

Partnership Guide



3801 ARCHER PARKWAY
Cheyenne, WY 82009

307-633-4672
www.laramiecountyevents.com

ABOUT US



LARAMIE COUNTY EVENTS DEPARTMENT

The Laramie County Events Department manages all event facilities at the Archer Recreation Complex, including the Event Center at Archer, Archer Rodeo Arenas, and the Laramie County Motorsports Park. Laramie County Events also hosts and produces the annual Laramie County Fair along with various other events open to the community throughout the year.

2024 Events

PROVIDING A COMUNUNITY GATHERING SPACE



RV SHOW
(1)



**LIVESTOCK
SHOWS /
SALE/CAMP** (7)



**HOME
SHOWS** (2)



**INDOOR
EQUINE
EVENTS** (2)



**GUN
SHOWS** (2)



**COMMUNITY
FUNDRAISERS**
(3)



GRADUATION



**TRAIN
SHOW**



BANQUETS
(9)



DOG SHOWS
(2)



CRAFT SHOWS
(2)



ELECTIONS
(2)



**OUTDOOR
RODEOS**
(9)



MISC EVENTS
(2)



ANIME EXPO
(1)



**IN HOUSE
EVENTS**
(5)

PUBLIC EVENTS

In addition to internally produced events, there are a variety of events that are booked regularly within the Event Center. The additional events provide a wide range of attendees broadening your brand reach.

PRIVATE EVENTS

The Event Center also provides a venue space for an array of private events. The Event Center rents out the main floor, pre-function area, meeting rooms, dirt barn and arenas.

EXPAND YOUR REACH

Take advantage of the tens of thousands of potential customers that visit our complex each year.



2025 Internal Events

GIVING BACK TO THE COMMUNITY



COMMUNITY EVENTS

Reach out to the community through sponsoring and participating in events held at the Event Center at Archer. We have incredible opportunities for you to market your brand, reach new customers, and reinforce a positive business image within the community.

MEDIA OBJECTIVE

- Increase Brand Awareness
- Increase Community Engagement
- Generate Sales / Leads

2025 EVENTS PRODUCED BY LARAMIE COUNTY EVENTS



Frozen Fury on the Plains
Co-Produced with Visit Cheyenne
February 2025



Winter Knights
Co-Produced with Visit Cheyenne
February 2025



Laramie County Sportsman's Expo
March 2025



Rocky Mountain Pro Wrestling
March 2025



Laramie County Fair
July & August 2025



Laramie County's Spirit of Giving
Breakfast with Santa
Drive-In Movie | Coat Drive
December 2025

LARAMIE COUNTY SPORTSMAN'S EXPO



MARCH 14-16, 2025

The Laramie County Sportsman's Expo presents quality outdoor products and services to sportsmen and nature enthusiasts in the community and surrounding area. The expo provides an opportunity for the public to explore and discover new products and connect with other enthusiasts.

The expo features something for everyone including a FREE Activity Zone, with interactive stations. Past activities have included axe throwing, climbing wall, indoor curling and a kids casting competition. As well as the Wyoming Game Call Contest!

This event is FREE and open to the public with concessions available for purchase.

The Activity Zone sponsorship is available. There is also the ability to partner by providing prizes for contests. Custom sponsorships available.

WYO BOUNCE BASH



MARCH 1 - 2, 2025

Get Ready for the Brand New WYO Bounce Bash!

We're thrilled to introduce the WYO Bounce Bash, a brand-new event coming to the Event Center at Archer on March 1st and 2nd! This exciting event will feature over 30 inflatable bounce houses, slides, and attractions—fun for kids and teens! Whether you're bouncing, sliding, or just enjoying the vibrant atmosphere, there's something for everyone!

Event Highlights:

- Two jump sessions a day—plenty of chances to bounce!
- All-day passes available—jump as much as you want!
- Balloon Twisting to add even more fun to the day!
- Teen Night on March 1st, exclusive for ages 13-19.
- Have a special Birthday Kiddo? —We will be offering Party Packs.

Don't miss out on this brand new event, packed with high-energy fun for the whole family. Grab your tickets today and get ready for an unforgettable weekend at WYO Bounce Bash! See you there!

LARAMIE COUNTY FAIR



AUGUST 2025

Laramie County Fair is Wyoming's Oldest & Largest Fair. For 117 years, the Laramie County Fair has been providing a place for our community to showcase their hard work, talents, and potentials. The Fair includes a multitude of livestock shows, static exhibits, and entertainment shows as well as food and drink for all ages.

This event is open to the public. Admission to the fair is free with only a few ticketed events.

There are various sponsorship level opportunities as well as presenting event sponsorships available.

Sponsor tickets for the military or LCCC students!

VOLUNTEER/SERVICE OPPORTUNITES

There are many people in the community that help the fair be successful. We have opportunities for individuals and groups!

SPORTING EVENTS



MARCH 2025



ROCKY MOUNTAIN PRO WRESTLING

Join us for a night of thrilling bouts and unmatched entertainment, where everyone will battle for supremacy. Whether you're an ardent follower of pro wrestling or just looking for a fun night out, this event promises to be action-packed, riveting, and memorable. Kids will be captivated by the superhero-like characters, impressive athleticism, and compelling narratives that run throughout the show.

This ticketed event is open to all ages.
Corporate Tables are available for purchase.
Presenting sponsorships available.

Sponsor tickets for the military or LCCC students!

SPIRIT OF GIVING



DECEMBER 2025

Laramie County Events Department gets in the holiday spirit with a few December events. Each year we host an Indoor Drive-In Movie, Breakfast with Santa, and Coat Drive.

These events are FREE and open to the public.

The events are open to sponsorships in order to provide them FREE to the public. Set up a sponsorship today and support the community while building your brand.

VOLUNTEER/SERVICE OPPORTUNITES

Help us give back to the community! We have volunteer opportunities for individuals and groups!

BUILDING SPONSORSHIPS



LEAVE A LASTING IMPRESSION

As a new building there is an abundance of sponsorship opportunities within the Event Center at Archer. The new Event Center hosts a variety of public and private events throughout the year with tens of thousands of members of the local and visiting public filtering through over the course of the year.

Put your company name and branding out there for all of our visitors to encounter. Let our Event Center help build your brand awareness, create sales leads, and increase your community engagement. Our team can create a sponsorship package to fit your unique needs and company personality and *leave a lasting impression!*

Venue Billboards

8' X 4' SIGN



12 MONTH COMMITMENT

Partner with us to showcase your business with an 8'x4' coroplast billboard prominently displayed in our event center for 12 months! Your business will benefit from the high foot traffic generated by our wide variety of events, including both private functions and community gatherings. This year-long opportunity guarantees consistent visibility to a diverse audience, ensuring your brand is seen by thousands of potential customers throughout the year. It's a simple, impactful way to promote your business to our vibrant community.

One time printing cost of \$300

\$2,500

3 YEAR COMMITMENT

The sign will remain the same for the duration. There is the potential to change it twice a year. Printing costs will be incurred.

\$7,000



3801 ARCHER PARKWAY
Cheyenne, WY 82009

307-633-4672
www.laramiecountyevents.com
mmunoz@laramiecounty.com