

Come Join our Sponsorship Family

WESTERN NAVAJO

Fair

SPONSORSHIP PACKET

OCTOBER 8 - 11, 2026

WESTERN NAVAJO FAIRGROUND



Dawnae Yazzie
Miss Western Navajo

www.westernnavajofair.org



TRADITION
STRENGTH
RISE
CULTURE
COMMUNITY
FAMILY
RESILIENCE
FRIENDS



**PARKS & RECREATION
DEPARTMENT**
To 'Nanees 'Dizi Local Government

P.O. Box 727, Tuba City Arizona 86045
Telephone: 928.283.5544 Fax: 928.283.3288
[http: www.westernnavajofair.org](http://www.westernnavajofair.org)
email: parks.recreation@techapter.org

Durann Begay, Executive Manager
Vacant, Acting Parks & Rec. Manager
Vacant, Parks & Rec. Coordinator
April Lynn Fowler, Event Coordinator
Vacant, Vending Coordinator
Juan Salas, Office Assistant

April 24, 2026

Greetings,

The **Western Navajo Fair** is proud to return for another exciting year of celebration, culture, and community. As one of the premier fairs on the Navajo Nation, we are committed to making the **2026 Western Navajo Fair** the largest and most engaging yet.

First, thank you for considering joining the Western Navajo Fair Sponsorship Family. To our returning sponsors, welcome back—your continued support plays a crucial role in making this fair one of the most dynamic and innovative community celebrations in the region. Because of sponsors like you, the Western Navajo Fair continues to grow in attendance, recognition, and impact each year.

Mark your calendars for **October 8–11, 2026**, at the Western Navajo Fairgrounds in Tuba City, Arizona.

Located next to Moenkopi, Arizona, and serving as a central gathering place for surrounding communities across Arizona, New Mexico, and Utah, the fair draws an estimated **15,000–20,000 attendees** over four days. Each year, we also receive calls from visitors traveling from California, Oregon, Canada, and other areas who plan their trips around fair dates and lodging availability—demonstrating that the reach of this event extends far beyond our immediate region.

As one of the youngest major fairs on the Navajo Nation, the Western Navajo Fair has rapidly grown into one of the most anticipated events of the year. The enthusiasm surrounding the fair continues to expand, and we invite you to be part of that growth.

What's in store for 2026?

The Western Navajo Fair offers a wide variety of cultural, recreational, and entertainment events for all ages, including:

- Rodeo events and specialty rodeos
- Traditional Pow Wow and cultural demonstrations
- Parade through the heart of Tuba City
- Vendor marketplace and food booths
- Youth activities, wellness events, and family-centered programming
- Carnival and fair attractions
- Fashion show, community events, and special interest activities
- Nightly Main Stage Entertainment at our amphitheater, which accommodates over **4,000 attendees at one time**

Throughout the four-day event, the fairgrounds become a central hub where families, elders, youth, and visitors gather to celebrate culture, tradition, and community.

Why Sponsor?

Becoming a sponsor of the Western Navajo Fair provides a meaningful opportunity to promote your business while directly supporting a large-scale community event. Your organization will receive broad visibility not only during concerts, but across **every major event area and high-traffic location** throughout the fairgrounds.

Your business will be featured on official fair marketing materials, including flyers, posters, digital advertisements, the Western Navajo Fair website, and social media outlets. We utilize modern marketing strategies along with on-site signage to ensure maximum exposure for our sponsors.

We offer sponsorship levels designed to fit a variety of budgets, each with exclusive benefits such as banner placement, parade entry, vendor booth space, premium passes, and recognition across the fairgrounds.

We are dedicated to ensuring our sponsors receive exceptional recognition and marketing value throughout the entire event.

Join the Sponsorship Family

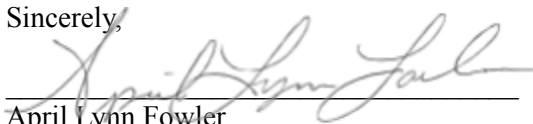
We invite you to be part of the **2026 Western Navajo Fair** and its continued success.

