

Cheyenne County Fair & Rodeo



2026 Sponsorship Package

Due: June 15, 2026



Cheyenne County Fair & Rodeo Sidney, Nebraska

Hello Community Businesses and Individuals!

The 2026 Cheyenne County Fair & Rodeo marks a historic milestone as the 140th annual celebration, proudly standing as Nebraska's longest-running Fair & Rodeo. We are excited to announce that this year's Fair & Rodeo will take place July 18–25, 2026, at the Cheyenne County Fairgrounds in Sidney, Nebraska.

Cheyenne County remains committed to fostering youth development through leadership, support, and community involvement, while bringing residents and visitors together for fun, affordable events for all ages. The 2026 Fair Board, Alternate Members, and Rodeo Committee have been working tirelessly to build on last year's success, creating an even more exciting and memorable experience.

From thrilling rodeo action and live entertainment to family-friendly activities and community celebrations, the 2026 Cheyenne County Fair & Rodeo is shaping up to be the biggest and most anticipated event the panhandle.

This year's Grandstand Events will be nothing short of spectacular!

- **PRCA Rodeo (Professional Rodeo Cowboys Association) (Tuesday):** Rodeo history traces back to 1936, when a group of cowboys took a stand by walking out in protest against promoter W.T. Johnson, who refused to add their entry fees to the total prize purse. That defining moment helped shape the future of professional rodeo, establishing the foundation of fairness, integrity, and respect for competitors that still guides the sport today.

Carrying that legacy forward, the Cheyenne County Fair & Rodeo continues to deliver top-tier rodeo action to the community. Following a highly successful event in 2023, Cervi Championship Rodeo proved to be an exceptional partner, providing high-quality stock and an unforgettable experience for both contestants and spectators. In recognition of that success, the Cheyenne County Fair Board secured a three-year contract, naming Cervi Championship Rodeo as the official stock contractor for 2024, 2025, and 2026.

This partnership guarantees thrilling performances, elite competition, and an electrifying rodeo atmosphere that fans can count on for years to come.

- **Monster Truck Bash (Wednesday):** The Monster Truck Bash is one of the most high-impact, adrenaline-fueled events of the Cheyenne County Fair & Rodeo, delivering an unforgettable motorsports experience for fans of all ages. Featuring nationally recognized monster trucks, jaw-dropping stunts, and side-by-side competition, this event brings raw horsepower, roaring engines, and nonstop action to the grandstands.

Monster Truck Bash attracts a diverse, family-friendly audience from across the region, creating exceptional exposure opportunities for sponsors through high attendance, strong fan engagement, and multi-platform promotion. With limited opportunities to see monster truck events of this caliber in the surrounding area, the Monster Truck Bash stands out as a must-see marquee attraction that drives excitement, ticket sales, and community buzz. This is more than a show — it's a powerful entertainment experience that leaves fans talking long after the engines go quiet.

- **That Arena Rock Show (Thursday):** That Arena Rock Show is the ultimate high energy tribute to "Classic" Rock N' Roll. Performing legendary rock anthems that ruled the airwaves in the 70s and 80s. Including artists like: Led Zeppelin, Aerosmith, AC/DC, BonJovi, and Guns N Roses to name a few. This show will take you on a trip back in time, turning every sized venue into an arena for a night! Get your lighters out and your fist in the air. This rock show is more than just music-it's an experience!



