks.org as a sponsor (2.2 Million unique hits for 07)
- On-site promotion at the Championship Bull Riding on 09/10/09
- An opportunity to provide a giveaway during any of the rodeo performance
- Access to visitor registration database



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BRONZE SPONSOR \$10,000.00 (Eight Available)

On-site Presence:

- [2] 4' x 8' full color company sign located in the rodeo arena.
- [1] 8' X 10' exhibit space in Nakia Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations coordinator.
- [1] Full parade registration with deadline (No exchanges allowed).

Hospitality: BRONZE Sponsor badge benefits:

- [6] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
- Admission to all Fair attractions & performances (Excludes carnival rides & access to skybox suites)
- [1] Reserved table at the Navajo Nation Fair Banquet (Program TBD)
- Clean restrooms in the hospitality area and reserved parking located near the rodeo arena.
- [6] Excellent meals available at the hospitality area with one meal per badge.

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company recognition by rodeo announcer at each the rodeo performance (Company profile).
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership).
- [1] Quarter page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline 7/24/09)

Added Value:

- Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07)
- Access to visitor registration database

FINAL FOUR SPONSORSHIP \$18,000.00

On-site Presence:

- [1] 8' X 10' exhibit space Nakia Hall, no exchanges allowed.
- [2] Gate 8 parking passes for your public relations coordinator.
- [2] 4'x 8' color signs with logo secured in the rodeo arena.
- [1]:30 second video spots presented before the rodeo grand entry.
- [1] Full parade registration with deadline (No exchanges allowed).
- [1]:60 second video spot presented before the rodeo grand entry.

Hospitality: FINAL FOUR sponsor badge benefits.

- [8] Badges access to the rodeo suites (capacity of per suite)
- [1] Air condition rodeo suite with 8 comfortable chairs.
- [16] Badges with access to all fair attractions & performances (Excludes carnival rides& access to skybox suites)
- [16] Excellent meals available at the hospitality area with one meal per badge.
- [2] Reserved tables at the Navajo Nation Fair Banquet (Program TBD)
- Clean restrooms and parking area located near the rodeo arena.
- Meet & greet session with headline entertainment (TBD by artist management).

Branding and Exposure: Promotional materials to include:

- [1] 3' x 4' double-sided full color corporate rodeo flag recognized during the rodeo grand entry performances & during the Final Four performance (300 dpi vector file).
- Company name or logo on outdoor billboards (16.600 AADT- jpeg file)
- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company name or logo located on the rodeo tickets.
- Company recognition by rodeo announcer at each the rodeo & final four performance (Company profile).
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership)
- [1] Full-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline 7/24/09).

A corporate representative to present the FINAL FOUR AWARDS

Added Value:

- [1]:60 second video spot presented before the Championship Bull Riding.
- On site promotion at the Championship Bull Riding on 09/10/09
- Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07)
- Access to visitor registration database

Description of the Final Four Showdown: * Eight rodeo events are scheduled each day (Bareback, Saddle Bronc, Bull Riding, Steer Wrestling, Tie Down Roping, Ladies Breakaway, Ladies Barrel Racing and Team Roping). After the Short Go Round there will be four finalists that compete for the Final Four Showdown prize monies and it is a huge crowd pleaser on the last day of the Navajo Nation Fair and offers a 9,000 – 10,000 impressions.



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ALL AROUND COWBOY SPONSORSHIP

\$7,500.00

On-site Presence:

- [1] 4' x 8' full color company sign located in the rodeo arena.
- [1] Full parade registration with deadline (No exchanges allowed).

Hospitality: All-Around Cowboy Sponsor badge benefits.

- [5] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
- Admission to all Fair attractions & performances (excludes carnival rides & access to skybox)
- Invitation to the Navajo Nation Fair Banquet (program TBD)
- Clean restrooms and parking area located near the rodeo arena.
- [5] Excellent meals available at the hospitality area with one meal per badge.

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company recognition by rodeo announcer at each the rodeo performance (Company profile).
- Company NAME OR LOGO promoted on the award.
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership)
- [1] Half-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline 07/24/09).

