

Big Sky Country State Fair Sponsorship Innovation- Murdoch's Show Ring

Murdoch's Ranch and Home Supply has been a long time partner of the Big Sky Country State Fair. When working with them on a sponsorship for fair 2020 they wanted us to come up with a new creative sponsorship for them. After cancelling the 2020 fair we focused our attention on building the perfect sponsorship for Murdoch's in 2021. They wanted to focus on hitting the target audience of 4-H and FFA kids and parents but also reach the general fair going public as well. All of our existing 4-H sponsorship opportunities were already taken by long time partners so we knew we needed to get creative and build a new sponsorship that was custom for Murdoch's. It has been the fair's goal to get all matching Priefert panels for the livestock show ring, round robin, and walkways between the barns. With Murdoch's being a Priefert dealer we designed a five year sponsorship agreement with Murdoch's to be the sponsor of the Livestock Show Ring in trade of new Priefert panels to complete the panels for the show ring, round robin, and walkways between the barns. This would achieve Murdoch's goal of being connected to the 4-H and FFA and with the livestock show ring area being a high traffic area they would reach a larger target audience than just the 4-H and FFA families.

This sponsorship is for a five years trade of over \$30,000 worth of panels. This year we were able to get everything for the show ring, next year will be the round robin panels and in 2023 we will get the panels for the walk ways. In trade for these panels Murdoch's receives the naming right to the show ring, commercial vendor booth during the fair, name/logo on all print advertising associated with the 4-H shows, name announced during all livestock shows and the market sale, flyer handed out to all 4-H in contestant packet, rights to use all photos taken by our photographer in that ring, three banners supplied by Murdoch's, logo on our website, three social media posts, social media promotional video, and 30 daily gate admission and 4 sponsorship

badges. The social media promotional video that we did for Murdoch's was a fun project this year and was something special we added to all of our top sponsorships. This short under 40 second video was put together to show Murdoch's presence at the fair. We also filmed segments of this video at the Murdoch's store. The 4-H and FFA kids also loved the coupons that Murdoch's supplied to all exhibitors in the contestant packet.

The execution of the sponsorship was very successful for Murdoch's and they really appreciated this new sponsorship we created for them. This sponsorship helped drive more 4-H and FFA families to the store. They also were pleased with the exposure to the general fair going public as well. This sponsorship also helped the 4-H volunteers and our grounds crew. We were able to switch from show ring to market sale set up in less than half of the time it normally takes to switch that area. With matching panels, 4-H was able to handle more of the flip this year and our grounds crew was freed up to do other things. The new show ring also gave the show area a better presentation for the exhibitors to show in and for the public to see.

This new sponsorship for Murdoch's Ranch and Home Supply really elevated their sponsorship with the Big Sky Country State Fair while also helping 4-H/FFA and the fairgrounds. Murdoch's was beyond happy with the new sponsorship that was designed to fit their specific needs as a sponsor with the customization of the photos taken during fair, commercial vendor booth, name announced during livestock events and putting promotional material from Murdoch's in the hands all of 4-H and FFA exhibitors. This new sponsorship helped boost the partnership we have with Murdoch's, from working with them just as a sponsor in the past to treating them as a partner and really working together to better their sponsorship and help the fair reach new goals.

Supporting Material for Murdoch's Show Ring



