



2026 Sponsorship Opportunities



We are excited to present an exclusive opportunity to partner with us for the Eastern New Mexico State Fair. As a beloved tradition, the fair brings together our vibrant community, showcasing the best in agriculture, entertainment, and local talent. Your sponsorship will not only enhance the experience for attendees but also provide unparalleled visibility and engagement for your brand. We look forward to discussing how we can create a mutually beneficial partnership that celebrates and supports our community.



Phone

Address

Online

575-623-9411

P.O. Box 824
2055 SE Main Street



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, NM 88202-0824

www.enmsf.com

www.facebook.com/enmsf

Dear Potential Sponsor

Thank you for expressing interest in the Eastern New Mexico State Fair, a cherished event now in its 104th year! As the oldest fair in the state, we pride ourselves on a rich tradition of family values, dedicated service, and robust community partnerships. Our fair proudly represents all 33 of New Mexico's counties, embodying a true spirit of unity and celebration.

In recent years, the fair has experienced remarkable growth, and this year is poised to continue that trend. Our patrons eagerly anticipate an exceptional fair experience each year, and we strive to deliver on that expectation. From exhilarating rides on the midway and beloved vendors offering both classic fair food (like funnel cakes and roasted corn) and unique treats (such as fried pickles and alligator nuggets), to our Arts and Crafts department and Educational Building showcasing talented artisans and captivating displays, there is something for everyone. Moreover, our commercial building provides a diverse array of products and information. We are especially proud to host the largest junior livestock show in the state, where youth from across New Mexico compete for ribbons, trophies, and a spot in the junior livestock sale.

As an official sponsor of the Eastern New Mexico State Fair, your organization will not only become a part of this storied tradition but also gain the opportunity to connect with a diverse and engaged audience. Sponsorship benefits are designed to align with your needs, ensuring a mutually beneficial partnership.

We are eager to forge a successful and lasting relationship with your organization. Please review the benefits of partnering with the fair and do not hesitate to reach out with any questions.

Thank you once again for your interest. We look forward to the possibility of working together to make this year's fair an extraordinary event.

leslie.enmsf@yahoo.com | 575-623-9411

Sincerely, Leslie Robertson



Fair facts

- 🗨️ We have participants from all 33 of New Mexico's counties.
- 🗨️ We host on average 55,000 fair patrons over the course of the fair.
- 🗨️ We are the oldest fair in the state. 2026 will be our 104th year.
- 🗨️ Our junior livestock show has more youth participants than any other show in the state.
- 🗨️ We have a diverse and varied vendor base. Many of our vendors have been participating with ENMSF for 20+ years! We keep things fresh by welcoming new vendors every year.



A partnership to be proud of

- 🗨️ We host Special Needs Day for our community members with disabilities. We open our gates just for these patrons and provide entertainment, exclusive access to the carnival, and work with other community organizations to provide lunches.
- 🗨️ We honor our military personnel with free admission and parking.
- 🗨️ We celebrate childhood by hosting Children's Day with special performances from our entertainers and educational tours with help from our local 4-H and FFA.

Why sponsor?

- 🗨️ Create/strengthen awareness and visibility
- 🗨️ Change, define, or reinforce image
- 🗨️ Shape consumer attitudes
- 🗨️ Demonstrate community involvement
- 🗨️ Drive sales
- 🗨️ Tap local employee base



Which Sponsorship is right for my organization?

We are here to help you find the sponsorship that is right for you. It is our goal to create a satisfactory and long-lasting partnership between the ENMSF and your organization. In this spirit we will work with you in customizing your involvement and benefits to best suit your needs.

GRAND
CHAMPION

\$10,000

Marketing Benefits (may vary to meet your needs)

- 🔥 Recognition as a sponsor of the Eastern New Mexico State Fair.
- 🔥 Your organization's logo in various graphic publications.
- 🔥 Your ad on the ENMSF website with a clickable link to your website.
- 🔥 Announcement of sponsorship in various media including newspaper, radio, and television.
- 🔥 Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- 🔥 Sponsor recognition on ENMSF Facebook page.
- 🔥 Banner displayed in a prominent location. (provided by sponsor)

Marketing Benefits to exclude any event covered under Specific Event Sponsorship.

Exclusive Grand Champion Benefits (may vary to meet your needs)

- 🔥 10 VIP passes. Admits all people in vehicle, including VIP parking.
- 🔥 20 Day passes. Admits one, including parking. (w/ option to purchase up to 20 more at 1/2 price prior to fair opening on Monday)
- 🔥 2 VIP passes to the before concert meet and greet featuring one of our headliners, if available.
- 🔥 Complimentary booth space in our Commercial Building.
- 🔥 Complimentary parade entry.
- 🔥 Access to other fair exhibits/entertainment where available. Examples may include rodeos, Motor Cross, concerts, etc.
- 🔥 Specialty priced Carnival armband for unlimited



rides will be available to your organization for
\$12.00 per armband.