Added Value:

- Company NAME or LOGO linked on .navajonationparks.org as a sponsor (2.2 Million unique hits for 07)
- Access to visitor registration database

ALL AROUND COWGIRL SPONSORSHIP

\$7,500.00

On-site Presence:

- [1] 4' x 8' full color company sign located in the rodeo arena.
- [1] Full parade registration with deadline (no exchanges allowed).

Hospitality: All-around Cowgirl Sponsor badge benefits.

- [5] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
- Admission to all Fair attractions & performances (excludes carnival rides & access to skybox)
- Invitation to the Navajo Nation Fair Banquet (program TBD)
- Clean restrooms and parking area located near the rodeo arena.
- [5] Excellent meals at the hospitality area with one meal per badge.

CONTINUED:

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company recognition by rodeo announcer at each the rodeo performance.
- Company name embroidered on the event winner jacket.
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership)
- [1] Half-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline July 25, 2008)

Added Value:

- Company NAME or LOGO linked on .navajonationparks.org as a sponsor (2.2 Million unique hits for 07).
- Access to visitor registration database

WILD HORSE SPONSOR \$5,000.00

On-site Presence:

- [1] 4' x 8' full color company sign located in the rodeo arena.
- Acknowledge by rodeo announcer during the four day performances.

Hospitality: WILD HORSE Sponsor badge benefits:

- [4] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
- [4] Excellent meals available at the hospitality area with one meal per badge.
- Invitation to the Navajo Nation Fair Banquet (program TBD)

Branding and Exposure: Promotional materials to include:

- [1] Corporate rodeo flag recognized during the wild horse performances [Vector file].
- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company Name or LOGO on the WILD HORSE promo-materials.
- Company recognition by rodeo announcer at each the rodeo performance (Company profile).
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually).
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership).
- [1] Quarter page color advertisement in the fair magazine (300 DPI – proof deadline 7/24/09).

Added Value:

- Company NAME or LOGO linked on .navajonationparks.org as a sponsor (2.2 Million unique hits for 07)
- Access to visitor registration database



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Rodeo Arena Sponsorship

SCOREBOARD SPONSOR \$5,500.00 (One Available)

[2] 4' 8" wide x 6' 2" high, Color signs w/ company name or logo secured to two scoreboard panels.
Acknowledgments by rodeo announcer at each rodeo performance (Company Profile)
[3] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
[3] Excellent meals available at the hospitality area with one meal per badge.
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually).
Invitation to the Navajo Nation Fair Banquet (program TBD)
Company name looped on the rodeo scoreboard marquee (8,500 ADI).

BUCKING CHUTE SPONSOR \$3,000.00 (Eight Available)

[2] 6' wide x 2' 6" high sign w/ company name or logo secured to the inside and outside of one bucking chute gate.
Acknowledgements by rodeo announcer each time your chute gate is utilized during the rough stock events (Company profile).
[2] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
[2] Excellent meals available at the hospitality area with one meal per badge.
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually).
Invitation to the Navajo Nation Fair Banquet (program TBD)
Company name looped on the rodeo scoreboard marquee (8,500 ADI).

ANNOUNCER BOOTH SPONSOR \$4,500.00 (One available)

[1] 4' X 8' color sign with company name or logo secured to the rodeo announcer booth facing the grand stands.
Acknowledgments by rodeo announcer at each rodeo performance (Company Profile)
[3] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
[3] Excellent meals available at the hospitality area with one meal per badge.
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually).
Invitation to the Navajo Nation Fair Banquet (program TBD)
Company name looped on the rodeo scoreboard marquee (8,500 ADI).

RETURN GATE SPONSOR \$4,500.00

[1] 4' X 8' color sign with company name or logo secured to the return gate located between the bucking chutes.
Acknowledgments by the rodeo announcer when rough stock enters through the return gate (Company Profile)

[3] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
[3] Excellent meals available at the hospitality area with one meal per badge.
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually).
Invitation to the Navajo Nation Fair Banquet (program TBD)
Company name looped on the rodeo scoreboard marquee (8,500 ADI).

