



FAIR ASSOCIATION

Dear Potential 2021 Fair Partner,

Thank you for taking the time to consider partnering with the Montgomery County Fair Association as a Sponsor of the 2021 Fair. The Montgomery County Fair Association will celebrate 64 years strong in April 2021! Throughout that time, the Montgomery County Fair has strived to create a world class family tradition and provide the youth of Montgomery County the opportunity to showcase their skills and hard work in the hopes of earning college scholarships. In 2019 (2020 Canceled), the Montgomery County Fair Association awarded over \$1.2 million dollars to the youth of our county as a result of our Livestock Auction, Non-Livestock Auction and Replacement Heifer Sale, as well as Calf Scramble, Fair Queen and Scholarship programs.

We owe much of our annual success to our sponsors, community partners, and 1100+ volunteers who are active on over 70 committees all combined to produce our Fair every year. In 2019, the Montgomery County Fair had over 2,200 Junior Exhibitors in the Livestock, Non-Livestock and Ag Mechanics Shows, and over 200 Adult Exhibitors. We offer activities for all ages including a 2-night Rodeo with mainstage entertainers both nights. For our youngest guests, we offer two Kid's Days with opportunity for school field trips and featuring enhanced grounds entertainment. We host our special needs Sunshine Day complete with an auction to sell every item that is entered. Also, we dedicate an entire day to our Senior Citizens, which includes a meal, Bingo, a 65+ Homemaking Show, and a King and Queen is crowned. We end our Fair with a HUGE BBQ Cook-off in which 140+ teams compete. The Fair lasts for 10 days and draws over 50,000 visitors.

We are fortunate to be able to partner with area businesses to cross-promote our sponsors' products and services in conjunction with the Fair. It is because of these generous partnerships that we can continue to increase our awards and enhance our family-friendly event for the patrons within our county and surrounding areas. It would not be possible to grow our Fair to its full potential without the support of individuals and organizations like yourself and we hope to include you in our sponsorship line-up in 2021!

## 2019 Montgomery County Fair Highlights (2020 Canceled):

### March 29<sup>th</sup>-31<sup>st</sup>: Weekend Gate Attendance 15,000

**Friday:** Youth Events, Calf Scramble & CPRA Rodeo & Flatland Cavalry Concert

**Saturday:** Youth Events, Calf Scramble & CPRA Rodeo with Fair Queen Coronation & William Clark Green Concert

**Sunday:** Youth Events and Ranch Rodeo

### APRIL 5<sup>th</sup> – 7<sup>th</sup>: Weekend Gate Attendance 25,000

**Friday:** BBQ Cook-off

**Saturday:** BBQ Cook-off

**Sunday:** El Día de La Familia Hispana

### 2019 GROUNDS ATTRACTIONS

- Paul Bunyan Lumberjack Show
- Swifty Swine Pig Races
- Kids Pedal Tractor Pull
- Pony Rides
- Cowboy Bootcamp
- Buckalew Ag Knowledge Barn & Educational Exhibits
- Noah's Way Petting Zoo, Breed Row & Birthing Center
- Crabtree Amusements Carnival
- Country Store
- Sippin' at Sunset Wine Garden
- Commercial Exhibits

NUMBER OF JUNIOR EXHIBITORS	2337	RODEO & YOUTH RODEO EVENT ENTRIES	462
LIVESTOCK SHOW ENTRIES	859	ADULT SHOW ENTRIES	269
LIVESTOCK AUCTION TOTAL	\$837,350	65 AND OLDER SHOW ENTRIES	90
JUNIOR NON-LIVESTOCK SHOW ENTRIES	1459	MCFA MEMBERSHIP	2,600+
NON-LIVESTOCK AUCTION TOTAL	\$229,448	MCFA COMMITTEE MEMBERS	1,100+
CALF SCRAMBLE EXHIBITORS	19	MCFA COMMITTEES	75
REPLACEMENT HEIFER AUCTION TOTAL	\$81,575	BBQ COOK-OFF TEAMS	143
LIVESTOCK JUDGING PARTICIPANTS	113 Teams	MAJOR SPONSORSHIPS	39
ELIVIS & THE LEGENDS SHOW TOTAL	\$23,722.59	COUNTY TEAM ROPING TOTAL	\$5,203.75
AG ROBOTICS TEAMS	49	GOLF TOURNAMENT TOTAL	\$15,220
AG MECHANICS ENTRIES	38	SCHOLARSHIP TRAILRIDE TOTAL	\$19,580
SUNSHINE DAY SHOW ENTRIES	337	OVERALL AUCTION TOTAL	\$1,148,373
SUNSHINE DAY AUCTION TOTAL	\$18,355	OTHER CONTRIBUTIONS	\$118,675
KIDS DAY PARTICIPANTS	4,500	OVERALL SCHOLARSHIP TOTAL	\$145,500
SENIOR CITIZENS DAY	1,300		

### 2019 MCFA CONTRIBUTION TO YOUTH & EDUCATION:

# \$1,203,816+

*On behalf of the Montgomery County Fair Association*

THANK YOU!

THANK YOU FOR YOUR SUPPORT!! Without you, our success would be impossible! We look forward to another record-setting year in 2020.