

**KENTUCKY STATE FAIR BOARD
SPONSORSHIP POSTING
FOR
PRESENTING SPONSOR OF
2027-2029 CHAMPIONSHIP TRACTOR PULL
AT THE
KENTUCKY EXPOSITION CENTER**

Date Issued: 2/10/2026

Closing Date: 3/10/2026

The purpose of this sponsorship posting is to solicit proposals pursuant to KRS 247.147 for the presenting sponsorship for the Championship Tractor Pull held in conjunction with the National Farm Machinery Show.

The Championship Tractor Pull consistently attracts significant interest, drawing more than 73,000 spectators across five sessions during the four-day event. With a worldwide audience within the agribusiness industry, the Championship Tractor Pull offers an exceptional platform to promote your products and associate your brand with one of the industry's most prestigious events.

An opportunity is available to serve as the presenting sponsor of the Championship Tractor Pull, held in conjunction with the National Farm Machinery Show, recognized as the nation's largest indoor farm machinery show.

Potential asset opportunities for the presenting sponsorship of the Championship Tractor Pull may include, but are not limited to:

1. Public identification of the sponsor when referring to the Championship Tractor Pull.
2. Identification as the title sponsor of the Championship Tractor Pull in all Organizer-placed advertising, including, but not limited to, magazines, newspapers, TV, and radio.
3. Championship Tractor Pull tickets and suites based on availability.
4. Promotional activations at the event as agreed upon between parties.
5. Fixed Signage and Digital Advertisements in Freedom Hall during the Championship Tractor Pull.
6. Advertisements in the Championship Tractor Pull program.
7. Promotional opportunities and identification within our in-house produced Pay-Per-View streaming of the Championship Tractor Pull.

Interested parties are encouraged to submit a written proposal that addresses the two factors listed below. Advertising, activation, and sponsorship shall be mutually agreed upon between the responder and the Kentucky State Fair Board.

Potential sponsors and opportunities will be evaluated to determine the "best value" for the

Kentucky State Fair Board and will be awarded a maximum of 2,000 points (a maximum of 1,000 points for each factor listed below) as follows:

1. Financial value to the Kentucky State Fair Board. Financial value may be monetary, trade, or in-kind; and
2. Enhancement of the Championship Tractor Pull experience.

This bid will be for a three-year commitment, with each year (2027, 2028, and 2029) submitted under a separate line item.

Proposals shall be received by 3/10/2026 at 5:00 PM, E.D.T. and addressed to:

Finance Department
Attention: Sponsorships
937 Phillips Lane
Louisville, KY 40209
Purchasing@kyvenues.com
(502) 367-5000

An entity that has a business or regulatory relationship with the Kentucky State Fair Board, or who may be lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity *only if* there is a clear benefit to the Kentucky State Fair Board, or the sponsorship promotes economic development or tourism in the Commonwealth.