



IAFE INNOVATION IN SPONSORSHIP

JEROME COUNTY FAIR, IDAHO; DIVISION 1

1: Sponsorship Innovation

TINY TOWN

Objective

To grow sponsorship outside of the rodeo arena.

Execution

How do you create additional sponsorship revenue and lasting partnerships when your current opportunities are full? Create new space that is family friendly, especially for very young fairgoers, and attractive to businesses that support those families. The JCF staff identified a need for family space at the Fair & Rodeo, after brainstorming it was determined that the space would also be a good fit for new sponsorship activation, creating potential revenue growth. The idea of a "Tiny Town" play space laid out, the staff focused on reaching out to local businesses that would be family oriented. Staff created a special Old-West themed backdrop that could include up to seven sponsorships. The idea and backdrop were then presented to these specifically targeted businesses. As part of the presentation staff made sure to not overlap business types for maximum exposure for each sponsor. The sponsor investment was \$1,000 per sponsor.

Outcome & Evaluation

The staff had a goal of filling four partnerships as a part of the "Tiny Town" sponsorship in year one. The sponsorship dollars from those four sponsors would offset all costs needed to create the first "Tiny Town" at the 2021 Fair & Rodeo. As word of the new space traveled through the community, the Fair ended up with six sponsors for the town, five of them being first time sponsors (Jerome 20/20 Economic Development Corp., Pioneer Credit Union, State Farm Insurance, North Side Real Estate, and Smiles 4 Kids). After hearing about the opportunity, Smiles 4 Kids signed on for the \$1,000 sponsorship and donated an additional \$1,500 to be used to purchase additional play houses for the space. Agropur, one of our local dairy processing facilities, shifted their sponsorship focus out of the rodeo arena to be included in the family centered Tiny Town opportunity, which also created an additional sponsorship opportunity for the Rodeo. The Fair & Rodeo's title sponsor (TrueWest Beef) filled the seventh building spot, making for a full "Town"!

From a staff and board perspective, this new sponsorship opportunity was incredibly well received both by sponsors and by the fairgoer during the six-day event. Bringing on five new sponsors, creating additional sponsorship revenue, and also creating an activity space for young fairgoers were two target goals for the 2021 Fair & Rodeo, and the staff was able to do both through the creation of "Tiny Town"!

Reactions from sponsors and attendees:

"We loved the opportunity to be able to combine our business with something fun for kids! We'll be back to sponsor again next year!" - Smiles 4 Kids

"As a realtor, community events are an important part of bringing in new families. I was excited to be able to find a way to sponsor an area at the Fair that tied so well to community and my business!" - North Side Real Estate

"Fantastic job in the kid play area. I thought the layout was perfect and having that area for littles to burn off some energy was very smart thinking. I'm sure other parents of the little ones were thankful as well." - Facebook message from attendee

The “Tiny Town” backdrop was 60 ft long by 6 ft tall and was hung to help create separation from the Grandstand.

Banner artwork was split into four pieces:



Actual banner backdrop and “town” with sponsors in place:



Play houses, a “corn” box, and roping activities were included in the area.



There was also a covered seating area so that parents could rest while the littles burned off energy.