CATCH PEN SPONSOR \$2,500.00

[1] 4' x 8' color sign with company name or logo secured to the catch pen gate located at the north-end of the rodeo arena.
Acknowledgments by the rodeo announcer when time event stock enters the catch pen gate (Company profile).
[2] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
[2] Excellent meals available at the hospitality area with one meal per badge.
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually).
Invitation to the Navajo Nation Fair Banquet (program TBD)
Company name looped on the rodeo scoreboard marquee (8,500 ADI).

ROPING PEN SPONSOR \$5,500.00

[4] 4' x 8' color signs with company name or logo secured to the roping pen gates.
Acknowledgment by the rodeo announcer when stock enters through the roping pen (Company Profile).
[4] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
[4] Excellent meals available at the hospitality area with one meal per badge.
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually).
Invitation to the Navajo Nation Fair Banquet (program TBD)
Company name looped on the rodeo scoreboard marquee (8,500 ADI).

ARENA SPONSOR \$2,000.00 (Upon Available)

[1] 4' x 8' color sign with company name and/or logo secured within the rodeo arena.
[2] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
[2] Excellent meals available at the hospitality area with one meal per badge.
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually).
Invitation to the Navajo Nation Fair Banquet (program TBD)
Company name looped on the rodeo scoreboard marquee (8,500 ADI).

Added Value:

Company NAME or LOGO linked on navajonationparks.org as a sponsor (2.2 Million unique hits for 07)



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SATURDAY NIGHT PERFORMANCE \$15,000.00

On-site Presence:

- [1] 8' X 10' exhibit space Nakai Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations coordinator.
- [2] 4'x 8' color signs with company logo secured in the rodeo arena.
- [1]:60 second video spot presented before the rodeo grand entry.
- [1] Video presentation at the beginning of the Saturday Night performance while audience is being seated (format TBD).
- [1] Full parade registration with deadline (no exchanges allowed).

Hospitality: Saturday Night Performance sponsor badge benefits.
[16] Badges with access to and all fair attractions & performances (excludes carnival rides& access to skybox suites)
Badges with access to the premium seating area located at the NE corner of the rodeo arena.

- [16] Excellent meals available at the hospitality area with one meal per badge.
- [1] Reserved table at the Navajo Nation Fair Banquet (TBD)
- Clean restrooms and parking area located near the rodeo arena.
- Meet & greet session with talent (TBD upon artist management).

Branding and Exposure: Promotional materials to include:

- [1] 3' x 4' double-sided full color corporate rodeo flag recognized during the rodeo grand entry performances (vector file).
- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company NAME or LOGO located on the rodeo tickets.
- Company recognition by rodeo announcer at each the rodeo performance (Company profile).
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits in 07)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership)
- [1] Full-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline July 11, 2009)
- Company representative on-site to address to the audience

Added Value:

- On-site to promote your company's products and services
- Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07).
- Access to visitor registration database

Description of the Saturday Night Performance: * After the Saturday rodeo performance which ends around 2:00 pm. The preparation for the Saturday Night Performance begins. The Fair Coordinators provide 20 authentic native talent performers from the surrounding tribes that evening starting from 6:00 pm to 9:00 pm. This event is a crowd pleasure that offers a capacity crowd of 9,000 – 10,000.

MISS NAVAJO NATION PAGEANT \$12,000.00

On-site Presence:

- [1] Exhibit space during the Miss Navajo Nation Pageant (locations TBD)
- [4] Gate 8 parking passes for your public relations coordinator.
- [2] 4' x 8' full color signs with logo located in the rodeo arena.
- [1] Video presented before the Miss Navajo Nation Coronation
- [1] Full parade registration with deadline (no exchanges allowed).