Cheyenne County Fair & Rodeo Sidney, Nebraska

- **Chancey Williams (Friday):** Saddle Bronc athlete-turned neo-traditional country music sensation Chancey Williams, has gone from competing on horseback to performing on center stage. As one of only two artists (along with Chris LeDoux) to both compete in the rodeo and perform on the main stage at Cheyenne Frontier Days and the only singer/songwriter to be endorsed by CINCH®, Williams is the next authentic cowboy of country music. The northeastern Wyoming native has toured the nation, taking the stage ahead of headliners Toby Keith, Cody Johnson, Alan Jackson, Dierks Bentley and Parker McCollum, performing at a sold-out Ryman Auditorium, Red Rocks Amphitheater, as well as headlining at The National Finals Rodeo and multiple performances at the Grand Ole' Opry.
 - **Special Guest: Midnight Rodeo** - A high-energy country band based out of Kansas City, Missouri, known for blending modern country hits with a classic honky-tonk vibe and a strong rock edge. The group has built a reputation across the Midwest for delivering lively performances that keep crowds dancing all night long. With a setlist that ranges from today's biggest country chart-toppers to crowd-favorite throwbacks, Midnight Rodeo brings a mix of tight musicianship, strong vocals, and engaging stage presence to every show. Their sound pulls inspiration from artists like Morgan Wallen, Luke Combs, and Brooks & Dunn, while adding their own modern Midwest twist. The band regularly performs at festivals, fairs, rodeos, and major live-music venues throughout the region. Whether playing for packed dance halls or large outdoor stages, Midnight Rodeo is known for bringing a fun, upbeat atmosphere that connects with audiences of all ages.
 - **Goat roping in the beer garden (after the concert)** – LET'S GET WILD! After the Demolition Derby grab a cold one and get ready to finish off the evening with laughs, thrills, and fast-paced action as we bring GOAT ROPING to the beer garden! Whether you're a seasoned roper or just in it for the fun, this is your chance to show off your skills and compete for bragging rights, prizes, and a whole lot of good times! Round up your crew, test your aim, and see if you've got what it takes to rope like a pro! Whether you win or lose, one thing's for sure—this is one party you don't want to miss!
- **“Rumble on the Rails” Demolition Derby (Saturday):** Wil B Urs Promotions is revving up the excitement with the 4th Annual Rumble on the Rails Demolition Derby. This high-octane fan favorite delivers an intense night of metal-on-metal action as drivers push their toughest machines to the limit in a no-holds-barred battle for bragging rights and victory.

Spectators can expect hard-hitting collisions, flying sparks, and nonstop chaos as the competition unfolds on the track. With high stakes, fierce rivalries, and raw horsepower on display, Rumble on the Rails promises edge-of-your-seat entertainment from start to finish.

This is a demolition derby at its finest — loud, thrilling, and unforgettable. Only the strongest will survive.

- **Lawn Mower Races (intermission):** Blazing-fast modified lawn mowers. Intense head-to-head racing. This isn't backyard mowing — these machines are built for speed, power, and pure adrenaline. Watch as fearless drivers push their custom-built mowers to the limit, navigating tight turns and going full throttle in a fast-paced, high-energy showdown.

Fans will feel the rush as engines roar and racers battle for bragging rights and the checkered flag. Equal parts thrilling and unpredictable, lawn mower racing delivers edge-of-your-seat excitement that appeals to die-hard racing fans and casual spectators alike. Fast. Loud. Unexpected. This is a must-see event.



Cheyenne County Fair & Rodeo Sidney, Nebraska

What's a fair without 4-H shows and events? This year, attendees will have the opportunity to support 4-H by enjoying a variety of exciting activities, including fashion shows, arts and crafts, and a livestock auction. Spectators can also watch talented 4-H members showcase their hard work in animal shows featuring beef, swine, goats, sheep, horses, rabbits, and chickens. Additionally, static exhibits will be on display in the Exhibit Building, highlighting creative and educational projects.

The Cheyenne County Fair & Rodeo wouldn't be possible without the incredible support of local businesses and community members who help make this event a success. Attached, you'll find a letter from the Fair Board explaining how the fair budget is developed, sponsorship information, add-on sponsorship options, a schedule of events, and a sponsorship registration form.

If you're interested in becoming a sponsor or have any questions, please don't hesitate to reach out. If you're ready to commit, simply complete the digital form on our website (www.CheyenneCountyFair.com/forms) or complete the attached form and return it to:

Kip Miller
PO Box 511
Sidney, NE 69162
307-256-4116

Sponsorship forms and payments are due by June 15, 2026.

Thank you for considering a 2026 Cheyenne County Fair sponsorship! Your support and partnership play a vital role in ensuring our fair remains one of the longest-standing county fairs in Nebraska, while also making Sidney the place to be during fair week. The success of the Cheyenne County Fair & Rodeo wouldn't be possible without the generosity of our sponsors, and we truly appreciate your commitment to our community and this cherished tradition!