For more information regarding sponsorship levels and benefits, please contact the Western Navajo Fair Office at (928) 283-5544 or via email at parks.recreation@tcchapter.org.

We look forward to partnering with you and making the 2026 Western Navajo Fair an unforgettable experience for our community and visitors alike.

Thank you,

Sincerely,



April Lynn Fowler
Event Coordinator
Western Navajo Fairgrounds

WNF Events:

Cultural Events
MWN Pageant
Country Dance
Exceptional Rodeo
Cancer Walk
Junior Rodeo
Main Stage
Free Bingo
HWY 160
Bull Riding
Headline Concerts
Pow Wow
Elder Fest
Carnival
Parade
Vendors
Kids Day
Women's Rodeo
Song & Dance
Fashion Show
And so much more...

WESTERN NAVAJO

Fair

SPONSORSHIP LEVELS

MOTHER OF PEARL: \$100 - \$1,249

- * Your company logo on all official WNF flyers and the WNF website

ABALONE: \$1,250 - \$2,499

- * Your company logo on all official WNF flyers and the WNF website
- * 1 - Premium/Sponsor Passes

JET: \$2,500 - \$4,999

- * Your company logo on all official WNF flyers and the WNF website
- * 1 - 3'x4' Banner - Hung at Entrance to Fair
- * 2 - Premium/Sponsor Passes

TURQUOISE: \$5,000 - \$9,999

- * Your company logo on all official WNF flyers and the WNF website
- * 1 - 3'x8' Banner - Hung at Entrance to Fair
- * 4 - Premium/Sponsor Passes
- * One Parade Entry (Reserved Section) or Exhibit Booth @ Fairgrounds

CORAL: \$10,000 - \$14,999

- * Premium on all official WNF flyers and WNF website (Larger logo placement)
- * 2 - 3'x8' Banner - Hung at Entrance to Fair/Area of your choosing
- * 8 - Premium/Sponsor Passes
- * One Parade Entry (Reserved Section) and/or Exhibit Booth @ Fairgrounds

VENUE: \$15,000 - \$19,999

- * A Venue/Tent named after your company - First come, first serve
- * Premium Spot on all official WNF flyers and WNF website
- * 3 - 3'x8' Banner - Hung at Entrance to Fair/Your selected venue
- * 12 - Premium/Sponsor Passes
- * One Parade Entry (Reserved Section) and/or Exhibit Booth @ Fairgrounds

MAJOR VENUE: \$20,000 - \$24,999

- * Major Venue/Tent named after your company (entire WNF weekend)
- Same package as "Venue"
- 16 - Premium / Sponsor Passes

AMPHITHEATER: \$25,000 +

- * Tuba Ciy Amphitheater named after your company (entire WNF weekend)
- Same package as "Venue"
- 20 - Premium/Sponsor Passes

WESTERN NAVAJO Fair

SPONSORSHIP WILL BE CONFIRMED ONCE FULL PAYMENT HAS BEEN RECEIVED

Make checks payable to: Tuba City Chapter PO Box 727, Tuba City, AZ 86045

To confirm your sponsorship, you can call the Western Navajo Fair at 928.283.5544

SPONSOR INFORMATION

SPONSOR/COMPANY NAME

PHONE NUMBER

PRIMARY CONTACT

PHONE NUMBER

ADDRESS

CITY, STATE, ZIP

EMAIL ADDRESS

FAX NUMBER

FEDERAL EMPLOYEE ID

TYPE OF SPONSORSHIP

CHECK#

\$
AMOUNT

LEVEL OF SPONSORSHIP

All sponsorships will go toward the Western Navajo Fair in general unless otherwise noted

SPECIFIC EVENT SPONSORING (IF APPLICABLE)

The undersigned Sponsorship confirms that your company is an Official Sponsor of the Annual Western Navajo Fair (WNF) and is entitled to what has been offered and paid for.

COMPANY REPRESENTATIVE SIGNATURE/DATE

WNF MANAGER'S SIGNATURE/DATE