Hospitality: Pageant sponsor badge benefits:

- [6] Badges with access to the premium seating area located at the NE corner of the rodeo arena.
- Admission to all fair attractions & performances (excludes carnival rides & access to the skybox suites)
- [1] Reserved table at the Navajo Nation Fair Banquet (TBD)
- Clean restrooms in the hospitality area and parking located near the rodeo arena.
- [6] Excellent meals available at the hospitality area with one meal per badge

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company recognition by rodeo announcer at each the rodeo performance.
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company logo included in all Miss Navajo Nation Pageant materials.
- [1] Half-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline July 08)
- Company representative on location to address to the audience at the Miss Navajo Nation coronation

Added Value:

- On-site to promote your company's products and services
- Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07).
- Access to visitor registration database

Description of the Miss Navajo Nation Pageant: The pageant lasts for seven days. Within the seven days the six contestants are oriented the first day. The pageant consists of butchering, traditional and contemporary skills and talents, business interview; Miss Navajo Nation interview with the judges. The grand finale ends after the Saturday Night Performance with the MISS NAVAJO CORONATION; this event draws a capacity crowd that offers a 9,000 – 10,000. This event will commence once the **Saturday Night Performance Ends.**



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4-H LIVESTOCK SPONSOR \$15,000.00

On-Site Presence:

- [1] 8' X 10' exhibit space in Nakia Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations coordinator.
- [4] 4' x 8' color signs with logo [2] located in the Livestock arena & [2] in the rodeo arena.
- [1]:30 - second video spots presented daily before the rodeo grand entry.
- [1] Full parade registration with deadline (no exchanges allowed).

Hospitality: 4-H Livestock sponsor badge benefits:

- [12] Badges with access to the seating area located at the N.E. corner of the rodeo arena.
- Admission to the livestock show and the jackpot auction
- Admission to all fair attractions & performances (excludes carnival rides & access to the skybox suites)
- (1) Reserved table at the Navajo Nation Fair Anniversary Celebration (TBD)
- (12) Excellent meals available at the hospitality area with one meal per badge.
- Clean restrooms and reserved parking area located near the rodeo arena.
- Company name looped on the rodeo scoreboard marquee (8,500 ADI).

Branding and Exposure: Promotional materials to include:

- (1) 3' x 4' double-sided color corporate flag recognized during the Powwow grand entry and the Rodeo grand entry (300 dpi format TBD).
- Company name looped on the rodeo scoreboard marquee (looped every 90 seconds).
- Company recognized during performances.
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (60,000 readers)
- (1) Full-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline July 11, 2008).

Added Value:

- Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07).
- Access to visitor registration database

SOCIAL SONG & DANCE \$10,000.00

On-Site Presence:

- [1] 8' X 10' exhibit space in Nakia Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations coordinator.
- [4] 4' x 8' color signs with logo located in the song & dance arena.
- [1] Full parade registration with deadline (no exchanges allowed).

Hospitality: Song & Dance sponsor badge benefits:

- [12] Badges with access to the seating area located at the NE corner of the rodeo arena.
- Admission to all fair attractions & performances (excludes carnival rides & access to the skybox suites)
- Invitation to the Navajo Nation Fair Banquet (program TBD)
- [12] Excellent meals available at the hospitality area with one meal per badge.
- Clean restrooms and parking area located near the rodeo arena.

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company name logo located on the back number of each contestant.
- Company recognition by arena announcer during the song & dance (company profile).
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership)
- [1] Full-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline July 11, 2008).

Added Value:

- On-site to promote your company's products and services
- Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07).
- Access to visitor registration database



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OPEN INDIAN MASTER RODEO \$10,000.00

(Two Available)

On-Site Presence:

- [1] 8' X 10' exhibit space in Nakai Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations coordinator.
- [4] 4' x 8' color signs with logo located in the song & dance arena.
- [1] Full parade registration with deadline (no exchanges allowed).

Hospitality: Song & Dance sponsor badge benefits:

- [12] Badges with access to the seating area located at the NE corner of the rodeo arena for this event.
- Admission to all fair attractions & performances (excludes carnival rides & access to the skybox suites)
- Invitation to the Navajo Nation Fair Banquet (program TBD)
- [12] Excellent meals available at the hospitality area with one meal per badge.
- Clean restrooms and parking area located near the rodeo arena.

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company name logo located on the back number of each contestant.
- Company recognition by arena announcer during the song & dance (company profile).
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership)
- [1] Full-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline July 11, 2008).

