

Elko County Agricultural Association, District #4

Aka Elko County Fair Board

P.O. Box 2067, Elko, NV 89803

775-738-3616 Office Phone 775-397-2769 cell 775-778-3468 Fax

PUBLIC MEETING NOTICE

The Elko County Fair Board will meet in a regular Monthly meeting:

Wednesday January 14, 2026, at 5:30 p.m.

Elko County Nannini Administration Building Suite 102 569 Court Street Elko, NV 89801, Elko, Nevada

All Public is welcome. Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the Elko County Fair Board by email: ecfbsecretary@gmail.com or by calling 775-397-2769

Join Zoom Meeting

<https://us06web.zoom.us/j/88609294889?pwd=rrKzxYL3ctu0pYVp4Ld9XwjYFwwwO9.1>

Meeting ID: 886 0929 4889

Passcode: 332800

The Chairman reserves the right to change the order of the agenda and if the agenda is not completed to recess the meeting and continue another specified date and time. The public can comment on any agenda item by being acknowledged by the chairperson while the fairboard considers that agenda item.

- **Call to order:** Chairman
- **Prior Meeting Minutes:** *Action Item*
the approval of November 11, 2026 meeting minutes.
- **Board, Staff & Committee Vacancies/Appointments:** *Action Item*
Appoint board members for the positions that expired at the end of the year and appoint staff to various positions.
- **Public Comment:** *Information Item*
Pursuant to NRS 241 this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.
- **Elko Swim Meet Banquet:** *For Possible Action*
Discussion and consideration of a donation for the Elko Swim Teams Banquet at the Exhibit Hall.
- **Fairgrounds Improvements / Budget Requests:** *Action Item*
Discussion on upcoming spring projects at the Elko County Fairgrounds.
- **2026 Elko Co Fair planning:** *Action Item*
Update on progress with 2026 Elko Co Fair planning and events.
 - **Livestock rule book:** rule changes and approve book for 2026
 - **Racing-Stakes Races, Parimutuel, Conditions book:** Discussion and consideration on the 2026 racing dates, added money for the stakes races and advertising the stakes races in February/March mailing and through Spark light Advertising.
 - **Advertising fair:** advertising suggestions, using Spark Light Advertising, Key Marketing Solutions for Meta Business, and the magazines coming up.
 - **Other Fair Business**
- **Grounds Report:** *For Possible Action*
Discussion and consideration of the projects that have been done, going to be done with the improvement and upkeep of the Elko County Fairgrounds. Discussion on the ARPA funds and the plan, going forward on the bathroom projects. Clubhouse improvements.
- **Treasurers Report** *Action Item.*
Discussion and consideration of the monthly financial report, present bills needing to be paid/and bills already paid.
- **Committee Reports:** *For Possible Action*
 - Office: JJ Roemmich
 - Home Arts/Admission's: Cori Rainwater
 - Stockhorse: John Ross Tony Buzzetti, Jay Dalton, Tyler Seal
 - Marketing-Promotions: Daryl Santos, JJ Roemmich
 - Racing-Pari-mutuel: Justin McDermott, Yolanda Duran, Justin Wines
 - Vendors/Concessions: Kameron Clifford
 - Livestock Show & Sale: Jay Dalton, Justin McDermott
 - Other Committees reporting
- **Public Comment:** *Information Item*
This time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

Next Meeting dates: February 11, 2026, at 5:30 pm

Elko County Nannini Administration Building Suite 102 569 Court Street Elko, NV 89801, Elko, Nevada

ADJOURNMENT

This Notice is posted pursuant to NRS 241 as amended by the 2017 legislature and is to be posted at the following places no later than three full working days before the meeting:

Elko County Managers Office bulletin board, City of Elko City Hall, Elko Post Office, Elko County Fairgrounds office

REQUEST FOR AGENDA INFORMATION:

The public may acquire this agenda and supporting materials, pursuant to NRS 241 by contacting JJ Roemmich, Executive Assistant, at (775)397-2769 or via Email: ecfbsecretary@gmail.com or on the website www.elkocoountyfair.com



ELKO COUNTY FAIR BOARD

PUBLIC MEETING MINUTES

WEDNESDAY

NOVEMBER 12, 2025 5:30 pm

Elko County Nannini Administration Building Suite 102

569 Court Street Elko, NV 89801



BOARD MEMBERS PRESENT:

Tony Buzzetti John Ross Tyler Seal
Jay Dalton Justin McDermott Cori Rainwater Justin Wines-via zoom

BOARD MEMBERS & STAFF NOT PRESENT:

Daryl Santos Yolanda Duran-Parimutuel
Ben McKnight Kameron Clifford

STAFF PRESENT

J.J. Roemmich, Secretary/Treasurer
Justin Reeves, Grounds Manager

GUESTS:

Elko County Fair Board Chairman Tony Buzzetti called the regular monthly meeting to order at 5:33p.m.

Minutes: *Action Item*

Meeting Minutes from the Regular monthly meeting October 8, 2025. John Ross moved to approve the meeting minutes as presented, Justin McDermott seconded the motion, all approved.

Public Comment: *Information Item*

No public comment.

Elko Lions Club: *Action Item*

The Elko Lions Club is assisting in doing the fireworks celebration at the fairgrounds for the July 4th celebration. They are asking the fairboard to continue the same donation they have for the past shows. Tyler Seal moved to continue the donation for use of the fairgrounds for the July 4th fireworks celebration. Jay Dalton seconded the motion all approved.

Grounds Rental Rates, Contracts, Livestock show vet checks, arena signs and banners: *Action Item*

Discussion on the contracts and the changes included adding the livestock vet checks to the contract. Jay Dalton made the motion to accept the contract with changes and Tyler Seal seconded the motion. All approved.

Fair Seating / Grandstand policies updates: *Action Item*

Discussion on the seating policy and needing to add in the box seat waiting list and how to handle when someone is on the list that is deceased and needing to take them off the list. Jay Dalton moved to refer this to the executive committee to clean up the waiting list, review it and see if we can condense it down and bring a recommendation back to the board. John Ross seconded the motion all approved. Also need to clarify and add in that coolers and food cannot come in during the races. Also need more ticket takers.

Grounds Reports and Improvements Update: *For Possible Action Item*

Justin Reeves reported everything is slow right now and leaves are still getting picked up. Nothing else to report.

Treasurers Report: *Action Item*

JJ Roemmich presented the report from October 9, 2025, to November 5, 2025. Bills that have been paid, bills still owed and any for claims to the funds. The total bills paid/unpaid were \$139,731.48 Justin McDermott made a motion to approve the report as read with \$139,731.48 paid in bills. Tyler Seal seconded all approved.

Committee Report: *For Possible Action Item*

- Office: JJ Roemmich Nothing else to report.
- Home Arts/Admissions: Cori Rainwater nothing to report.
- Stockhorse: John Ross reported we had a meeting 3 weeks ago. Jay Dalton reported we discussed the schedule, and we are going to try to get the hot iron back at least possibly on the finals of the branding. Nothing else to report
- Racing/Pari-mutuel: Justin Wines just had a conversation with United Tote and haven't really exchanged the numbers yet and what we need for them next year. We will need to make improvements to the ticket windows.
Justin McDermott is not having any luck on his side and will keep working on it. Nothing else to report.
- Vendors/Concessions: Nothing else to report.
- Marketing and Promotions: Nothing to report.

- **Livestock Show & Sale- Committee**- Jay Dalton reported meat packer did an excellent job. Have some kids that haven't been paid due to the not turning in their stuff. Livestock meeting on the 20th. Nothing to report.
- **Other reporting items:** Nothing to report.

Public Comment: *Information Item*
No Public Comment.

Next Regular Meeting Date:

Wednesday January 14, 2026 @ 5:30 pm

Elko County Nannini Administration Building Suite 102 569 Court Street Elko, NV 89801, Elko, Nevada

Meeting Adjourned.

