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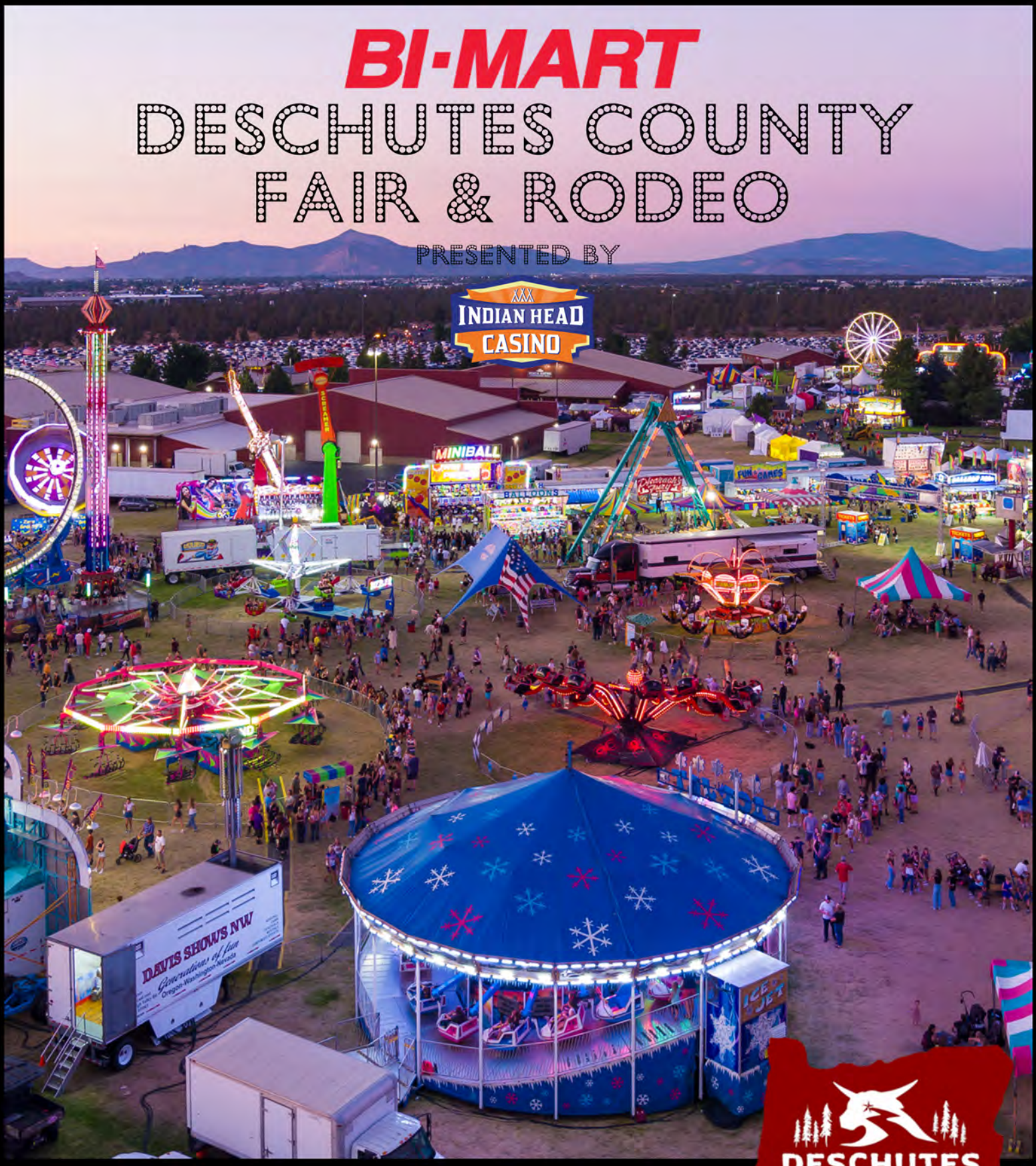
July 29 - August 2, 2026

BI-MART
DESCHUTES COUNTY FAIR & RODEO

PRESENTED BY

INDIAN HEAD CASINO



DESCHUTES COUNTY FAIR & RODEO

PARTNERSHIP GUIDE 2026

Central Oregon's largest annual event returns for the 106th edition of the Bi-Mart Deschutes County Fair and Rodeo, July 29 - August 2, 2026. This past year's 2025 Bi-Mart Deschutes County Fair and Rodeo was a huge success! The Fair and Rodeo saw 170,000+ visitors total over the 5 days. And on average each person spent just over 4.2 hours at the Fair. The rodeo saw 30,000+ visitors throughout the week and the average person spent 2 hours watching the rodeo or bidding on auction items. And the Concert Series was once again the highlight of all 4 nights with more attendees than in years past.