Added Value:

- On-site to promote your company's products and services
- Company NAME or LOGO linked on navajonationparks.org as a sponsor (2.2 Million unique hits for 07).
- Access to visitor registration database

OPEN INDIAN JUNIOR RODEO \$10,000.00

(Two available)

On-Site Presence:

- [1] 8' X 10' exhibit space in Nakia Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations coordinator.
- [4] 4' x 8' color signs with logo located in the rodeo arena.
- [1] Full parade registration with deadline (no exchanges allowed).

Hospitality: Open Indian Jr. Rodeo sponsor badge benefits:

- [12] Badges with access to the seating area located at the NE corner of the rodeo arena for this event.
- Admission to all fair attractions & performances (excludes carnival rides & access to the skybox suites)
- Invitation to the Navajo Nation Fair Banquet (program TBD)
- [12] Excellent meals available at the hospitality area with one meal per badge.
- Clean restrooms and parking area located near the rodeo arena.

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company name logo located on the back number of each contestant.
- Company recognition by arena announcer at the Open Indian Jr. Rodeo (company profile)
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership)
- [1] Half-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline July 11, 2008).

Added Value:

- On-site to promote your company's products and services
- Company NAME or LOGO linked on navajonationparks.org as a sponsor (2.2 Million unique hits for 07).
- Access to visitor registration database

ASKHII HAPPY YOUTH \$10,000

(Four Available)

On-Site Presence:

- [1] 8' X 10' exhibit space in Nakia Hall (no exchanges allowed).
- [2] Gate 8 parking passes for your public relations coordinator.
- [4] 4' x 8' color signs with logo located in the youth events arena.
- [1] Full parade registration with deadline (no exchanges allowed).

Hospitality: Askhii Happy Youth Event sponsor badge benefits:

- [12] Badges with access to the seating area located at the NE corner of the rodeo arena.
- Admission to all fair attractions & performances (excludes carnival rides & access to the skybox suites)
- Invitation to the Navajo Nation Fair Banquet (program TBD)
- [12] Excellent meals available at the hospitality area with one meal per badge.
- Clean restrooms and parking area located near the rodeo arena.

Branding and Exposure: Promotional materials to include:

- Company name looped on the rodeo scoreboard marquee (8,500 ADI).
- Company name logo located on the back number of each contestant.
- Company recognition by arena announcer during the song & dance (company profile).
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
- Company NAME or LOGO included in all local newspaper advertisements (combined 100,000 local readership)
- [1] Full-page color advertisement in the Navajo Nation Fair Magazine (300 DPI – proof deadline July 11, 2008).

Added Value:

- On-site to promote your company's products and services
- Company NAME or LOGO linked on navajonationparks.org as a sponsor (2.2 Million unique hits for 07).
- Access to visitor registration database



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EXCEPTIONAL RODEO \$4,000.00

On-site Presence:

[2] 4' x 8' color signs with logo located in the rodeo arena during the exceptional rodeo event.

Acknowledge by rodeo announcer during the event.

Company representative on-site to address to the audience during the event

Hospitality: Exceptional Rodeo Sponsor badge benefits.

[3] Badges with access to the parking & seating area located at the NE corner of the rodeo arena.

[3] Excellent meals available at the hospitality area with one meal per badge.

Invitation to the Navajo Nation Fair Banquet (program TBD)

Branding and Exposure

[1] Half-page color advertisement in the fair magazine (300 DPI – deadline July 11, 2008).

Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Company name looped on the rodeo scoreboard marquee (8,500 ADI).

Added Value:

On-site to promote your company's products and services
Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07).
Access to visitor registration database

NAVAJO FOOD PAVILION SPONSOR \$3,500.00

On-site Presence:

[2] 4' x 8' full color company sign located at the main entrance of pavilion and at the entertainment stage.

Hospitality: Navajo Food Pavilion sponsor badge benefits:

[3] Badges with access to the seating area located at the NE corner of the rodeo arena.

Admission to all fair attractions (excludes carnival rides & access to skybox suites)

Clean restrooms in the hospitality area and parking located near the rodeo arena.

