



2022
SPONSORSHIP
OPPORTUNITIES



Laredo International Fair & Exposition

HWY 59 East • P. O. Box 1770 • Laredo, Texas 78044-1770 • Phone: (956)722-9948

Dear Valued Community Partner,

The Laredo International Fair & Exposition (L.I.F.E.) thanks you for your continued support to the youth of Webb County. This year's Annual Fair will be held **February 28 - March 5, 2022**, and we are looking forward to another successful event. Your generosity has assisted our non-profit 501 (c) 3 organization award nearly **\$1M in scholarships, prizes, and auction sales to the youth of Webb County.**

Through your sponsorship, you can help us fulfill our mission to expand the areas of agriculture, home economics, and the vocational and industrial trades for our youth. Our organization carries out this mission through activities involving our youth to ensure they gain knowledge and skills in these diverse areas, but also assisting them financially through the sale of their projects and scholarships. Sponsorships further allow you to help promote your business while supporting our youth through this great cause and receiving a qualifying tax benefit for your business or corporation.

We invite you to review the different sponsorship opportunities available this year. In advance, thank your support and willingness to contribute to our annual Fair benefitting our Webb County youth.

Should you have any questions, please free to reach us at 956.722.9948 or via e-mail at laredofair@att.net.

Yours in community service,

A handwritten signature in blue ink, appearing to read "Alberto Torres, Jr." The signature is fluid and cursive.

Alberto Torres, Jr.
Executive Director

Livestock Auction Sponsorship Levels

The different sponsorship levels available allow you and your business or corporation to enjoy the Annual Fair through various benefits while bringing high volume exposure to your products or entity. Above all, your generous consideration will assist our youth and contribute to the success of our Annual Fair!

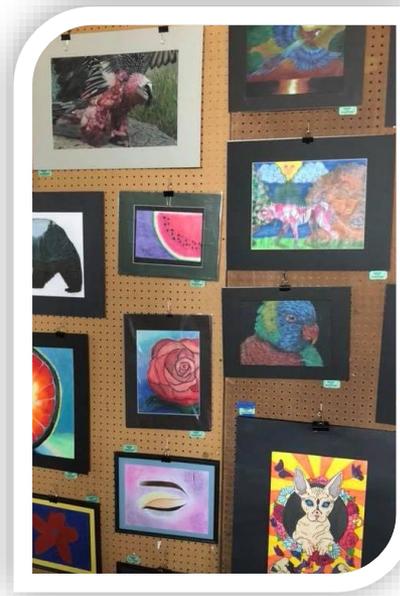


Poultry Show Exclusive \$2,500		Rabbit Show Exclusive \$2,500		Swine Show Exclusive \$5,000		Goat Show Exclusive \$5,000		Lamb Show Exclusive \$5,000		Steer Show Exclusive \$10,000	
<u>Benefits:</u> - 5 General Admission Passes - 2 Parking Passes - Advertising on Facebook - Advertising on Website - Exclusive Show Live Channel		<u>Benefits:</u> - 5 General Admission Passes - 2 Parking Passes - Advertising on Facebook - Advertising on Website - Exclusive Show Live Channel		<u>Benefits:</u> - 10 General Admission Passes - 2 Parking Passes - Advertising on Facebook - Advertising on Website - Exclusive Show Live Channel		<u>Benefits:</u> - 10 General Admission Passes - 2 Parking Passes - Advertising on Facebook - Advertising on Website - Exclusive Show Live Channel		<u>Benefits:</u> - 10 General Admission Passes - 2 Parking Passes - Advertising on Facebook - Advertising on Website - Exclusive Show Live Channel		<u>Benefits:</u> - 20 General Admission Passes - 6 Parking Passes - Advertising on Facebook - Advertising on Website - Exclusive Show Live Channel	

Art, AG Mechanics & Home Economics Sponsorship Levels

This year, sponsorship levels are available for the Art, AG Mechanics and Home Economics areas of our Fair. Aside from our Livestock Auction Sponsorships, this new sponsorship opportunity allows you and your business or corporation to enjoy the Annual Fair through various benefits. Your sponsorship will contribute to helping our youth expand their knowledge in the areas of art, agricultural mechanics, and home economics.

Your sponsorship also allows you to participate as one of the prestigious judges for the respective show you choose to sponsor!



Canning & Sewing
Show Exclusive
\$1,000

Benefits:

- 2 General Admission Passes
- 1 Parking Passes
- Advertising on Facebook
- Advertising on Website
- 100 :05-second still Ads on Jumbotron

AG Mechanics
Show Exclusive
\$1,000

Benefits:

- 2 General Admission Passes
- 1 Parking Passes
- Advertising on Facebook
- Advertising on Website
- 100 :05-second still Ads on Jumbotron

Art
Show Exclusive
\$1,500

Benefits:

- 4 General Admission Passes
- 2 Parking Passes
- Advertising on Facebook
- Advertising on Website
- 100 :05-second still Ads on Jumbotron

Baking
Show Exclusive
\$1,500

Benefits:

- 4 General Admission Passes
- 2 Parking Passes
- Advertising on Facebook
- Advertising on Website
- 100 :05-second still Ads on Jumbotron



Laredo International Fair & Exposition

HWY 59 East • P. O. Box 1770 • Laredo, Texas 78044-1770 • Phone: (956)722-9948

SPONSORSHIP AGREEMENT

Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

E-Mail: _____

This agreement is entered between **LAREDO INTERNATIONAL FAIR & EXPOSITION (L.I.F.E.)**, Laredo, Texas and _____ for _____ Show Sponsorship.

This agreement covers the following terms:

1. Sponsorship Level : _____ Show Sponsor
2. Sponsorship Amount: \$ _____
3. Exclusive signage at _____ Show Ring on TBA date
4. Advertising on Jumbotron, social media platforms, online services, and L.I.F.E. media reception.
5. A 25% non-refundable deposit is due at signing

Agreement signed this _____ day of _____, 2020.

Sponsor

L.I.F.E. Authorized Representative