

CENTRAL VALLEY AG SHOW

FAMILY • FARMING • FUTURE



Sponsor Application

Saturday, April 10, 2027 | 10:00 AM - 5:00 PM
Stanislaus County Fairgrounds | Turlock, California

Sponsorships are a major source of support for the Central Valley Ag Show and its family-agriculture education mission. Sponsor levels, benefits, deadlines, and exclusivity are not final until confirmed in a written sponsorship agreement. This form captures the sponsor commitment and activation needs.

SPONSOR INFORMATION

Legal business / organization name

DBA / public name

Primary contact name

Title / role

Mailing address

City

State

ZIP

Primary phone

Email

Website

Social media handle(s)

Day-of contact name

Day-of mobile phone

SPONSORSHIP COMMITMENT

☐ Cash sponsorship

☐ Media / promotional support

☐ Equipment or exhibit support

☐ In-kind goods / services

☐ Volunteer / staffing support

☐ Custom partnership proposal

Requested sponsorship level / name

Cash commitment amount

Estimated in-kind value

Purchase order / reference number

Describe any in-kind contribution, services, equipment, media, or promotional support

APPLICATION DEADLINE: 2/1/2027

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SPONSOR GOALS

- | | |
|--|---|
| ☐ Regional brand awareness | ☐ Community goodwill |
| ☐ Support agriculture education | ☐ Support youth / families |
| ☐ Customer hospitality | ☐ Employee recruitment |
| ☐ Product demonstration | ☐ Lead generation / sales |

What would make this sponsorship successful for your organization?

ACTIVATION AND EXHIBIT NEEDS

- | | |
|---|--|
| ☐ No onsite activation needed | ☐ Indoor display requested |
| ☐ Midway display requested | ☐ Signage / banner placement |
| ☐ Speaking / presentation interest | ☐ Hospitality / guest tickets |

Will the sponsor activation require electrical power? ☐ Yes ☐ No Availability and charges depend on location and agreement.

Describe the proposed activation, display, footprint, equipment, staffing, giveaways, and power needs

RECOGNITION AND MARKETING ASSETS

Exact sponsor name for recognition

Website URL

Preferred social media tag

Public contact / call to action

- | | |
|--|---|
| ☐ Logo available in vector format | ☐ High-resolution logo available |
| ☐ Brand standards available | ☐ Approval required before publication |

Logo delivery contact, file link, brand colors, required legal wording, or recognition instructions

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BILLING CONTACT

Accounts payable contact

Accounts payable email

Billing phone

Tax ID / vendor setup requirement

Billing address if different from page 1

SPONSOR ACKNOWLEDGMENTS

- This application records interest or commitment but is not the final sponsorship agreement. Benefits, recognition, placement, exhibit space, tickets, deadlines, payment terms, cancellation terms, and any exclusivity must be confirmed in writing.
- The event does not guarantee attendance, media reach, impressions, leads, sales, or business results. Sponsor recognition depends on timely payment and delivery of usable logos, copy, links, and approvals.
- The sponsor will not use the event name or marks in a way that implies ownership, endorsement, or benefits beyond the written agreement. Sponsor activations must follow Fairgrounds, safety, insurance, fire, health, and event rules.
- Requests for category exclusivity, product sampling, speaking opportunities, special placement, additional signage, or custom benefits are requests only and are not approved until stated in the signed agreement.
- The applicant confirms that the signer is authorized to make the stated commitment or to negotiate the proposed sponsorship on behalf of the organization.

This form represents a confirmed commitment, subject to the final written agreement. ☐ Yes ☐ NoThis form is an expression of interest and requires further discussion before commitment. ☐ Yes ☐ No

Authorized sponsor signature (type or sign)

Date

Printed name

Title

COMMITTEE USE ONLY

☐ Agreement sent☐ Agreement signed☐ Payment received

Assigned location / booth

Amount received / date

Committee notes

PAYMENT: Make all checks and other payments payable to Rotary Club of Turlock.

Send Applications to: Turlock Rotary, PO Box 1713, Turlock CA 95381-1713 or email to applications@centralvalleyagshow.com