Respectfully Submitted,

JJ Roemmich

Jennifer JJ Roemmich

Elko County Fairboard Secretary

ELKO COUNTY FAIR BOARD TREASURERS REPORT- UPDATED
November 7, 2025 thru January 7, 2026

budgeted for 2025-2026

According to bills put in

600 Fund Improvement Fund

budget availab

\$21,000.00
\$19,997.71
601 Fund Operating

budget availab

\$54,000.00
\$21,274.72
615 Fund Race Purse Fund

to date

\$24,376.46
Collections mth
Revenue Month

Jul	Jun	\$3,807.83
Aug	July	\$4,238.86
Sept	Aug	\$4,681.88
Oct	Sept	\$3,595.82
Nov	Oct	\$4,496.30
Dec	Nov	\$4,224.14

Collections mth
Revenue Month

Jan	Dec
Feb	Jan
Mar	Feb
Apr	Mar
May	Apr
Jun	May
July	June


Bank Balances

EFCU #1	current balance	\$36,401.01	Elko Federal Credit Union Checking Account	\$65,855.79
EFCU kids class CD		\$5,860.54	Elko County Livestock Show & Sale checking Acnt	\$15,727.02
EFCU 03 Balance race nomination monies only**		\$65,824.53	Elko County Livestock Accnt Savings	\$20,844.31

BILLS

	<u>to claim *</u>
Print N Copy	756.70
Hunt N Sons	352.37
Napa	161.65
Rodeo Ticket (chargeback)	161.60
Home Depot	143.10
Everything Elko (silver state trade show ad)	820.50
Elko Daily Free Press (thank you ad)	3,668.70
Western Nv Supply	184.92
Coastline Equipment	48.00

Utilities & Services paid each month

NV Energy	\$1,950.99
Elko Municipal Water Dept	\$1,733.88
Southwest Gas	\$467.92
City of Elko Landfill	
Elko Sanitation monthly dumpster	\$368.50
Norco	\$54.29
Frontier	\$1,862.78
Elko County Nev employee ins	\$3,036.00
PERS	\$6,193.64
Payroll Taxes	\$2,264.58
Payroll	\$20,020.00
Go Daddy	\$37.96
Halo Pest Service	\$150.00
Ruby Mountain Spring Water	\$150.00
Anthem Broadband	\$940.00
Terrys Porta Potties	\$321.00
Western States Propane	\$75.00

<u>Income grnds</u>	Monthly Stalls	\$240.00
	Overnight Stalls	\$80.00
	Event Stalls	
	Buildings & Grnds Rental	\$1,720.00
	Reservation Deposits	
	Electrical hookups	
	Shavings / Hay	\$40.00

Room Tax money received	Nov	\$10,046.75
	Oct	\$20,088.80

Elko Fed CU Visa Details on Back 4,044.72

Sent to county for claim on budget approval

Total to Claim Operating Fund 2025-26

Total To Claim Improvement fund

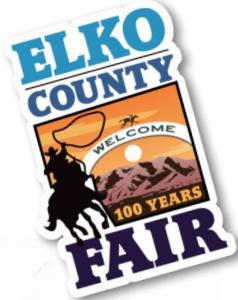
 Total Paid **\$49,893.80**
CREDIT CARD CHARGES
EFCU Visa

3-Dec Office Max	\$557.21
1-Dec Adobe Inc	\$59.99
17-Nov Costco (tax forms)	\$196.05
19-Nov USPS	\$27.68
20-Nov Office Max	\$22.48
21-Nov USPS	\$11.40
24-Nov AT&T	\$274.99 caretaker phone
24-Nov AT&T	\$197.77 caretaker phone
11/28/2026 Amazon	\$15.40
8-Dec Sparklight	\$110.00
2-Jan Adobe Inc	\$59.99
5-Jan AT&T	\$689.26
6-Jan Sparklight	\$1,822.50
TOTAL	<u>4,044.72</u>

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LIVESTOCK EXPENSES

Checks haven't clear	Khloe DelRio ck 1461	\$893.00
Carter Carroll ck 151		\$1,923.00
		<u>\$2,816.00</u>

AUGUST 28, 29 SEPTEMBER 4-7, 2026



RACE 1
**76th ANNUAL
ELKO INTERMOUNTAIN
QUARTER HORSE FUTURITY
FOR TWO YEAR OLDS
350 YARDS**

\$20,000 ADDED

Trials will be run August 28
Finals Run on September 7

RACE 2
**44TH ANNUAL ELKO COUNTY
QUARTER HORSE DERBY
FOR THREE YEAR OLDS
400 YARDS**

\$15,000 ADDED

Trials will be run August 28
Finals Run on September 7

**ELY/ELKO THOROUGHBRED
ALLOWANCE**

5 1/2 Furlongs 3 yr. olds & Up
Trials to be run in Ely \$6,000 purse
Finals will be run in Elko
\$10,000 purse

Race 3

THOROUGHBRED DERBY

6 1/2 Furlongs 3 yr. olds
Trials to be run Aug 28/29
Finals will run Sept 6/7
\$10,000 added
\$400.00 to enter
\$100 payments due May, June, July, Aug

Please provide a copy of the registration papers!!

ELKO STAKES RACE NOMINATION FORM

HORSE NOMINATED: _____

SIRE: _____ MARE: _____

YEAR OF BIRTH: _____ SEX: _____ RACE # ENTERED: _____

OWNER: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL PHONE: _____

EMAIL: _____

TRAINER: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL PHONE: _____

EMAIL: _____

TOTAL AMOUNT ENCLOSED: _____

CREDIT/DEBIT CARD: ADDITIONAL FEE: 4.0%

CARD NUMBER: _____

EXPIRATION DATE: _____ ccv: _____

SIGNATURE OF OWNER OR AGENT: _____

PAYMENT SCHEDULE FOR Races 1 & 2

****If paying in full before April 1, \$500.00 Payment Schedules**

PAYMENT DUE	LATE PAYMENT SCHEDULE Must Be postmarked by the 1st of each month or this is what is owed!
<u>DATE</u>	
April 1 st - \$120.00	
May 1 st - \$120.00	<u>May 1st \$500 plus 3 remaining payments</u>
June 1 st - \$120.00	<u>June 1st \$700 plus 2 remaining payments</u>
July 1 st - \$120.00	<u>July 1st \$1,000 plus 1 remaining payment</u>
August 1 st - \$120.00	<u>Aug 1st \$2,500 must be postmarked Aug 1st</u>

Total of regular payments \$600.00

In the event sustaining fees are not paid on time, horse may be made eligible by paying a \$75 penalty and bringing payments current within 30 days of the missed payments. Horses entering the race are bound by conditions. Use separate forms for additional entries.

*****NOMINATIONS RECEIVED AFTER-**

After AUGUST 15th to day of entry—\$5,000
**(CASH, MONEY ORDER, CASHIERS CHECK
CREDIT/DEBIT CARDS)**

Credit / Debit cards additional Fee OF 4.0%
MAKE CHECKS PAYABLE TO:

ELKO COUNTY FAIR BOARD
MAIL TO: PO BOX 2067 ELKO, NV 89803

More forms and condition books available at:
www.elkocountyfair.com

Call: (775) 397-2769 email: ecbfsecretary@gmail.com

ELKO COUNTY FAIR CONDITIONS, RULES AND REGULATIONS

The Provisions on the reverse side are incorporated herein by reference.

SCHEDULE: The trials for some of the stakes races may be held either on Friday, August 28 or Saturday August 29. **Actual dates of the trials can change at a later date once entries numbers are established.** Finals for all stakes will be held on Sunday September 6, or Monday, September 7, 2026.

ELIGIBILITY: These stakes are open to Quarter horses registered with the American Quarter Horse Association. An owner may nominate as many entries as desired, but **MUST** designate the appropriate race when nominating. If an entry is dropped or withdrawn, it is the responsibility of the owner to properly designate which of the entries has been withdrawn. In case of sale or transfer, please notify the Elko County Fair Board of correct ownership, spelling and address of new connections. The Elko County Thoroughbred Futurity and Derby purse programs have changed and all information and conditions will be addressed in the Elko Co Fair Race Condition book.

