



CASTLE ROCK
CHAMBER



The Douglas County Fair Parade is a family tradition which originated in 1955 and has long since become a staple of the summer's liveliest weekend of the Douglas County Fair & Rodeo's public events.



July 25, 2026



9:30am Start Time



Downtown Castle Rock



Community patrons watching 100+ parade participants.

Nearly 18,000 attending in downtown Castle Rock

Douglas County Fair Parade

Sponsorship Levels

Platinum Sponsor - \$2,000

- Premium Parade entry location in line up
- Verbal recognition during announcements
- Logo recognition in all marketing collateral and on event page
- Participation of Business Owner to be a judge
- Optional 15-30 second promotional video

Gold Sponsor - \$1,500

- Prime Parade entry location in line up
- Verbal recognition during announcements
- Logo recognition in all marketing collateral and on Parade event page
- Dedicated social media post promoting business/organization

Transportation Sponsor - \$1,200

- Prime Parade entry location in line up
- Sponsor provides 4 cars for Chamber dignitaries in parade, logo on vehicles
- Verbal recognition during announcements
- Logo recognition in all marketing collateral and on event page

Silver Sponsor - \$1,000

- Parade entry location in first 30 positions
- Logo recognition in all marketing collateral and on event page

Bronze - \$800

- Secondary Parade entry location
- Logo recognition in all marketing collateral and on Parade event page