Sincerely,

Cheyenne County Fair Board
Cheyenne County Fair Board



Cheyenne County Fair & Rodeo
Sidney, Nebraska

How Our Fair Budget Is Developed

The Cheyenne County Fair is more than just a week of events — it's a year-round effort that requires careful planning, responsible financial management, and strong community support. We believe in transparency in how our fair is funded and how those funds are used.

The budget process begins in August as the county fiscal year runs July 1st through June 30th annually. The budget is not developed how we conventionally think. We don't start with "X" amount in our account at the beginning of the fiscal year. We rely on historical revenues and expenses to prepare our budget. This is a bit of a balancing act because we can control our expenses, but the revenues are a projection of the upcoming year based on the previous year. The revenues are required to offset the expenses for County approval.

Our Three Funding Sources

Our annual budget is supported by three primary sources:

1. County Mill Levy (Taxpayer Support)

A portion of our funding comes from taxpayer dollars through the county mill levy. This value is consistently around \$60,000 annually and the only portion of the budget that is "fixed". This public investment helps ensure the fair can operate each year and continue serving the entire community.

2. Sponsorships

Local businesses and organizations provide financial contributions that fund events, entertainment, and fair operations. The value of these contributions cannot be overstated. Our community has been unbelievably generous over the years, often exceeding the fixed mill levy amount. Sponsorships are voluntary and not guaranteed annually. It takes a lot of work each year to solicit and collect these funds. We greatly appreciate these partnerships which are critical to maintaining and improving the quality of our fair.

3. Fair-Generated Revenue

The fair also generates its own revenue through:

- Ticket sales
- Beer garden sales
- Vendor fees
- Other on-site event income

This portion of the fair budget is directly proportional to attendance.



Cheyenne County Fair & Rodeo
Sidney, Nebraska

A \$200,000 Budget Example

To better understand how this works, here is a simplified example using a \$200,000 operating budget:

\$60,000 comes from the county mill levy, the only fixed portion of the budget.

\$70,000 is projected based on revenues generated from the previous year's fair.

\$70,000 is projected from sponsorships based on the previous year's fair. The fair board works with our community partners and businesses annually to collect this portion of the budget.

You can think of the \$140,000 as an operational "loan." It gives us the ability to organize the fair in advance — but it must be earned back through sponsorships and event revenue.

Our Financial Goals

Goal #1: Break Even

Our first responsibility is to generate at least \$140,000 in revenue to cover operational costs and "repay" that advance.

Goal #2: Grow and Improve

Once we reach that break-even point, additional revenue allows us to:

- Book larger and higher-quality entertainment acts
- Improve facilities and infrastructure
- Expand programming and attractions
- Invest in long-term fairground improvements

The more successful our revenue efforts, the more we can reinvest into making the fair bigger and better each year.

Why Sponsors and Attendance Matter

Sponsors and fair-goers are not just supporters — they are essential partners in the fair's success.

Without sponsors, we must scale back event quality and entertainment options.

Without strong ticket sales and attendance, we cannot maintain or grow the level of programming our community expects. We strive to keep events reasonably priced. We also try to provide a variety of events to maximize participation across all demographics.

When the stands are full and local businesses invest, it directly translates into higher-quality experiences for everyone.

A Community Effort

The Cheyenne County Fair belongs to the community. It is funded by the community. And it succeeds because of the community.

We are deeply grateful to our sponsors, volunteers, taxpayers, and patrons. Your continued support allows us to remain financially responsible while growing the fair and bringing exciting, high-quality events to our grandstands year after year.

You are the driving force behind the success of our fair!