ELIMINATION TRIALS: Each elimination trial shall be raced under the same conditions and distance as the finals. In the event exactly ten horses are eligible to run in the Quarter Horse Stakes, no time trials will be held for that event. In case of a tie, the horses involved shall draw lots to determine who will run in the finals. Should a horse be disqualified during the running of the trials, said horse will receive the time of the horse they are placed behind plus .01 of a second. Should mechanical failure occur with the electric timers during the running of the trials, or if in the opinion of the Board of Stewards, track conditions should materially change during the running of the trials that would give an unfair advantage or disadvantage, the finalists shall be selected on a basis determined by the stewards to be most equitable and fair under the circumstances. Should any or all of the front gates of the starting gate fail to open during the running of the trials, the horse behind said stall doors shall be declared a non starter, and no liability shall be incurred beyond the return of all nominating, sustaining and penalty payments paid on such horse. Shall the gate malfunction during the finals; said horse shall receive last place money or an equal distribution of last place monies in the event of a scratch. In the event of coupled ownership during the trials, should any part of the entry be disqualified, it may disqualify the entire entry. Entries in the trials owned wholly or in part by the same owner or trained by the same trainer, will be split if possible. **IN ALL CASES, THE DECISION OF THE STEWARDS IS FINAL AND BINDING.** Nominating, sustaining and penalty payments are accepted only on the condition that all parties involved agree to abide by the decision of the Board of Stewards. **If any horse is scratched from a final being run without qualifying finals trials there will be no refund of nominating, sustaining, for late fees and the horse will not be eligible for purse money in that race.**

PURSE DISTRIBUTION: All the nominating, sustaining and penalty payments plus all added money shall make up the finals purses with the following exception: **(All trial purses will be deducted at \$2,000.00 per trial run and 15% of horsemen's fees will be deducted for office fees). Any final monies not collected; by person or persons earning them; before December 31st of the current year earned will be relinquished back to the Elko County Fair Board no exceptions.** Trial and Finals purses to be distributed as follows:

Quarter Horse Stakes- 40/20/10/8/6/5/4/3/2/2

REGISTRATION PAPERS: Official American Quarter Horse Association Foal Certificates must be on file with the racing office prior to racing.

REPRESENTATION: The undersigned represents that he and all person for whom he is acting are familiar with the rules and regulations governing horse racing as promulgated by the Nevada Gaming Control Board and such persons agree to be bound by and comply with the same, and with the acts and decisions of the Board of Stewards of the subject race meet. Such persons further agree that all nominations, payments and entries into these races, together with all stall reservations are tendered and accepted, subject to all rules and regulations of the Nevada Gaming Control Board. **All owners and trainers have to be licensed to obtain license information please call Nevada Gaming Control @ (775)738-7191.**

DISCLAIMER: Horses, who have started in the trials and later found to have used any illegal medication as prescribed by the Nevada State Racing Rules, will not be allowed to run in the finals. Any horse receiving a bad test, as prescribed above, shall forfeit all awards, purses, prizes or other considerations. *Elko County Fair Board reserves the right to cancel, change or reschedule these stakes races and/or the trials for any reason it deems good and sufficient.*

STALLS: DURING THE SUBJECT RACE MEET WILL BE AVAILABLE AT THE ELKO COUNTY FAIRGROUNDS, \$15.00 PER STALL CHARGE (INCLUDES 1 BAG OF SHAVINGS). STALLS MUST BE RESERVED WITH THE ELKO COUNTY FAIR BOARD AND STALL RESERVATIONS MUST BE MADE PRIOR TO JULY 15TH. IF STALLS AREN'T RESERVED THE STALLS BECOME AVAILABLE ON A FIRST COME FIRST SERVE BASIS ONLY NO EXCEPTIONS!! STALLS ARE NOT TRANSFERRABLE!!

Horsemen will be allotted stalls with the understanding that the occupant of each stall allotted will have a minimum of one (1) start and that their horses are fit and ready to run. If the trainer does not comply such horse(s) not in compliance may be asked to vacate said stall(s) and be replaced by another horse or horses, or the stall(s) may be given to another trainer with a horse that is fit and ready to run.

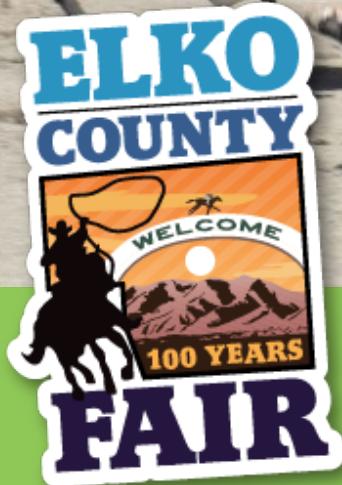
NO CHECKS WILL BE ISSUED WITHOUT TAX ID NUMBER AND CORRECT MAILING INFORMATION FILED IN THE FAIR OFFICE!!!!

UPON COMPLETION, MAIL TO:
ELKO COUNTY FAIR BOARD, PO BÓX 2067, ELKO, NV 89803

*For more information please contact the fair secretary JJ Roemich @ (775) 397-2769.
Email: elkocountyfair@hotmail.com or fax (775) 778-3468*

Nomination forms and further information are also available at www.elkocountyfair.com





YOUR COMPREHENSIVE CAMPAIGN PROPOSAL
DRIVE YOUR BUSINESS WITH THE POWER OF DIGITAL ADVERTISING

THE CUSTOMER JOURNEY

From brand awareness to retention, the path to purchase consists of different phases - each one a huge opportunity to turn a potential customer into an engaged advocate. By utilizing a strategic mix of tactics that encompass different stages of the journey, you can begin watching your customer conversions grow.

- Brands using display, mobile, social and video marketing simultaneously achieve up to 500% improvement in ROI
- On average, multi-channel customers spend 3-4X more than single-channel customers
- Consumers who see ads on multiple channels also have a 24% higher conversion rate than those who see them via one channel

AWARENESS

Websites
SEO
Targeted Display/Video
OTT/CTV
YouTube Ads
Social Media Ads
Digital Audio
Website Blog

CONSIDERATION

Websites/Landing Pages
SEO
Targeted Display/Video
Dynamic Auto Display Ads
OTT/CTV
Google Ads/SEM
YouTube Ads
Social Media Ads
Digital Audio
Website Blog

CONVERSION

Landing Pages
Targeted Display/Video
Dynamic Auto Display Ads
Geofencing & Conversion Zones
Addressable Geofencing
Retargeting
Google Ads/SEM
Social Media Ads

RETENTION

Targeted Display/Video
Geofencing and Conversion Zones
Addressable Geofencing
Retargeting
Social Media Ads
Social Media Posting



Sources: [Bridge](#) | [AlexaBlog](#)

OBJECTIVE:

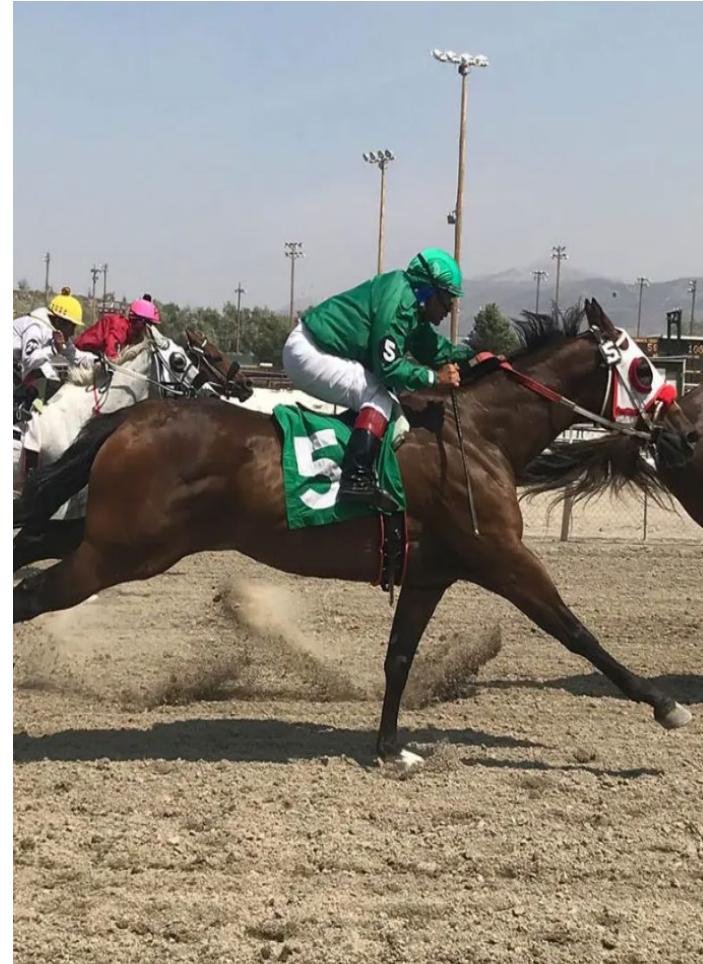
Targeting Racehorse Owners/Race Attendees

SET THE STAGE FOR HIGH CONVERSIONS
DURING YOUR EVENT

Promoting a sale or event puts you in a position to generate a lot of conversions and encourage people to make a purchase sooner within the customer journey. Maximize your event potential with a campaign that has the most relevant and impactful tactics.

THE POTENTIAL OF EVENT MARKETING

- Draw the right eyes to your race event, increasing the possibility of conversions
- Target owners/attendees who are highly likely to be interested



TARGETED DISPLAY

REACH CUSTOMERS WHO HAVE THE INTENT TO PURCHASE YOUR PRODUCTS OR SERVICES!