- **170,000+ visitors total over the 5-day span**
- **Average household income $82,300**
- **People spent an average of 4.2 hours at the Fair**
- **Highest traffic times 2pm -10pm - Peak time 7pm**
- **30,000+ total visitors watched the rodeo**
- **26% of people did some sort of shopping after Fair**
- **Saturday attendance 40,600+ visitors**
- **Sunday attendance with 20,000+ visitors**

PARTNERSHIP INCLUDES:

Inclusion in all Fair advertising Television / Radio / Print / Billboards / Smart Shopper Magazine ads / Social Media

Logo added to official DCFR Logo. Logo added to Concert Stage Banner. Logo added to Rodeo Main entrance banner.

Logo and Link to your website featured on the Deschutes County Fair and Rodeo Website

2 -30 second ads on our Big screens prior to our four concerts / Sponsor Logo on the Big screens Throughout the Fair

Full Page ad in Fair Guide and Full page ad in Rodeo Guide

25 banners hung throughout the Fair +4 hung at Rodeo Arena and +4 at the concert venue

20 - 2x10 Feather Flags (4 each at East & North Gates, 8 in center circle, 4 in concert area, 4 in front of rodeo main entrance)

Live read before each concert as presenting sponsor of the Fair.

10x30 Booth Space outdoor or 10x20 Indoor

MORE ASSETS:

50 FAIR ADMISSIONS
EACH DAY 250 TOTAL

10 VIP RODEO TICKETS
EACH NIGHT OF RODEO

25 VIP CONCERT TICKETS
EACH CONCERT

Fair Partnerships

INDIAN HEAD CASINO

PRESENTING PARTNERSHIP $35,000

SOLD

NAME & LOGO ON WEBSITE AS PRESENTING PARTNER
6 - 3X6 BANNERS AROUND THE FAIR
2 - 4X6 BANNERS IN RODEO ARENA
2 - 3X6 BANNERS IN CONCERT AREA
10 - 2X10 FEATHER FLAGS (2 EACH AT EAST & NORTH GATES, 2 IN CENTER CIRCLE, 2 IN CONCERT AREA, 2 IN FRONT OF RODEO MAIN ENTRANCE)
ON GROUND ANNOUNCEMENTS
INCLUSION IN ALL FAIR ADVERTISING TELEVISION/ RADIO/SOCIAL MEDIA/PRINT/BILLBOARDS/SMART SHOPPER / MAGAZINE ADS & MORE
FULL PAGE AD IN FAIR GUIDE
VERTICLE HANGING BANNER IN RODEO ARENA
FULL PAGE AD IN RODEO GUIDE
LOGO ADDED TO CONCERT STAGE BANNER
30-SECOND COMMERCIALS
10 X 30 OUTSIDE BOOTH SPACE
NAME ANNOUNCED PRIOR TO CONCERT & RODEO NIGHTS AS FAIR PRESENTING SPONSOR
25 COMP FAIR TICKETS EACH DAY
10 VIP CONCERT TICKETS EACH NIGHT
ALL BANNERS AND FLAGS PROVIDED BY DCFR

FAIR TICKET PARTNERSHIP $8,500

LOGO ON BACK OF TICKETS
SOCIAL MEDIA PRESENCE
30 SECOND COMMERCIAL
10 COMP FAIR TICKETS (EACH DAY)
10 VIP TICKETS (EACH DAY)

LARGE ACTIVATION $7,500

LARGE 10X30 NON-MANED DISPLAY
LOGO ON WEBSITE
LOGO ON MAIN ENTRANCE BANNER
SOCIAL MEDIA PRESENCE
8 COMP FAIR TICKETS EACH DAY
6 VIP CONCERT TICKETS EACH DAY

SMALL ACTIVATION $5,000

PERFECT FOR VEHICLE DISPLAYS

LARGE 10X20 NON-MANED DISPLAY
LOGO ON WEBSITE
LOGO ON MAIN ENTRANCE BANNER
6 COMP FAIR TICKETS EACH DAY
4 VIP CONCERT TICKETS EACH DAY

