Pursuant to 200 KAR 5:080, Sponsorships, the Kentucky State Fair Board hereby announces the availability of unlimited sponsorship opportunities to advertise on the premises of the Kentucky Exposition Center during the 2015 and 2016 North American International Livestock Expositions.

The North American International Livestock Exposition is an ideal platform to market your product and extend your name to an international audience in the livestock industry.

The North American International Livestock Exposition (NAILE) is the world's largest all-breed, purebred livestock exposition. Ten different species of livestock compete at the exposition, with the purebred beef and sheep events being the largest in the world. The exposition integrates world-renowned sales, cattle auctions and numerous programs for youth and collegiate students. Attendees and exhibitors from four continents and nine countries participate in NAILE including Canada, England, Australia, Costa Rica, Ireland, Vienna, Holland, Scotland and Columbia. Each year, entries total more than 29,000 and the economic impact totals $11.6 million over the course of the 14-day show.

The North American Championship Rodeo accompanies the event featuring the Great Lakes Circuit Finals of the Pro Rodeo Cowboys Association. This ticketed event brings the top performers together to compete for over $80,000 in prizes and the title of Circuit Champion. The total purse ranks among the top 10 percent of all PRCA rodeo prize money and is the second largest purse for a circuit finals.

The North American International Livestock Exposition is accepting written proposals for the following areas and events at the 2015 NAILE and 2016 NAILE:

Presenting Sponsorship of NAILE
Beef
Dairy
Equine
Sheep
Dairy Goat
Boer Goat

The evaluation factors to be considered in determining the “best value” for the Commonwealth of Kentucky as described in KRS 45A.070(3) are 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 NAILE experience

Interested parties shall reply by March 16, 2015, 4:30 p.m. EST with a written proposal that addresses the two factors listed. Sponsorships shall be mutually agreed upon between the responder and the Kentucky State Fair Board.
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 Commonwealth, or the sponsorship promotes economic development or tourism in the Commonwealth.

An award of sponsorship shall not constitute of an official endorsement of a particular company by the Commonwealth of Kentucky.

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