Targeted display is a simplified and more robust tactic which can help you drive stronger conversion rates.

It encapsulates contextual targeting, behavioral targeting, demographic targeting and keyword targeting all under one umbrella.

With targeted display, we'll make sure your ad is served to users who have demonstrated the intent to purchase based on their online activity, including:

- Content they've read
- Websites they've visited
- Searches they've done on contextual websites

You'll also get to deliver your message to users based on their associated demographics and geolocations.

Targeted Display tactics can include Intent Targeting (Search and Contextual), Geofencing, Addressable Geofencing, Event Targeting, and Site Retargeting. The tactic(s) chosen for your display campaign are based on your campaign goals and budget.



GEOFENCING & CONVERSION ZONES

TARGET USERS BASED ON WHERE THEY GO IN THE REAL WORLD!

Utilizing GPS location services, we build a virtual fence around any physical location, rooftop or property line. We tag the mobile device of anyone entering this fence and deliver your message on any device they use. Conversion zones then allow us to report how many of those users saw your message and came to the conversion zone, typically your store.

Accurate down to

10
FEET

Ads are served up
to

30
DAYS

after users leave the
geofenced area

**FOOT
TRAFFIC**

Attribution with
Conversion Zones

Target users visiting
your **COMPETITORS**
and **TRACK HOW
MANY** came to your
location after seeing
your message.



For time sensitive locations, such as concerts or football games, use event targeting to reach the attendees. Event targeting does not include conversion zones.

ADDRESSABLE GEOFENCING

REACH USERS ON ALL DEVICES IN THE HOME

Target specific households and businesses anywhere in the United States. We'll take your customer list, create a geofence around each address, and then digitally target all the devices in that location. You can deliver your video (including OTT), display and native ads to any device at that address, extending the reach of your direct mail campaign. PLUS, you can track online to offline conversions by adding conversion zones.

Curated address lists are also available!

You also have the option to build your own audience profile. Define the following and we'll do the rest:

- Geographic area
- Property type (single family / apartment, etc.)
- Choose from 500+ household variable targets - (e.g. demo, age, income, life events, purchase history, credit card, hobbies and interests, credit tiers, insurance, auto & vehicle, mortgage, etc.)

ADDRESSABLE GEOFENCING MARKETING IMPROVES SHOPPER LOYALTY, HELPING YOU TO RETAIN YOUR CUSTOMER BASE.



RETARGETING

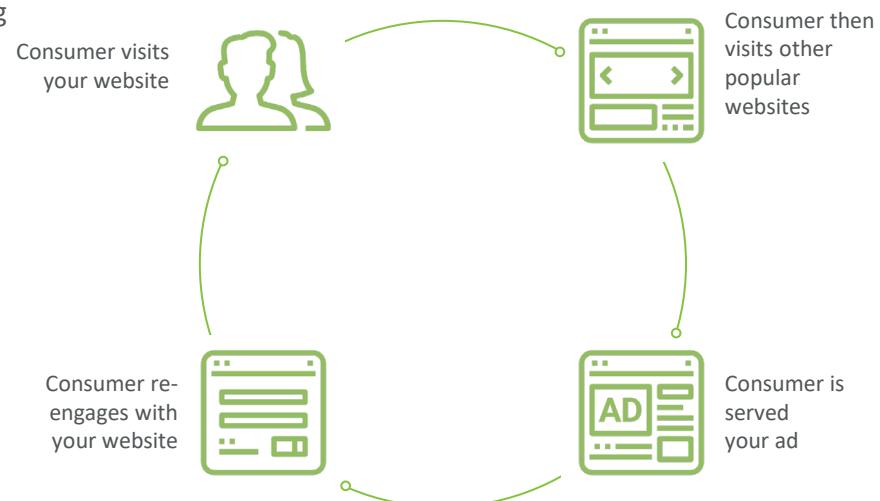
RE-ENGAGE AND WIN THE BUSINESS!

Display retargeting enables you to re-engage with potential leads or customers who have left your website without converting. Retargeting campaigns are effective because they enable you to target engaged customers with a highly-relevant ad.

On top of driving customers to the point of purchase, retargeting can help you retain them as long-term buyers and advocates of your brand.

ONLY
3%

of users convert on their first visit to a website.



Source: [Invespcro.com, 2023](https://invespcro.com/2023)

CONNECTED TV/OTT

REACH MORE HOUSEHOLDS THAN TRADITIONAL LINEAR TV

OTT / CTV content is streamed by users directly from the internet primarily on televisions and mobile devices. Your non-skippable video ad can be featured before, during, or after these shows - like commercials - but with the power to target your specific audience!



Source: [Statista, 2023](#)

YOUTUBE VIDEO ADVERTISING

LEVERAGE THE POWER OF VIDEO TO CONNECT WITH CUSTOMERS AND PROSPECTS

Brand early, but brand meaningfully with a video advertising campaign on YouTube, the world's second-largest search engine! YouTube TrueView ads offer a wealth of targeting options based on content, interest, contextual, demographic or geographic parameters

92 %

of internet users watch some form of YouTube Video weekly. YouTube has 239 million users in the US..

TRUEVIEW ADS:

- Prioritize viewer choice and interaction, by allowing viewers to skip the ad after 5 seconds. This dynamic approach encourages interaction and a genuine connection with the viewer

In-Search Ads:

- Ads play on search page above or next to search results. Pay only when viewers click on your video and begin watching

In-Display Ads:

- Ads play next to video on YouTube watch page. Pay only when viewers click on your video and begin watching

In-Stream Ads:

- Ads play as pre-, mid-, or post-roll on YouTube partner videos of all lengths. Ads play for 5 seconds and viewers choose to skip or watch video. Play only when viewers watch 30 seconds of ad or to completion.

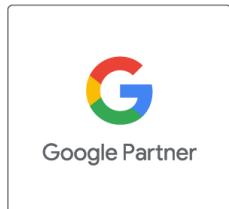


15-45%

of TrueView in-stream viewers choose not to skip on an ad on average.

3-4x

higher click thru rates have been seen with TrueView in-stream ads than other video formats.



Source: [The Social Shepherd](#), 2024; [Statista](#), 2023

GOOGLE DISPLAY (RGD)

REACH YOUR AUDIENCE ON ANY DEVICE

Using Responsive Google Display (RGD) ads, we can fill any available ad location. RGD ads can be served on over 2 million sites and reach **90% of all internet users**.

Responsive Google Display ads are designed to get your message in front of the right audience in a format that automatically changes to serve in the optimal ad unit size. Its targeting options let you strategically show your message to potential customers at the right place and at the right time.

Benefits of Responsive Google Display (RGD) ads:

- Ads placed against relevant content which increases brand recall significantly.
- Multiple ways to target through demographics, topics, interests, keyword contextual targeting and by placement to find the people interested in your product or service more effectively and more often
- Access to mobile devices with RGD ads through websites or apps
- Advertise using broad categories or can pick specific sites
- Higher CTR averaging at .3%



FACEBOOK ADVERTISING

AMPLIFY YOUR REACH

Connect with customers and prospects on Facebook and Instagram to build your brand, increase sales, drive website traffic, and even increase repeat customers! Social media offers you hyper-direct targeting to reach the audience you want to reach. Target existing followers, non-followers, or followers of competitors' pages in a variety of means including:



Ad Types

- Facebook/Instagram Display
- Carousel
- Video Ad Format



Placement*

- Facebook/Instagram Feed
- Profile Feed
- Facebook Marketplace
- Right Column Feed
- Facebook/Instagram Explore
- Instagram Explore
- Facebook/Instagram Search Results

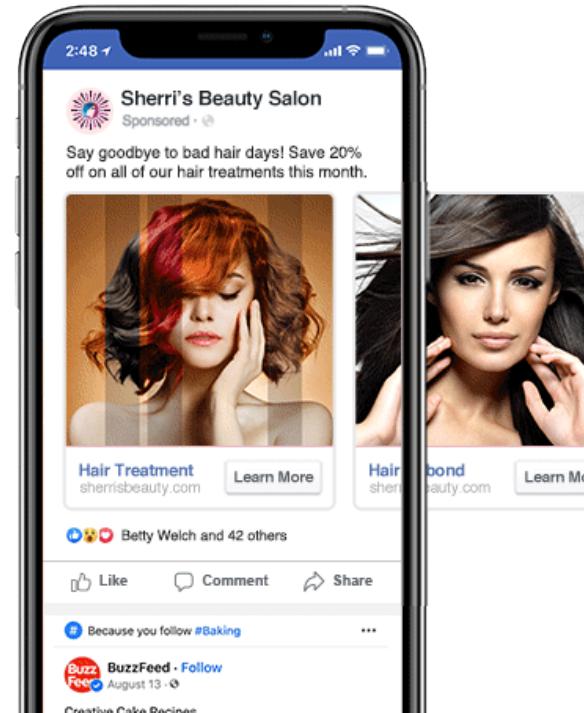
*placement of ads will depend on ad sizes and content of ads provided