CHAMPION

\$7,500

Marketing Benefits (may vary to meet your needs)



- 🔥 Recognition as a sponsor of the Eastern New Mexico State Fair.
- 🔥 Your organization's logo in various graphic publications.
- 🔥 Your ad on the ENMSF website with a clickable link to your website.
- 🔥 Announcement of sponsorship in various media including newspaper, radio, and television.
- 🔥 Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- 🔥 Sponsor recognition on ENMSF Facebook page.
- 🔥 Banner displayed in a prominent location. (provided by sponsor)

Marketing Benefits to exclude any event covered under Specific Event Sponsorship.

Exclusive Champion Benefits (may vary to meet your needs)



- 🔥 5 VIP passes. Admits all people in vehicle, including VIP parking.
- 🔥 10 Day passes. Admits one, including parking. (w/ option to purchase up to 20 more at 1/2 price prior to fair opening on Monday)
- 🔥 Complimentary booth space in our Commercial Building.
- 🔥 Complimentary parade entry.
- 🔥 Access to other fair exhibits/entertainment where available. Examples may include rodeos, Motor Cross, concerts, etc.
- 🔥 Specialty priced Carnival armband for unlimited rides will be available to your organization for \$15.00 per armband.

BLUE
RIBBON

\$5,000

Marketing Benefits (may vary to meet your needs)

- 🔥 Recognition as a sponsor of the Eastern New Mexico State Fair.
- 🔥 Your organization's logo in various graphic publications.
- 🔥 Your ad on the ENMSF website with a clickable link to your website.
- 🔥 Announcement of sponsorship in various media including newspaper, radio, and television.
- 🔥 Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- 🔥 Sponsor recognition on ENMSF Facebook page.
- 🔥 Banner displayed in a prominent location. (provided by sponsor)

Marketing Benefits to exclude any event covered under Specific Event Sponsorship.

Exclusive Blue Ribbon Benefits (may vary to meet your needs)

- 🔥 3 VIP passes. Admits all people in vehicle, including VIP parking.
- 🔥 5 Day passes. Admits one, including parking. Complimentary booth space in our Commercial Building.
- 🔥 Complimentary parade entry.
- 🔥 Access to other fair exhibits/entertainment where available. Examples may include rodeos, Motor Cross, concerts, etc.





HONORARY

\$2,500

Marketing Benefits (may vary to meet your needs)

- Recognition as a sponsor of the Eastern New Mexico State Fair.
- Your organization's logo in various graphic publications.
- Your ad on the ENMSF website with a clickable link to your website
- Announcement of sponsorship in various media including newspaper, radio, and television.
- Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- Sponsor recognition on ENMSF Facebook page.
- Banner displayed in a prominent location. (provided by sponsor)



Marketing Benefits to exclude any event covered under Specific Event Sponsorship.

Exclusive Honorary Benefits (May vary to meet your needs)

- Complimentary booth space in our Commercial Building.
- Complimentary parade entry.



SPECIFIC EVENT SPONSOR

Marketing Benefits (may vary to meet your needs)



- 🔥 Recognition as a sponsor of the Eastern New Mexico State Fair.
- 🔥 Your organization's logo in various graphic publications.
- 🔥 Your ad on the ENMSF website with a clickable link to your website.
- 🔥 Announcement of sponsorship in various media including newspaper, radio, and television.
- 🔥 Right to use ENMSF name and logo for advertising and promotional purposes. (Logo to be provided by ENMSF. All pieces must be approved through the ENMSF.)
- 🔥 Sponsor recognition on ENMSF Facebook page.
- 🔥 Banner displayed in a prominent location. (provided by sponsor)

Marketing Benefits to exclude any event covered under Specific Event Sponsorship.

Exclusive Benefits (may vary to meet your needs)

- 🔥 10 VIP passes. Admits all people in vehicle, including VIP parking.
- 🔥 20 Day passes. Admits one, including parking.
- 🔥 3 VIP passes to the meet and greet of your sponsored event (if applicable)
- 🔥 Complimentary booth space in our Commercial Building.
- 🔥 Complimentary parade entry.
- 🔥 Access to other fair exhibits/entertainment where available. Examples may include rodeos, Motor Cross, concerts, etc.



Current Event Specific Opportunities:

🔥 Jason D'Vaude: The Circus Man- \$ 7,800

🔥 Tyce Delk: Country Artist- \$15,000

🔥 Hispanic Heritage Day: Bands TBD-\$ 30,000

🔥 Doc Magic: Magical Variety Show- \$6,000





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