FEATURED ATTRACTION $3,500

4-6 BANNERS AROUND THE ATTRACTION (3X6)
2 COMP FAIR TICKETS EACH DAY
2 VIP CONCERT TICKETS (1 CONCERT DAY)

Fair Partnerships

FOOD COURT PARTNERSHIP $3,000

4 FEATHER FLAGS AROUND FOOD COURT (9FT)
FEATHER FLAGS PROVIDED BY DCFR
20 COMP ANY DAY FAIR TICKETS

BEER GARDEN $3,000

4 FEATHER FLAGS AROUND FOOD COURT (9FT)
FEATHER FLAGS PROVIDED BY DCFR
20 COMP ANY DAY FAIR TICKETS

KIDS CARNIVAL ZONE $2,500

4 FEATHER FLAGS AROUND FOOD COURT (9FT)
FEATHER FLAGS PROVIDED BY DCFR
20 COMP ANY DAY FAIR TICKETS

SMALL STATGE $1,500

6 BANNERS ON SMALL STAGE
BANNERS PROVIDED BY DCFR
8 COMP ANYDAY FAIR TICKETS

30 SECOND COMMERCIAL $1,000

1 - 30 SECOND COMMERCIAL PLAYED AT FAIR
4 COMP ANYDAY FAIR TICKETS
SPONSOR RESPONSIBLE FOR COMMERCIAL

GOLF CART PARTNERSHIP $500

BANNER (1X3) ON GOLF CART (INCLUDES BANNER)
2 COMP FAIR TICKETS (ONE DAY)

LOGO ON ENTRACNCE BANNER $500

1 LOGO ON THE WEST MAIN ENTRANCE BANNER
2 COMP FAIR TICKETS (ONE DAY)
OPTION TO ADD 1- 3X6 BANNER TO THE WEST ENTRANCE
FENCE BANNER PROVIDED BY DCFR

RODEO MARKETING:

Inclusion in all Rodeo advertising Television / Radio / Print / Social Media

Live Announcements during all 4 Rodeo Nights (Each time Rodeo announced, brought to you by Sponsor Name)

Logo and Link to your website featured on the Deschutes County Fair and Rodeo Website

A 30-second ad on our Big screens prior to our four concerts and TVs throughout indoor vendors

Full Page ad in Rodeo Guide

6 Mezzanine Banners 3x6 - Double Sided - 3 on each side

10x20 Booth Space at the entrance inside Rodeo Arena

1 Rodeo Flag (3x5 - Poles are 8 ft long and 1" in Diameter)

ASSETS:

25 FAIR & RODEO ADMISSIONS
EACH DAY

10 VIP RODEO TICKETS
EACH NIGHT OF RODEO

30 BANNERS (4'H X 6'W)
INSIDE RODEO ARENA
(BANNERS PROVIDED BY DCFR)

3 RODEO BARRELS
LOGO COVERED RODEO BARRELS
2 EXTRA INCASE OF DAMAGE

1 RODEO HANGING BANNER
5X20 HANGING CEILING BANNER

Rodeo Partnerships

RODEO PRESENTING $15,000

SOLD

- INCLUSION IN ALL RODEO ADVERTISING
- LOGO ON WEBSITE
- 1 RODE FLAG (3X5)
- 5X20 VERTICLE HANGING BANNER
- 10 BANNERS IN RODEO ARENA 4'H X 6'W
- 4 MEZZANINE BANNERS 3X6 - 2 ON EACH SIDE
- SPONSOR NAME IN RODEO GUIDE
- 1/2 PAGE AD IN RODEO GUIDE
- 20 COMP RODEO TICKETS EACH DAY
- 8 VIP RODEO TICKETS EACH NIGHT

CHUTE 9 STAGE AND SALOON $9,000

- 1 BANNER NEAR MAIN CONCERT STAGE
- BANNERS PROVIDED BY SPONSOR
- CHUTE 9 STAGE BANNER
- CHUTE 9 ANNOUNCEMENTS AT RODEO & CONCERT
- BOOTH SPOT AVAILABLE WITH ALCOHOL RIGHTS
- TV LOGO SPOT W/COMMERCIAL
- 6 COMP FAIR TICKETS / 6 VIP TICKETS