123
MINUTES

In 2023, US Adults spent 2 hours 3 minutes a day on social networks

76%

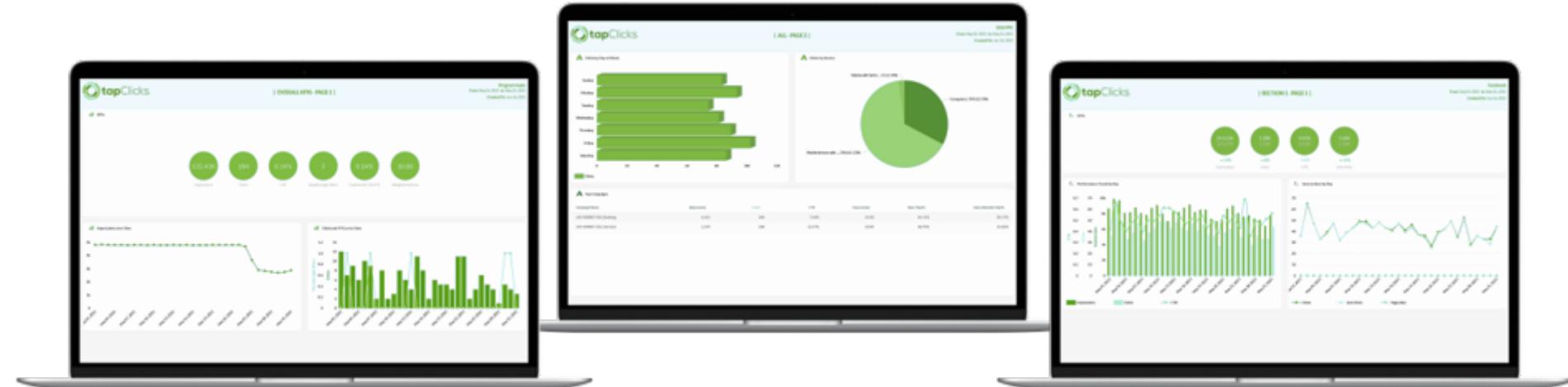
of social media users have purchased a product based on social media



Sources: 1) [Statista 2023](#) 2) [Forbes 2023](#)

REPORTING & ANALYTICS

SHOWCASING THE ROI FOR YOUR DIGITAL MARKETING CAMPAIGN



Easy-to-digest reporting dashboard

Includes everything from campaign goals to campaign performance

Identify which changes need to be made to optimize your campaign

Get real-time reports on your metrics

WHY US?

CHOOSE AN ADVERTISING PARTNER YOU CAN TRUST

Your success is our priority. We are invested in your business' success, and desire to build a long-lasting partnership with you. Here's what we're doing to achieve that goal and earn your trust:

PROTECTING YOUR INVESTMENT:

AD FRAUD PROTECTION

We have invested in full-time staff that monitor and detect ad fraud. Nationwide, an average of 35% of all digital ads are delivered fraudulently, (i.e. - sent to spam/ bots). Our fraud rate measures at just 5%, and that means 95% of your investment will be delivered to real human beings.

MAXIMIZING YOUR INVESTMENT:

CAMPAIGN MANAGEMENT

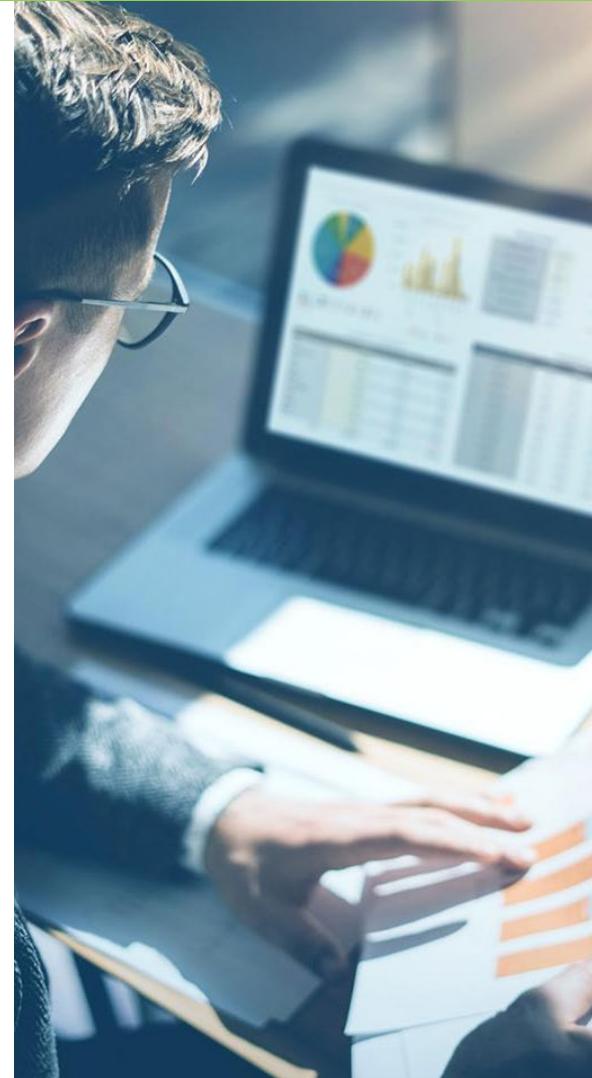
Our dedicated campaign management team monitors and optimizes your campaigns multiple times every week. They make adjustments based on historical performance, to drive the best possible results for your business.

BRAND SAFETY

We ensure your ads appear exclusively on brand-safe websites, to protect you from the damaging influence of questionable content on other sites.

DELIVERING RESULTS

Our company performance benchmarks across key KPI's are well above national averages, ensuring you get the best possible campaign results.





CAMPAIGN SUMMARY

Goal: Increase racehorse registrations

Website: <https://elkocountyfair.com/competitor-information/>

Geotarget: Utah, Western Wy, S. Idaho--Boise and Twin falls, Jerome, W. Oregon, Nevada Cowboy Territory including Ely

Target Audience: Racehorse owners and trainers, horse owners, quarter horse and thoroughbred racing

Targeting Tactics:

- ✓ Keyword Search
- ✓ AGF
- ✓ Geofencing
- ✓ Retargeting

Example Keywords: thoroughbred racing, quarter horse racing, Elko county fair, elko horse race, racehorse entry, horse racing event, jockey, horse trainer

Example Geofences: Elko county fairgrounds, livestock auctions, stables & training facilities, tack and feed stores, equine veterinary clinics, horse racing venues, regional & national racehorse hotspots, Turf Paradise, Wyoming Downs, Utah horse race venues, horse racing events

MEDIA PLAN RECOMMENDATION

CAMPAIGN: Awareness & Conversions

MARKET: Boise

DATES: March 2026 – August 2026

MARKETING STRATEGY

GOAL & TARGETING

TOTAL IMPRESSIONS

Targeted Display	Awareness/Conversions Geofencing, Addressable Geofencing, Contextual, Web Retargeting	600,000
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Streaming TV Ads	Awareness Increase Conversions Targeting with Addressable Geofencing	100,000
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Owner/Trainer Campaign

\$2000 / Monthly Campaign Investment
Total Campaign: 6 months

CREATIVE SERVICES

Video for OTT	:5/15/30 second Video	\$400 one-time charge for NO TRUCK ROLL
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ADDED VALUE

*Receive 2,400 Sparklight TV commercials total with a 12-month commitment on selected networks and zones.

(\$12,000 Value At No Additional Charge.)

Added value spots are not guaranteed. Spot will run 12am – 12 midnight.

