



Hello Friends & Supporters of the Lake County Fair!

For more than 65 years, the Lake County Fair Western Horse Show has attracted tens of thousands of spectators and participants to the Fair in August. Held during the second weekend of the Fair, the Western Horse Show features western pleasure, ranch horses, youth classes, and the exciting speed events of barrel racing, pole bending and flag racing. In 2025, fair attendance surpassed 195,000 visitors during its 10-day span!

Spectators of all ages enjoy watching the beautiful and talented horses compete. Our contestants work hard training all year and spend a great deal of time and money to bring their horses to the Fair for all to enjoy. The Lake County Fair is the highlight of the year for these horse owners and for the thousands of spectators who come to enjoy it. The support of local businesses and the generosity of sponsors and volunteers allows us to staff and fund these events. Contestants earn trophies, ribbons, gift certificates and prizes donated by local advertisers and the community.

The full grandstands that buzz with excitement provide an excellent advertising opportunity for your business. The arena is surrounded by bleachers and is adjacent to the food court. Advertising in the arena at the show is a unique opportunity for you to grow your business and show support for one of the largest events in Northwest Indiana. In addition to banner advertising, we include a printed program, Facebook advertising and announcements throughout the show. Prior to the show, social media posts, ads in our Program Book and event advertising helps spotlight your business to thousands of potential new customers.

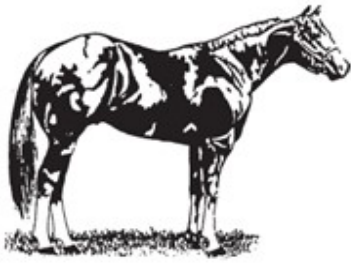
Please consider the attached advertising opportunities to help support this annual event. We are happy to customize a sponsorship package to fit your needs and accept any gift certificates or prizes to showcase your business. Feel free to contact us with any questions or for more information.

We Sincerely Thank You and Appreciate You!

Jennifer McCormick, *Western Horse Show Superintendent,*

Janette Doughman, *Barn Manager,*

The Western Horse Show Staff & Crew



LAKE COUNTY FAIR WESTERN HORSE SHOW SPONSORSHIP OPPORTUNITIES 2026

Thank you for your support of the 2026 Western Horse Show at the Lake County Fair. We are excited to have you join us on Aug 14th, 15th & 16th, as we showcase the best horses & riders in Northwest Indiana. Please indicate your preference below.

- ☐ **Platinum Sponsor - \$1,000 and up:** Banner on Main Sponsor Board in horse arena, Full page Ad in the Western Show Book, Name Featured on the Western Show T-shirt, Personal Ad announced Hourly during the show, Posts & Recognition on social media. Twenty single day fair passes.
- ☐ **Gold Sponsor - \$500 to \$999:** Banner in Main Horse Arena, Half-page Ad in Western show book, Name listed on Western Show T-shirt, Personal Ad announced hourly during the show, Fifteen single day fair passes. Social media recognition.
- ☐ **Silver Sponsor - \$225 to \$499:** Banner in Arena Grandstand, ¼ page ad in Western Show Book, Social media recognition, Personal Ad announced each session. 8 single day fair passes.
- ☐ **Bronze Sponsor - \$50 to \$224:** Name on Group Sponsor banner displayed at show, Social media post, Personal Ad announced each session
- ☐ **Banner Only:** \$150 ☐ **Business Card Ad in Program:** \$125
- ☐ **Class Sponsor:** \$40 ☐ **Buckle Sponsor:** \$75
- ☐ **Donation:** Gift cards & Cash at any level are always appreciated! _____

Contact name: _____ Phone: _____

Mailing Address: _____

Email: _____ Class preference: _____

Business Description: _____

Contact Janette at 219-765-9239 or Jennifer at 630-643-0822 with questions.

June 20, 2026 is our print deadline. Sponsorships accepted at any time!

Make checks payable to: LAKE COUNTY AGRICULTURAL SOCIETY

Your business card & logo can be emailed to: westernhorseshow@lakecofaircp.com

Mail checks to: Janette Doughman, 4350 W. Ridge Road, Gary, IN 46408