Cheyenne County Fair & Rodeo
Sidney, Nebraska

Sponsorship Information Page

\$500 Tier: Friend of the Fair

- Tickets: 2 tickets to ONE event of your choice
- Banner: 1 (placed on fence outside of grandstands)
- Social Media advertising on Facebook
- Website advertising on CheyenneCountyFair.com sponsor page with link to your website

\$750 Tier: Reserve

- Tickets: 2 tickets per event
- Banner: 1 (placed on fence outside of grandstands)
- Social Media advertising on Facebook
- Website advertising on CheyenneCountyFair.com sponsor page with link to your website



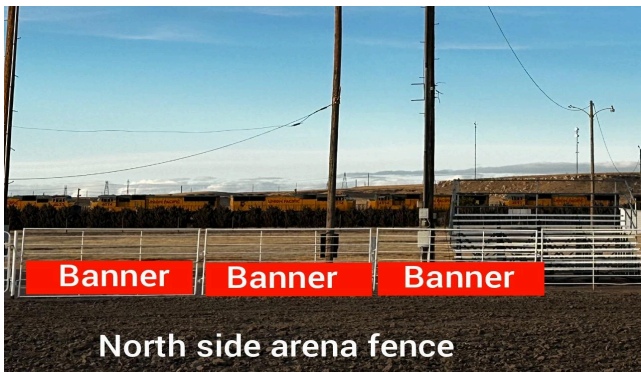
**Banner location for “Friend of Fair”
and “Reserve” sponsorship, along
with overflow from “Grand
Champion” sponsors**



**Cheyenne County Fair & Rodeo
Sidney, Nebraska**

\$1,000 Tier: Grand Champion

- Tickets: 4 tickets per event
- Banner: 1 (placed inside arena fence)
- Social Media advertising on Facebook
- Listed as a sponsor on our printed ad insert in the first July edition of the Sidney Sun Telegraph and Pine Bluffs Post prior to fair
- Website advertising on CheyenneCountyFair.com sponsor page with link to your website
- Drink Tickets: 4 per event



Banner location for “Grand Champion” sponsorship and overflow from “Premium” sponsorship

\$2,500 Tier: Premium

- Tickets: 6 tickets per event
- Banner: 2. 1st banner will be placed on a bucking chute for duration of fair (limited to first 6 PAID sponsors. After first 6 are sold, banners will be hung on arena fence). 2nd banner will be placed in a prominent location determined by fair board.
- Social Media advertising on Facebook
- Listed as a sponsor on our printed ad insert in the first July edition of the Sidney Sun Telegraph and Pine Bluffs Post prior to fair
- Website advertising on CheyenneCountyFair.com sponsor page with link to your website
- Drink Tickets: 6 per event



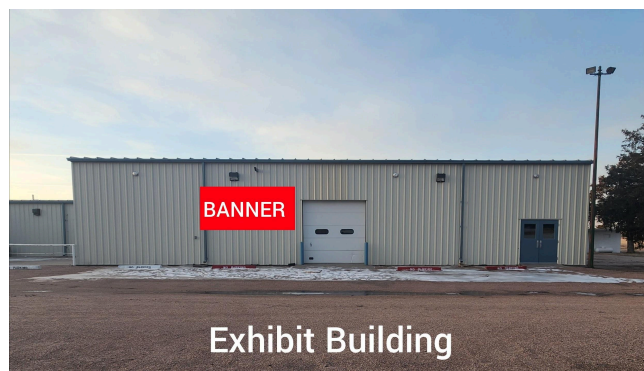
Banner location for “Premium” sponsorship (Limited to first 6 commitments, all others will be placed on arena fence)



Cheyenne County Fair & Rodeo Sidney, Nebraska

\$5,000 Tier: All-Around/Building Sponsor (5 available)

- Banner on Exhibit Building, Pavilion, or Beer Garden
- Tickets: 8 VIP tickets per event
- Banner: 3, 1st banner hung on Exhibit Building, Pavilion, or Beer Garden for duration of fair, 2nd banner will be hung above the roping boxes for duration of fair, 3rd banner will be hung in a prominent location determined by fair board
- Feather Banner: 2 (provided by fair board unless company has their own)
- Rodeo Replay screen advertising (if available)
- Social Media advertising on Facebook
- On-air recognition as part of the Cheyenne County Fair advertising campaign. Sponsorship acknowledgments may include business name mentions within Fair promotional messaging across local radio stations. These mentions are part of the overall Fair marketing campaign and are not individual commercial advertisements or guaranteed standalone ad schedules for sponsors. Frequency, timing, and placement of sponsor mentions are determined as part of the overall Fair advertising strategy.
- Listed as a sponsor on our printed ad insert in the first July edition of the Sidney Sun Telegraph and Pine Bluffs Post prior to fair
- Website advertising on CheyenneCountyFair.com sponsor page with link to your website
- Drink Tickets: 16 per event
- **VIP parking and seating**