Authorization Signature

Date

Notwithstanding to whom bills are rendered, advertiser, agency and media buying service, jointly and severally, shall remain obligated to pay to Sparklight the amount of any bills rendered by Sparklight net 30 days unless otherwise specified. Payment by advertiser to agency or to media buying service or payment by agency to media buying service, shall not constitute payment to Sparklight. Sparklight will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence that conflict with the above terms and conditions. Two-week advance cancellation notice is required unless otherwise specified. Sparklight will have the right to reject any ads at any time in its sole judgement and the advertiser, agency and media buying service, jointly and severally, agree to hold harmless and indemnify Sparklight from any expenses, costs or legal judgements that may result from Sparklight's performance of the contract. System will make commercially reasonable efforts to make good missed spots within flight and similar network programming unless otherwise specified by advertiser. Supplemental ratings delivery is not guaranteed to air. If after good faith attempts Sparklight is unable to make good certain spots, it will discontinue efforts after the contracted flight period. Make good spots are subject to availability, are immediately pre-emptible without notice and expire at the end of flight per order and traffic instructions. Sparklight will make best efforts to fulfill digital campaigns and website development within contracted dates. Website management/hosting requires a 12-month commitment. SEO (Search Engine Optimization) SEM (Search Engine Marketing/AdWords) and SMM (Social Media Management) require a 6-month commitment. Client can cancel hosting, SEO, SEM or SMM with 30 days notice, but will be charged for remaining months of commitment. Advertiser may transfer website and domain to another provider after 12-month commitment, subject to a transfer fee of \$400. All set up fees for digital services are non-refundable. Targeted Display Campaigns may be cancelled with 30 days' notice and without further charges for the remaining term. For Creative services, once the project fee is paid in full to Sparklight, any elements of text, graphics, photos, contents, or other artwork created by Sparklight and furnished to the client for inclusion in the marketing are owned by the client. The client warrants that it owns or has permission from the rightful owner to use any code, scripts, data, and reports provided for inclusion in its materials, and will hold harmless, protect, and defend Sparklight from any claim or suit arising from the use of such work. Sparklight retains the right to display graphics and other web content elements of a client project as examples of their work in their portfolio and as content features in other projects.



CAMPAIGN SUMMARY

Goal: Grow and have more interest on both weekends of the fair. Have 20-30% more ticket sales

Website: <https://elkocountyfair.com/>

Geotarget: Utah, Western Wy, S. Idaho--Boise and Twin falls, Jerome, W. Oregon, Nevada Cowboy Territory including Ely

Target Audience: Horse racing & parimutuel betting enthusiasts, gambling/sports betting, rodeo & western sports fans, ranchers & livestock owners, carnival & event goers

Targeting Tactics:

- ✓ Search
- ✓ AGF
- ✓ Keyword
- ✓ Geofencing
- ✓ Retargeting

Example Keywords: parimutuel betting, horse race betting Rodeo, team roping, branding, horse betting, horse racing. Branding teams, hot iron branding, horse racing and betting, carnival, home and arts exhibit

Example Geofences: racetrack venues, rodeo events, western apparel stores, cowboy expos, live auctions, farm supply stores, fairgrounds, casinos, bars/restaurants known for showing races, equine supply stores, western wear retailers, county fairs, country clubs

MEDIA PLAN RECOMMENDATION

CAMPAIN: Awareness & Conversions

MARKET: Boise

DATES: May 2025 – August 2025

MARKETING STRATEGY

GOAL & TARGETING

TOTAL IMPRESSIONS

YouTube TrueView Ads

Awareness | Targeting: Demographics
Location, Interest, Behavior

Managed Spend

Google Display Ads

Awareness | Targeting: Demographics,
Search Engine Searches Online, Interest
Location, Behavior

Managed Spend

FB Ads

Awareness | Demographics, location,
behavior, interests

Managed Spend

Attendees Campaign

\$3000 / Monthly Campaign Investment
Total Campaign: 4 months

CREATIVE SERVICES

Video for OTT

:5/15/30 second Video

\$400 one-time charge for NO TRUCK ROLL



ADDED VALUE

*Receive 3,600 Sparklight TV commercials total with a 12-month commitment on selected networks and zones.

(\$18,000 Value At No Additional Charge.)

Added value spots are not guaranteed. Spot will run 12am – 12 midnight.

Authorization Signature

Date

Notwithstanding to whom bills are rendered, advertiser, agency and media buying service, jointly and severally, shall remain obligated to pay to Sparklight the amount of any bills rendered by Sparklight net 30 days unless otherwise specified. Payment by advertiser to agency or to media buying service or payment by agency to media buying service, shall not constitute payment to Sparklight. Sparklight will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence that conflict with the above terms and conditions. Two-week advance cancellation notice is required unless otherwise specified. Sparklight will have the right to reject any ads at any time in its sole judgement and the advertiser, agency and media buying service, jointly and severally, agree to hold harmless and indemnify Sparklight from any expenses, costs or legal judgements that may result from Sparklight's performance of the contract. System will make commercially reasonable efforts to make good missed spots within flight and similar network programming unless otherwise specified by advertiser. Supplemental ratings delivery is not guaranteed to air. If after good faith attempts Sparklight is unable to make good certain spots, it will discontinue efforts after the contracted flight period. Make good spots are subject to availability, are immediately pre-emptible without notice and expire at the end of flight per order and traffic instructions. Sparklight will make best efforts to fulfill digital campaigns and website development within contracted dates. Website management/hosting requires a 12-month commitment. SEO (Search Engine Optimization) SEM (Search Engine Marketing/AdWords) and SMM (Social Media Management) require a 6-month commitment. Client can cancel hosting, SEO, SEM or SMM with 30 days notice, but will be charged for remaining months of commitment. Advertiser may transfer website and domain to another provider after 12-month commitment, subject to a transfer fee of \$400. All set up fees for digital services are non-refundable. Targeted Display Campaigns may be cancelled with 30 days' notice and without further charges for the remaining term. For Creative services, once the project fee is paid in full to Sparklight, any elements of text, graphics, photos, contents, or other artwork created by Sparklight and furnished to the client for inclusion in the marketing are owned by the client. The client warrants that it owns or has permission from the rightful owner to use any code, scripts, data, and reports provided for inclusion in its materials, and will hold harmless, protect, and defend Sparklight from any claim or suit arising from the use of such work. Sparklight retains the right to display graphics and other web content elements of a client project as examples of their work in their portfolio and as content features in other projects.

KICKING OFF YOUR CAMPAIGN: NEXT STEPS

Now that your campaign has been defined and finalized, we are just a few steps away from going live! Here are the next steps for your reference:

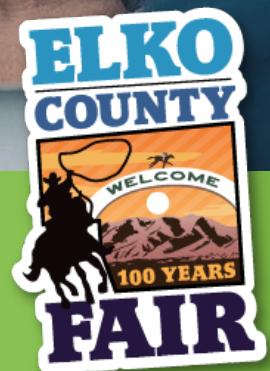
1. Media plan approval and start date confirmation
2. Grant admin access (if social media is part of your campaign)
3. Order the creative/s, review, and approve
4. Pixel placement (Google Tag Manager/retargeting/social)
5. Campaign officially goes live
6. Review reporting every 30 days minimum
7. Implement a creative change after 90 days





THANK YOU

We look forward to being your marketing partner.





RULES & GUIDELINES

It is the contestant's responsibility to read, known, and abide by these rules.

Elko County Project Rules & Guidelines

1. Juniors are those participants 9 or 10 years old, Intermediates are 11-13, and Seniors are 14-19. All ages are as of January 1, of the current calendar year.
2. You must be a current Elko County 4-H member in good standing, or a member of an organization that the Elko County Fair Board Livestock Committee (ECFBLC) has approved prior to the Elko County Show and Sale at the Elko County Fair.
3. All exhibitors must meet the following requirements before being eligible to participate in the Elko County Livestock Show and Sale.
 - a. Participated in **6 club meetings, 2 community services, and complete 1 demonstration for their club about their project.**
 - b. Must produce a project sheet from the previous project year to show compliance with the requirements to show and sale at the Elko County Livestock Show and Sale.
 - c. A project sheet must be completed and turned in by required date before payments for market animals will be paid out. Participants that fail to do this will not be eligible to sell the next year.
 - d. Participate in Fair Clean up Day.
4. A dress code is mandatory for all Elko County Fair Livestock Show and Sale events for participants. Official Dress is as follows: long-sleeved white shirt, tie, blue or dark jeans and appropriate footwear for the event, leather shoes/boots are **required for large animals.**
5. **Market Steer** project animals must be on feed and in the members care by January 1 of the project year. Photos and animal ID form must be turned into ECFBLC by January 31. Steers must be tagged with ECFBLC issued tags and photos of steer with tags turned into ECFBLC by April 1. Must have brand inspection done prior to the fair and turn in at weigh in.
6. **Market Lamb & Goat** project animals must be on feed and in the members care by June 1 of the project year. Lambs & goats must be tagged with ECFBLC issued tags, with photos and paperwork turned in by June 15.
7. **Market Rabbit** project animals must be in the members care by July 15. Tattoo, photo, and paperwork by July 31.
8. **Market Poultry** must be hatched 6 to 8 weeks prior to Fair and be in the members possession prior to July 24. Banded, photos, and paper work by July 31.
9. **All Market Exhibitors** must participate in Around the Town Day (**Sale Promotion Day**).
10. All breeding beef, sheep, and goats project animals must be selected in the members' care by June 1 of the project year. Breeding Rabbits and poultry must be selected and, in the members, care by July 24 of the project year.
11. Livestock breeding projects must be owned solely by and under the exhibitor's care by **the required** dates. All livestock exhibitors must submit proof of ownership during registration of their animals. Registered animals must provide the registration papers. Participants are expected to do the work of caring for their projects.
12. Substitution of an animal in case of death or disease may be authorized only by the Elko County Fair Board Livestock Committee.
13. **All entry forms are due to the ECFBLC; due dates will be strictly enforced.**

