

CABARRUS COUNTY FAIR SPONSORSHIP OPPORTUNITIES

SEPTEMBER 2026



ABOUT THE FAIR

The Cabarrus County Fair is a beloved annual tradition held each September at the Cabarrus Arena & Events Center in Concord, NC. Celebrating the county's rich agricultural heritage since the 1870s, the fair combines livestock shows, home arts competitions, thrilling midway rides, live entertainment, and delicious fair food into a nine-day community celebration. With interactive exhibits, educational activities, and a strong focus on family-friendly fun, the fair highlights local talent and fosters a sense of connection and pride throughout the region.

THE STATS

50K+

Attendees

3,500

Blue Ribbon
Entries

9

Event Days

70+

Rides & Games

50+

Interactive Programs & Displays

4

LIVE Rodeo Shows

**SOCIAL AT A
GLANCE:**

2.3M

Yearly Social
Impressions

19K

Social Media
Followers

SPONSORSHIP PACKAGES

Thank you for your interest in a sponsorship at the Cabarrus County Fair! Your support helps us bring family-friendly entertainment, educational exhibits, and agriculture to life. We offer a range of sponsorship opportunities to fit every budget. Each opportunity provides valuable, promotional opportunities and community goodwill.

\$50,000

Cabarrus County Fair Presenting Sponsor

- ✔ "Presented By" designation for Cabarrus County Fair
- ✔ Catered premium suite at the rodeo show of your choice, offering exclusive seating for 12 guests
- ✔ One year ad placement on one Arena backlit ad board, providing exposure to 100,000+ guests per year
- ✔ Year-round exposure on our website, allowing for sustained impact and brand exposure
- ✔ Prominent onsite banners and signage
- ✔ Verbal recognition via the announcer during special events
- ✔ Complimentary fair gate admission for 200 attendees
- ✔ Three dedicated social media posts shared to the Cabarrus County Fair Facebook and Instagram profiles

INVENTORY: 1

SPONSORSHIP PACKAGES

\$10,000

Platinum

- ✓ "Presented By" designation for the Cabarrus County Fair Rodeo
- ✓ Catered premium suite at the rodeo show of your choice, offering exclusive seating for 12 guests
- ✓ Year-round exposure on our website allowing for a sustained impact and brand recognition
- ✓ Prominent onsite recognition with onsite banners and signage
- ✓ Verbal recognition via the announcer during the special event
- ✓ Complimentary fair gate admissions for 100 attendees
- ✓ One dedicated social media post shared to the Cabarrus County Fair Facebook and Instagram profiles

INVENTORY: 1

\$7,500

Gold

- ✓ Exclusive sponsorship of "Car Load Night"
- ✓ "Presented By" designation on all marketing materials for "Car Load Night"
- ✓ Year-round exposure on our website allowing for a sustained impact and brand recognition
- ✓ Prominent onsite recognition with onsite banners and signage
- ✓ Mention in social media posts related to "Car Load Night"
- ✓ Complimentary fair gate admissions for 50 attendees

INVENTORY: 1

\$2,500

Bronze

- ✓ "Presented By" designation of contest or activity (ie: Pageant, Senior Talent Show, Concerts)
- ✓ "Presented By" designation on all marketing materials for contest or activity
- ✓ Year-round exposure on our website allowing for sustained impact and brand recognition
- ✓ Prominent recognition in area of contest or activity with banner
- ✓ Complimentary fair gate admission for 10 attendees

INVENTORY: 6

\$5,000

Silver

- ✓ Exclusive ownership of fair stage name
- ✓ Prominent banner placement on stage
- ✓ Year-round exposure on our website allowing for sustained impact and brand recognition
- ✓ Mention in social media posts related to the featured attraction
- ✓ Complimentary fair gate admissions for 25 attendees

INVENTORY: 1

SPONSORSHIP PACKAGES

\$2,000

Suite Life Sponsor

- ✓ "Presented By" designation for one suite
- ✓ Catered premium suite at the rodeo show of your choice, offering exclusive seating for 12 guests
- ✓ 3' by 6' full color banner placement on the railing of your suite, overlooking the arena
- ✓ Announcer recognition during each show
- ✓ Option to add company information or place swag within your suite for other guests

INVENTORY: 5

\$1,500

Chute Gate Sponsor

- ✓ 2' x 7' full color banner with your logo or design
- ✓ Banner placement on 1 of 6 chute gates
- ✓ Announcer recognition each time chute gate is used
- ✓ Added visibility from event photography
- ✓ Complimentary rodeo admission for 2 guests on night of your choice

INVENTORY: 6

\$1,000

Corner Banner Sponsor

- ✓ 4' x 4' full color banner with your logo or design
- ✓ Prominent banner placement in the corner of the rodeo arena

INVENTORY: 4

\$1,000

Direct Sales Sponsor

- ✓ Designated booth space in the direct sales specific portion of the Fair Mercantile
- ✓ Opportunity to engage directly with fairgoers through conversation, demonstrations, and sharing business information
- ✓ Logo inclusion on fair sponsorship recognition materials and placement on fair website.