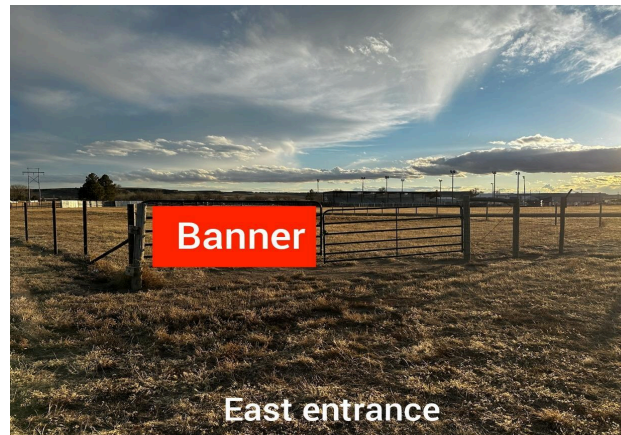
Banner locations for “All Around/Building” Sponsor



Cheyenne County Fair & Rodeo Sidney, Nebraska

\$7,500 Tier: Title Sponsor (2 available)

- Top Sponsorship of the Fair: "Cheyenne County Fair & Rodeo presented by (your company name)"
- 1 free rental of Exhibit Building for your company to hold an event (expires June 30, 2027; pending availability)
- Tickets: 10 VIP tickets per event
- Banner: 4, 1st and 2nd banner will be hung at both entrances into fairgrounds (provided by company), 3rd banner will be hung on Crows Nest for duration of fair, 4th banner will be hung in a prominent location determined by fair board
- Feather banners: 4 (provided by fair board unless company has their own)
- Rodeo Replay screen advertising (if available)
- Social Media advertising on Facebook
- On-air recognition as part of the Cheyenne County Fair advertising campaign. Sponsorship acknowledgments may include business name mentions within Fair promotional messaging across local radio stations. These mentions are part of the overall Fair marketing campaign and are not individual commercial advertisements or guaranteed standalone ad schedules for sponsors. Frequency, timing, and placement of sponsor mentions are determined as part of the overall Fair advertising strategy.
- Listed as a sponsor on our printed ad insert in the first July edition of the Sidney Sun Telegraph and Pine Bluffs Post prior to fair
- Website advertising on CheyenneCountyFair.com sponsor page with link to your website
- Drink Tickets: 20 per event
- **VIP parking and seating**



Feather Flags



Cheyenne County Fair & Rodeo
Sidney, Nebraska

Add-On Event Sponsorship's

Individual Event Sponsorship's (16 spots available)

The following add-on sponsorship's are available to all sponsor tiers and cannot be purchased as standalone sponsorship's. These add-ons give sponsors the opportunity to promote their business by sponsoring an individual event during the nightly performances listed below.

Each sponsor will receive a 3 ft × 5 ft flag featuring their company logo, which will be carried for one lap around the arena at the start of the event they choose. The announcer will recognize your company as the official sponsor of that event and your logo will appear on the Replay Big Screen (if available) at the beginning of the event.

Cost: \$300 per individual event (includes the cost of the flag. Does not include admission to the nightly event).

PRCA Rodeo (x7)

- Bareback Riding
- Saddle Bronc Riding
- Bull Riding
- Steer Wrestling
- Team Roping
- Tie-down roping
- Barrel Racing

Monster Truck Bash (x5)

- Pre-Show Track Party
- (4) Show Element Sponsors

Demolition Derby (x4)

- 90's & Newer
- Bone Stock/Duo
- Limited Weld
- Heavy Hitter

Spool Top Sponsorship for Nightly Events (6 spools available per event)

Add-on sponsorship's are available to all sponsor tiers and cannot be purchased as standalone sponsorship's. These add-ons give sponsors the opportunity to promote their business by sponsoring spool tops that will be placed on the ground between the front of the grandstands and the arena fence during the following nightly events:

- PRCA Rodeo
- Demolition Derby

Each sponsor will receive a 5-foot diameter banner featuring their company logo, which will be mounted to the top of the spools for visibility throughout the event. Sponsors and their guests will also have the opportunity to stand on the ground around their sponsored spool during the nightly event, providing an up-close and unique experience near the arena action (limited to 10 people per spool top). Entry to standing room and your spool top is located at the middle of the grandstands.