Danish System of Judging

The Danish System of judging is the accepted method of judging used in the Elko County Livestock Show and Sale. With this system all entries are judged on their own merit, and NOT judged against the other entries or exhibitors in the class. This means each entry is judged according to how well it meets the established standards of quality/excellence or established standards of the class requirements. Entries are judged as blue, red, or white award. If an entry so merits, the judge may award a Grand Champion and/or Reserve Champion award to those entries already meeting a blue ribbon placing. All awards are up to the judge's discretion and are awarded accordingly. For example: a class may have a Grand Champion presented and not a Reserve or vice versa.

- **Blue:** excellent work, exceeding the standards
- **Red:** good work that meets the expected standard, but needs some improvement to be deemed excellent
- **White:** fair work that is average or satisfactory but has enough improvements needed to cause the placing to drop from good to fair.
- Showmanship Ribbons will be presented **under judges discretion.**
- Market Ribbons will be presented to 6 top animals in each species. Top Heavy, Medium, and Light weight.

Judge selection for Elko County Livestock Show and Sale will be chosen by the Elko County Fair Board Livestock committee.

Elko County Livestock Show and Sale Rules and Regulations

The following rules and regulations govern the Elko County Fair Livestock Show and Sale. The Elko County Fair Board Livestock Committee governs the Elko County Fair including the Livestock Show and Sale. The Livestock Show is limited to Elko County 4-H members or members of a pre-approved organization by the Elko County Fair Board Livestock Committee.

1. Any suggested changes to these rules and regulations must be brought up at the Elko County Fair Livestock Show and Sale Committees annual meeting. All decisions at this yearly meeting are final.
2. Each boy or girl is permitted to enter any livestock classes for which their entry qualifies. They are, however, limited to one entry per class. The same animal may not be entered in more than one class with the exception of pair and herd classes and showmanship as their second class entered.
3. Members entering large or small livestock as a market project are limited to one (1) market project per year.
4. Official dress is required for all classes at the Elko County Livestock Show. (See General Rules).
5. All Market animals must have an identification tag or band issued by the Elko County Fair Board Livestock Committee. All animals will be required to have an identification card attached to its stall, pen or cage. Cards must include the name of the club, name of exhibitor and name of the animal. This is a best of herd show. Exhibitors are encouraged to only bring their top animals to show. Each exhibitor may bring a maximum of **6** animals to the Elko County Livestock Show. This is to ensure there is not over crowding for the health and safety of the animals and exhibitors.
6. All livestock will receive a health inspection by a veterinarian upon arrival at the Fairgrounds. Animals that are deemed unfit to show or sell due to poor physical condition, will be sent home. The Livestock Veterinarian shall check all livestock upon arrival for the proper health certificates, sign of communicable disease, external parasites, unsightly disease conditions, and any wounds, open or closed, that may be contagious. The veterinarian shall have the right to enter any pen or tie area to inspect an animal. Any animal found to be in an unsafe or unsightly condition will be quarantined in a designated area and then dismissed from the Elko County Fair facilities. **The Veterinarians' decision will be final.** Specific health conditions that my warrant quarantine and/or dismissal are active ringworm, warts, sore mouth, infectious scours or dysentery, pinkeye, lice, mites, foot rot, infections pneumonia, and abscesses which are balding showing hair separation, open, draining, or still scabbed. Animals having surgical sites resulting from abscess removal are unacceptable if they have sutures (stitches), scabs or are draining. Animals that are lame or injured will also be dismissed at the discretion of the Elko County Fair veterinarian. **Healed skin conditions that are significantly unhealed and unsightly may warrant dismissal.** (Lesions are considered active until skin is normal and hair regrowth is evident.)

Elko County Fair-Premium Money

Premium money is awarded to exhibitors of the Livestock Show. Premium money will be awarded the last day of the fair, Monday, between 9-10am. If you fail to pick up your premium money at this time you forfeit it to the ECFBLC. You may make arrangements for a relative or friend to pick your premium money up for you.

Care of Exhibits – During the Show

- **CARE AND FEED** - All animals exhibited must be cared for and fed during and after the Fair at the expense of the exhibitor until released by show management, even if the animal is not able to show. Animals must be checked on at least twice a day by exhibitor.
- **PENS AND STALLS** - All animal pens, cages, and stall areas must be kept clean and neat for exhibit to the public. Each exhibitor must properly feed, fit, and care for his/her own animal. Show management reserves

the right to excuse an exhibitor in an emergency situation or for reasons of impaired health. Youth exhibitors will receive one visual and/or verbal warning. The second offense may result in disqualification of the exhibitor. Pens and Stalls must be checked on at least twice a day by exhibitor.

- **FITTING AND GROOMING** - This activity is for the youth exhibitor. Fitting and grooming (grooming includes washing) of animals by an adult without the joint participation of the exhibitor will not be allowed. Adult participation or supervision in fitting and grooming of an exhibitor's animal must be performed with the exhibitor present and in a "hands on" educational manner, not just watching (i.e., adult hands covering the exhibitor's hand as the clippers are used on the animal; adult helping the exhibitor put an animal on a sheep stand or in a blocking chute). Another exhibitor may render physical assistance. Adults may assist in a manner to keep exhibitors and/or animals safe. In preparing animals immediately before showing, assistance is permitted (i.e. switching animals out, brushing off animal). Adults will receive a warning by show management for grooming without an exhibitor present. The second violation will result in the disqualification of that exhibitor. The exhibitor, adults and animals will be excused from the show.

Market Projects

To be eligible to sell a Steer, Wether Lamb, Wether Goat, pen of market Rabbits or a pen of Fryer Chickens the member must:

1. Be a member in good standing on January 1 of the year prior to the year he/she wishes to sell a market animal (for example, if a youth wants to sell a market animal in the 2025 Sale, they need to be a member by January 1, 2024).
 - a. The exhibitor must also have participated in **at least 6 club meetings, 2 community services, and complete 1 demonstration for their club about their project.**
 - b. Be at least an Intermediate member the year he/she sells his/her first animal (age is 11 years old by Jan. 1 of the current year).
 - c. Completed 2 full years of experience of showing at the Elko County Fair in the species the exhibitor intends to sell prior to the year intending to sell. Exhibitor must keep record sheets to turn into ECFBLC to show prior experience. Sheets can be obtained by contacting the ECFBLC.
 - d. Participate in Around the Town Day (Sale Promotion Day).
2. Number of Animals - An exhibitor may sell market animals (steer, lamb, goat, pen of rabbits or a pen of chickens) through the Elko County Fair Livestock Sale a total of five times **(5)**. All five (5) of these animals can be of the same species, but not limited that species, if exhibitor has **2 years' experience** in the species intended to sell, or upon the approval of the ECFBLC. This rule does not apply to other sales throughout Elko County. **To sell the 5th animal the exhibitor must also show in a showmanship class.**
3. **Shrinkage** - Market animals will be received at the Fairgrounds between 8 am. and 5 p.m. only, on Thursday of the Fair week. Market animals will be weighed immediately upon unloading. If there is a question about the weight, the animal will be re-weighed immediately. Members are encouraged to request that the Livestock Show and Sale Committee meet to make final determination on animals that do not make the minimum weight (i.e., Steers, Lambs, and Goats) - Sale weight on large animals will be determined by deducting a pencil shrink depending upon the distance traveled to the Fair.
 - 0-50 miles - 1%
 - 50 miles or more - 0%
 - (Rabbits and Chickens) - There is no shrinkage on rabbits or chickens.
4. **Unmanageable Animals** - To receive a premium and to be eligible to sell, all animals must be exhibited in the show ring in their designated class. At the discretion of the Livestock Sale Committee, an unmanageable, kicking, or potentially dangerous animal may be prohibited from showing and selling. Safety of all exhibitors is top priority. Livestock tranquilizers are NOT permitted. These rules are for the safety of the exhibitor, the animal, and the general public.
5. All livestock medication label withdraw time should be followed. Any off label use is prohibited. Label withdrawal times must be observed.