INVENTORY: 4

SPONSORSHIP PACKAGES

\$750

Concourse Sponsor

- ✓ 2' by 7' full color banner with your logo or design
- ✓ Banner placement on concourse railing
- ✓ Announcer recognition
- ✓ Added visibility from event photography
- ✓ Complimentary rodeo admission for 2 guests on night of your choice

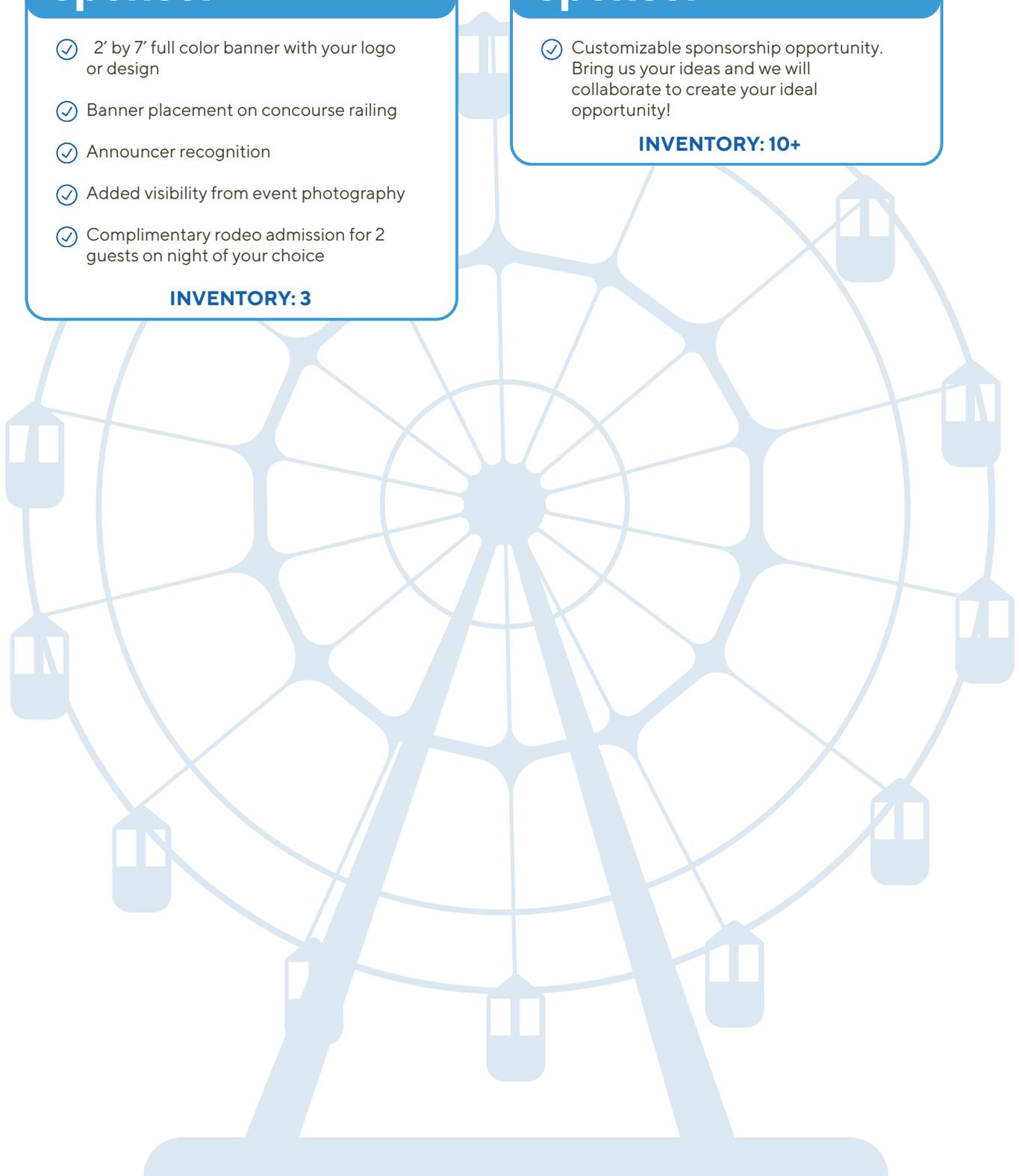
INVENTORY: 3

\$250+

Blue Ribbon Sponsor

- ✓ Customizable sponsorship opportunity. Bring us your ideas and we will collaborate to create your ideal opportunity!

INVENTORY: 10+



THANK YOU!

Thank you for taking the time to consider partnering with the Cabarrus County Fair. Your support helps us create unforgettable experiences and continue cherished traditions for our community. We look forward to the possibility of working together to make this year's fair the most memorable yet!

CONTACT US

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