[3] Excellent meals available at the hospitality area with one meal per badge.

Invitation to the Navajo Nation Fair Banquet (program TBD)

Branding and Exposure: Promotional materials to include:

Company name looped on the rodeo scoreboard marquee (8,500 ADI).

Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Added Value:

On-site to promote your company's products and services
Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07).
Access to visitor registration database

DUMMY ROPING SPONSOR \$2,000.00 (Two Available)

On-site Presence:

[2] 4' x 8' full color company sign located at the dummy roping area.

Hospitality: Dummy Roping sponsor badge benefits:

[2] Badges with access to the premium seating area located at the NE corner of the rodeo arena.

Admission to all fair attractions (excludes carnival rides & access to skybox suites)

Clean restrooms in the hospitality area and parking located near the rodeo arena.

[2] Excellent meals available at the hospitality area with one meal per badge.

Invitation to the Navajo Nation Fair Banquet (program TBD)

Branding and Exposure: Promotional materials to include:

Company name looped on the rodeo scoreboard marquee (8,500 ADI).

Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Added Value:

On-site to promote your company's products and services
Company NAME or LOGO linked on [.navajonationparks.org](http://navajonationparks.org) as a sponsor (2.2 Million unique hits for 07).

Company: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____ Fax: _____
URL: _____
Email: _____
Contact Person: _____
Product/Service: _____
Federal Employer ID: _____

Payment is due by July 11, 2008.

Check No. ____ in the amount of \$ _____.00

Navajo Nation Transfer ICR # CR 115014

Corporate Checks Payable to:

Navajo Parks and Recreation Department –

Special Events Section/ _____ event

P.O. Box 2370

Window Rock, Arizona 86515

Phone: (928) 871-6647 Fax: (928) 871-6637

Please select one of the following Sponsorship Packages:

Gold Sponsorship \$18,000.00 _____ Initials: _____

Silver Sponsorship \$12,000.00 _____ Initials: _____

Bronze Sponsorship \$10,000.00 _____ Initials: _____

Final Four Sponsorship \$18,000.00 _____ Initials: _____

All-Around Cowboy Sponsorship \$7,500.00 _____ Initials: _____

All-Around Cowgirl Sponsorship \$7,500.00 _____ Initials: _____

Wild Horse Race \$5,000.00 _____ Initials: _____

Scoreboard Sponsorship \$5,500.00 _____ Initials: _____

Announcer Booth Sponsorship \$4,500.00 _____ Initials: _____

Return Gate Sponsorship \$4,500.00 _____ Initials: _____

Roping Pen Sponsorship \$5,500.00 _____ Initials: _____

Bucking Chute Sponsorship \$3,000.00 _____ Initials: _____

Catch Pen Sponsorship \$2,500.00 _____ Initials: _____

Arena Sponsorship \$2,000.00 _____ Initials: _____

Navajo Food Pavilion Sponsorship \$3,500.00 _____ Initials: _____

Askhii Happy Youth Sponsorship \$10,000.00 _____ Initials: _____

Exceptional Rodeo \$4,000.00 _____ Initials: _____

Dummy Roping Sponsorship \$2,000.00 _____ Initials: _____

Powwow Sponsorship \$15,000.00 _____ Initials: _____

Saturday Night Performance \$15,000.00 _____ Initials: _____

Youth 4-H Livestock Sponsorship \$15,000.00 _____ Initials: _____

Miss Navajo Nation Pageant \$12,000.00 _____ Initials: _____

Open Indian Junior Rodeo Sponsorship \$10,000.00 _____ Initials: _____

Navajo Song & Dance Sponsorship \$10,000.00 _____ Initials: _____

Open Master Rodeo Sponsorship \$10,000.00 _____ Initials: _____

Other Contribution _____ .00

Company representative signature

Date: _____

Special Events Section Representative signature

Date: _____

This signed agreement confirms that your company is an official sponsor for the 63rd Annual Navajo Nation Fair and your company is entitled to what has been offered and paid for to the Navajo Nation Parks and Recreation - Special Events Section. This agreement will become effective once payment has been processed.