ARENA VIP PARTNERSHIP $7,500

- BANNERS ON RODEO VIP SECTION
- ANNOUNCED AT ALL 4 RODEO
- 2 COMP FAIR TICKETS (EACH DAY)
- 4 RODEO VIP TICKETS (EACH NIGHT)
- NAME IN RODEO GUIDE

BARREL TRUCK $5,000

SOLD

- SPONSOR TRUCK FOR BARRELS
- 1 RODEO FLAG (3X5)
- ADVERTISEMENT ON TRUCK
- 2 BANNERS IN RODEO ARENA
- ANNOUNCED AS BARREL TRUCK
- NAME IN RODEO GUIDE

ALL AROUND, $4,000

- LOGO ON LEADER BOARD.
- ANNOUNCED AT ALL 4 RODEO
- 2 FLOOR STICKERS
- 1 BANNER IN ARENA
- 10 COMP RODEO TICKETS (2 PER DAY)
- NAME IN RODEO GUIDE

BONUS ASSETS:

DESCHUTES COUNTY FAIR & RODEO ADVERTISING LEADING UP TO AND THROUGHOUT RODEO (SOCIAL MEDIA)

RODEO ANNOUNCEMENTS THROUGHOUT ALL 4 RODEO NIGHTS

LOGO AND LINK FEATURED ON THE RODEO DCFR WEBSITE PAGE

Rodeo Partnerships

BUCKING CHUTE(X6) $2,500

ASK TO BE PUT ON WAITING LIST

SPONSOR LOGO ON 1 RODEO CHUTE 2' X 6'
10 COMP RODEO TICKETS (2 PER DAY)
NAME IN RODEO GUIDE
BANNER PROVIDED BY FAIR

SOLD OUT

RODEO ARENA BANNER $1000

1 - 4X8 BANNER DISPLAYED
NAME IN RODEO GUIDE
10 COMP ANYDAY FAIR TICKETS
BANNERS PROVIDED BY DCFR
NAME IN RODEO GUIDE

MEZZANINE BANNER $800

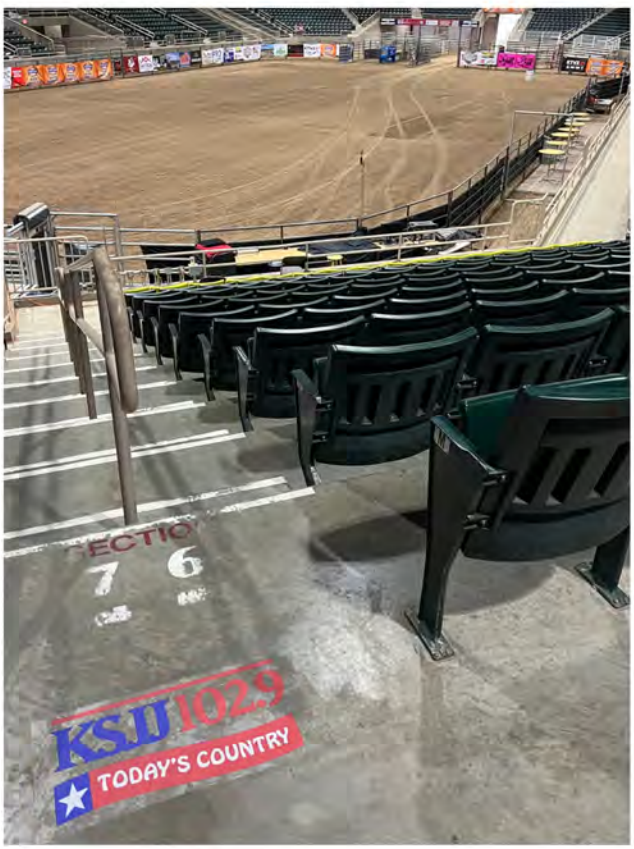
1 - 3X8 DOUBLE-SIDED MEZZANINE
NAME IN RODEO GUIDE
LOGO ON LEADER BOARD
10 COMP RODEO TICKETS (2 PER DAY)
3X8 COROPLAST PROVIDED BY DCFR

