



A PARTNER IN TRADITION

DOUGLAS COUNTY FAIR & RODEO

July 25 - August 3, 2025

Castle Rock, CO



2024

PRCA MOUNTAIN STATES CIRCUIT
Large Rodeo of the Year



WHY PARTNER WITH US?

Be Part of a Time-Honored Tradition

Join us in celebrating the 107th Annual Douglas County Fair & Rodeo—a cornerstone of our community and a proud celebration of Western heritage.

Boost Your Brand

Gain unmatched visibility by connecting with 65,000+ guests over 10 action-packed days, plus exposure through extensive marketing efforts leading up to the event.

Inspire Creativity

Support the arts and spark passion in creators of all ages. Your sponsorship fuels talents in painting, sewing, photography, baking, gardening, and more!

Strengthen Community Connections

Make a meaningful impact by supporting Douglas County's largest community event. Together, we celebrate our rich agricultural roots while promoting education and giving back.

Empower Future Leaders

Invest in tomorrow's innovators and leaders through 4-H programs. Each year, the Junior Livestock Sale helps young exhibitors achieve their educational dreams.

Support the Greatest Sport on Dirt

Stand behind the thrill of rodeo! From four exciting PRCA ProRodeos to a special Hometown Rodeo night showcasing local contestants of all ages, this tradition keeps the spirit of the West alive.

Together, we'll create unforgettable moments and make a lasting difference. Join us!

SPONSORSHIP OPPORTUNITIES

At the Douglas County Fair & Rodeo, we understand that every business is unique. That's why our sponsorship packages are designed to be flexible and customizable to suit your specific needs and objectives.

Sponsorship opportunities include:

LEVEL	INVESTMENT	OPPORTUNITIES AVAILABLE
DIAMOND	\$20,000 and above	Performance Platform, Title Sponsor of the ProRodeo Performances, Concert
PLATINUM	\$15,000 and above	Title Sponsor of PS Miller Day at the Fair, Midway naming rights, ProRodeo Video Board
GOLD	\$10,000 and above	VIP Hospitality Tent, Arena & Arena Floor, Souvenir Program, Pancake Breakfast, XL Signage Sponsor, Kids Corral, VIP Deck, Petting Zoo, Exceptional Rodeo
SILVER	\$5,000 and above	Marketplace, ProRodeo Clown, Old West Town, Mutton Bustin', Cowboys for Cops, Patriot Night, Bares, Broncs & Bulls Youth Night, Sponsor Night, Farm-to-Table, Cooling Zone, ProRodeo Pickup Men
BRONZE	\$2,500 and above	Arena Tractor, Volunteer Program, Creative Arts Display, Agriculture & Floriculture Displays, Hometown Rodeo, ProRodeo Event, Chute Sign Sponsor, Parking Lot Sponsor, PRCA Youth Camp, ProRodeo Daysheets
COPPER	\$1,000 and above	Event Sponsor of a 4-H Show or Barn, Digital Ad on the ProRodeo Video Board, Presenting Sponsor Grandstand Section, Barn Signage, Back Numbers, Livestock Sale, Livestock Shavings, Parking Passes

WHO ATTENDS THE DOUGLAS COUNTY FAIR & RODEO?



60,000+
VISITORS



\$136,000
AVG. HOUSEHOLD
INCOME



30%
FAMILIES WITH
CHILDREN



Douglas County Fair & Rodeo
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