Cost: \$350 per nightly event (includes the cost of the banner. Does not include admission to the event).



**Cheyenne County Fair & Rodeo
Sidney, Nebraska**

Schedule of Events

Saturday, July 18, 2026
through
Saturday, July 25, 2026

Saturday, July 18

10:00 am Rowdy's Round-Up Cheer and
Dance Competition
5:00 pm NBHA registration
5:30 pm NBHA Barrel Race Exhibitions
7:00 pm NBHA Barrel Races Start – Free
admission

Friday, July 24

6:00 pm Gates and Beer Garden open
7:00 pm Chancey Williams with Special
Guest Midnight Rodeo
*Goat Roping in the Beer Garden
following the event, sponsored by
Finney's Ace Hardware

Sunday, July 19

12:00 pm Open Class Horse Show – Free
admission

Saturday, July 25

6:00 pm Gates and Beer Garden open
7:00 pm "Rumble on the Rails" Demolition
Derby, featuring lawnmower races

Monday, July 20

No events scheduled

Tuesday, July 21

6:00 pm Gates and Beer Garden open
7:00 pm PRCA Rodeo & WPRA Barrel Race
(Slack to follow the Rodeo)

TICKET PRICES

PRCA Rodeo & WPRA Barrel Race
\$20 per person/ticket
Monster Truck Bash
\$20 per person/ticket
That Arena Rock Show
\$25 per person/ticket
Chancey Williams
with Special Guest Midnight Rodeo
\$30 per person/ticket
Demolition Derby
Grandstands \$20 per person/ticket
Pit Pass \$30 per person/ticket

Wednesday, July 22

6:00 pm Gates and Beer Garden open
7:00 pm Monster Truck Bash

Thursday, July 23

6:00 pm Gates and Beer Garden open
7:00 pm That Arena Rock Show: A
Celebration of 70s and 80s Rock

All-Event Access Pass – includes one general
admission ticket to each event (*\$115 value, online
purchase only, taxes and fees not included*)
\$70 per book now until April 30
\$85 per book May 1 to July 15
\$115 per book July 15 until fair



**Cheyenne County Fair & Rodeo
Sidney, Nebraska**

Sponsor Registration Form

Business Name: _____

Individual(s) Name(s): _____

Name(s) as you would like to have it displayed for your Sponsorship:

Additional Information: _____

Physical Address: _____

Billing Address: _____

Point of Contact Name: _____

Contact Phone Number(s): _____

Contact email: _____

Please select one of the following sponsorship tier options:

_____ \$ 7,500 Payment included with this form

_____ \$ 5,000 Payment included with this form

_____ \$ 2,500 Payment included with this form

_____ \$ 1,000 Payment included with this form

_____ \$ 750 Payment included with this form

_____ \$ 500 Payment included with this form. Please specify which event you would like tickets to: _____

****Add-on options** (must purchase one of the above tier's as well)**

_____ \$ 300 Individual Event sponsor add-on. Please specify which individual event(s) you would like to sponsor from the list above (PRCA Rodeo, Monster Truck Bash, Demolition Derby).

_____ \$ 350 Spool top add-on for PRCA Rodeo & Demolition Derby. Please specify which event(s) and quantity per event.

_____ **Please send us an invoice for payment**

**All sponsorship payments are due no later than June 15. Advertising for your company will begin once full payment is received. Tickets for your sponsorship will be printed and delivered in July. NOTE: Advertising is time-sensitive based on print dates and radio ad recordings. Please submit payments as soon as possible to ensure your company is included in all advertising. Logo's and other digital content you would like to include should be in PDF format and emailed to: cheyennecofairboard@gmail.com or kmiller@dnplumbing.com. This form is also available for online submission on our website listed below.