LEADERBOARD $650

LOGO ON LEADER BOARD
8 COMP ANYDAY FAIR TICKETS

FLOOR STICKERS $500

2 - 2'X2' FLOOR STICKERS IN RODEO ARENA
4 COMP ANYDAY FAIR TICKETS



The CONCERT SERIES

Asking Price

$35,000

TITLE PARTNERSHIP

MARKETING:

Inclusion in all Concert advertising Television / Radio / Print / Social Media (Valued at more than $50,000)

Live Announcements during all 4 Concerts (Each time concert announced, brought to you by Sponsor Name)

Logo and Link to your website featured on the Deschutes County Fair and Rodeo Website

A 30-second ad on our Big screens prior to our four concerts and TVs throughout indoor vendors

Sponsor Logo on the Big screens

Logo on the presenting banner on the main stage plus two side banners under the big screens. Banners provided by Sponsor

ASSETS:

25 FAIR ADMISSIONS
EACH DAY

25 VIP CONCERT TICKETS
EACH CONCERT

10 BANNERS IN CONCERT AREA
PROVIDED BY SPONSOR

1 VIP CABANA
10X30 VENDOR SPOT

Concert Partnerships

CONCERT PRESENTING $15,000

LOGO ON THE MAIN CONCERT STAGE BANNER
ADDED TO ALL ADVERTISING FOR CONCERTS
ANNOUNCEMENT BEFORE EACH CONCERT
VIP CABANA NEXT TO STAGE
2 FEATHER FLAGS ON CABANAS - 10 BANNERS
TV LOGO SPOT WITH A CONCERT COMMERCIAL
25 COMP FAIR TICKETS / 25 CABANA EACH DAY

VIP CONCERT CABANA $6,000

VIP CABANA FOR ALL 5 SHOWS
TENT OPTIONAL-PROVIDED BY SPONSOR
2 FLAGS ON CORNERS PROVIDED BY SPONSOR
BANNERS PROVIDED BY SPONSOR
TV LOGO SPOT W/COMMERCIAL
25 COMP FAIR & 25 CABANA TICKETS EACH NIGHT

BANNERS AT CONCERT $500

BANNERS ON EITHER SIDE OF CONCERT AREA
BANNERS PROVIDED BY DCFR
2 VIP CONCERT TICKETS (ONE SHOW)

LOGO ON CONCERT TVS $300

LOGO ON CONCERT TVS PRIOR TO SHOW
2 COMP FAIR TICKETS

Demolition Derby

DEMO DERBY TITLE SPONSOR $10,000

LARGE LOGO CENTER BANNER DISPLAYED (DCFR PROVIDES)
4 - 9 FOOT FEATHER FLAGS ON ARENA FENCE (DCFR PROVIDES)
SPONSOR SHOUTOUT ANNOUNCED
LOGO ON TWO SIDE SHOW TROPHIES
FULL PAGE AD IN FAIR GUIDE
35 SATURDAY COMP FAIR TICKETS

DEMO DERBY PRESENTING SPONSOR $7,000

LOGO ON CENTER BANNER DISPLAYED (DCFR PROVIDES)
4 - 9 FOOT FEATHER FLAGS ON ARENA FENCE (DCFR PROVIDES)
SPONSOR SHOUTOUT ANNOUNCED
20 SATURDAY COMP FAIR TICKETS

ALL AROUND SPONSOR $4000

4 - 3X6 BANNERS DISPLAYED (BANNERS PROVIDED BY DCFR)
2 - 9 FOOT FEATHER FLAGS ON ARENA FENCE (DCFR PROVIDES)
SPONSOR SHOUT OUT ANNOUNCED
LOGO ON ONE TROPHY
14 SATURDAY COMP FAIR TICKETS

FEATHER FLAG SPONSOR $3000

2 FEATHER FLAGS TO ON ARENA FENCE (DCFR PROVIDES)
SPONSOR SHOUT OUT ANNOUNCED DURING DEMO DERBY
10 SATURDAY COMP FAIR TICKETS

ARENA BANNER $600

2 - 3X6 BANNERS DISPLAYED ON EACH SIDE OF MAIN BANNER
SPONSOR SHOUTOUT ANNOUNCED
4 SATURDAY COMP FAIR TICKETS

LOGO STICKER ON A CAR $500

LOGO STICKER ON ONE CAR
LIMITED SPOTS AVAILABLE
4 SATURDAY COMP FAIR TICKETS

DESCHUTES COUNTY FAIR & RODEO

CONTACT

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