6. A market project sheet must be completed and turned into the ECFBLC before a check will be issued to the exhibitor in payment for their market animal. Checks will be mailed after October 15. If a participant fails to turn the market report in by November 1st, he or she will be ineligible to sell a market animal at the upcoming Livestock Sale at the Elko County Fair.
7. **Commission** - If sale costs exceed sale cost donations, a flat percentage rate will be applied to cover additional costs.
8. **Resale Animals** - Market entries receiving a **blue or red** ribbon must be sold through the Livestock Sale at the Elko County Fair. White ribbon animals are ineligible for the sale. Once an animal is sold through the sale ring, it belongs to the buyer. The buyer may choose to take his/her purchase home live. If the buyer chooses to give the animal back to the participant, the Livestock Sale Committee will slaughter and resell the animal. The resale carcass value will be added to the participant's check. The resale value will be deducted from the buyer's bill. The animal will then be eligible for the carcass contest. Exhibitors with animals that are designated resale are required to stay at the Fairgrounds until the resale trucks arrive and their animal is loaded.
9. Market classes may be divided at the discretion of the show committee and judge.
10. Checkout time for cattle, sheep, goats, rabbits, and poultry is immediately following the load-out of the market animal truck on Monday. All animals must be picked up and off Fairground property by no later than 11 a.m. Monday morning. Exhibitors who leave animals behind will not be allowed to show at future Elko County Livestock Show. Exhibitors who are competing in other events and need to keep their animal for the day must make arrangements with both the **barn** superintendent and the Fairgrounds keeper.

Market Steers

1. Market steers must have been born after January 1 of the previous year.
2. Market steers must be declared, and under the care of the participants by January 1 of the current year. Paper work and photos due to ECFBLC by January 31. Animals declared and inspected after January 1 will not be eligible to sell at the Fair.
3. All market steers, including back-ups, tagged by April 1, photos and paper work turned into ECFBLC. Brand inspection must be presented at weigh in if animal was not home grown and/or branded with a family iron.
4. All finished steers must have an official sale weight greater than **1,100 pounds** and must receive a live ribbon placing of red or better to sell at the auction. Underweight animals are not eligible to show or sell. Steers will be sold at a maximum 1,250 pound.
5. When a steer carcass grades Standard or yield grade 4 or 5, a deduction from the participants's check could be made based on the current week's IBP packers' prices grid. This deduction could be as high as \$350.00. Money deducted from the participant's paycheck will in turn be deducted from the buyer's bill. If the buyer of that meat refuses the deduction, the deduction amount will be deposited into the ECFBLC, not returned to the participant.
6. Market steer calves can be homegrown or purchased.
7. Market steers must be fully castrated. Cryptorchids are not allowed.

Market Lambs

1. Market lambs must be born after February 15th of the current year and selected, tagged and under the care of the participant by June 1st. Paper work and photos due to ECFBLC by June 15.
2. All market lambs, including back-ups, must be declared by June 1 of the current year. Animals that are declared and inspected after June 1 will not be eligible to sell at the Fair. Proof of ownership (if purchased), are required at check in.
3. The finished lamb must have a sale weight greater than 115 pounds and have a live ribbon placing of red or better to sell at the Livestock Sale. Underweight animals are ineligible to show or sell. Overweight lambs will be sold at 135 pounds.
4. Ewe lambs are not eligible as a market animal project. Market lambs must be fully castrated males only. Cryptorchids are not allowed.
5. Market lambs are to be shown slick shorn.
6. When a lamb carcass has less than 0.09 back fat, or is a yield grade 4 or 5, a deduction from the participant's check will be made based on the current week's Superior Packer standard pricing grids. This deduction could be as high as \$40.00. Money deducted from the participant's paycheck will, in turn, be deducted from the buyer's bill. If the buyer of that meat refuses the deduction, the deduction amount will be deposited into the ECFBLC account, not returned to the participant.
7. Market lambs can be homegrown or purchased.

Market Goats

1. Market goats must be selected and under the care of the participant by June 1 and must be born after the previous years fair, be under 1 year of age, and have all their milk teeth. Paperwork and photos due to ECFBLC by June 15. They will be checked at fair check in for verification of all milk teeth. If any milk teeth are missing, they will not be allowed to sell.
2. All market goats, including back-ups, must be declared and inspected by June 1 of the current year. Animals that are declared and inspected after June 1 will not be eligible to sell at the Fair. Proof of ownership (if purchased) is required at check-in.
3. No intact male goats over the age of 5 months will be allowed on the fairgrounds during the Elko County Fair. All breeds or crossbreeds (horned, polled, haired, etc.) are eligible as long as they are manageable. Purebred pygmy goats can be entered in either registered or grade meat goat classes. A collar, choker chain, or halter is required show equipment in all goat classes.
4. Market goats must have an official sale weight greater than **80 pounds** and have a live ribbon placing of red or better to sell at the Livestock Sale. Underweight animals are ineligible to show or sell. Market goats will be sold on a per head basis; not by the pound.
5. Doeing kid goats are not eligible as a market animal project; castrated males only.
6. Market goats may be homegrown or purchased.
7. Market goats must be fully castrated. Cryptorchids are not allowed.

Market Pen of Fryer/Broiler Chickens

1. A pen of fryer chickens will consist of three pullets and/or cockerels of any breed; however, it is strongly suggested that meat breeds such as Cornish or Cornish cross be chosen over egg laying and dual-purpose breeds. Weight limits at fair time are set at a minimum of 3 pounds per bird with no maximum. It is recommended that birds be hatched a minimum of 6 weeks and a maximum of 8 weeks prior to the show depending on the breed of bird and nutrition program chosen. The pen of fryers must be in the participant's possession by no later than July 24. The pen will be judged on meat type, uniformity, condition and conformation. The pen must receive a live ribbon placing of red or better to sell at the auction.
2. Fryers can be home hatched or purchased; however, in all cases they must be home raised and cared for by the participant. ECFBLC must approve any exceptions.

Market Pen of Fryer Rabbits

1. A pen of fryers will consist of three fryer rabbits. Rabbits must have a minimum weight 3 pounds per rabbit, but ideally, no more than 5 pounds and be kindled no earlier than **May 7th**.
2. If the rabbit pen is purchases, it must be done so by July 15. The pen of rabbits must be in the possession of the exhibitor by 8 weeks of age and on later than August 8th of the current year. The pens will be judged on meat type, uniformity, condition, and donformation. The pen must receive a live ribbon placing of red or better to sell at the auction.
3. Market Rabbits can be homegrown by the exhibitor or purchased; however, in all cases they must be home raised and cared for by the exhibitor.

Carcass Contest

Steers, Lambs and Goats

Animals that are sent on the truck to processing facilities will be evaluated for the carcass contest. Once an animal is sold it belongs to the buyer. It is the buyer's discretion whether that carcass is entered in the contest. Buyers processing on their own can make arrangements for animals to be evaluated. Since the USDA does not currently have standards for goat carcass and meat cuts, evaluation will only be done if the evaluator feels comfortable doing so.

Breeding Project/General Rules for All Livestock Species

Breeding projects are defined as an intact male or female carried as a project during the current year. Animals will be capable of producing offspring. Inferior animals or animals dying could/would be replaced with animals capable of breeding.

1. Breeding projects must be selected by June 1 and under the care of the participant.
2. All breeding classes will be judged as breeding animals and should be shown in top breeding condition. They should not be too fat or too thin.
3. Breeding projects should be carried over from one year to the next.
4. Small classes may be combined at the discretion of the show management. Example: Yearling Ram and Ram Lamb classes. Only blue-ribbon animals can receive a trophy or plaque. Awarding a trophy or plaque in any class is at the discretion of the judge **and/or ECFBLC**.

5. Calves must be born after January 1 of the current year. Commercial and registered lambs and goat kids must be born after January 1 of the current year.
6. Yearling heifers and registered and commercial must be born after January 1 of the previous year.
7. Yearling heifers must weigh 500 pounds minimum.
8. Calves shown with their dams in grade cow-calf pair classes may be of any sex (including bulls).
9. All sheep must be shorn 6-8 weeks before the show. This rule is automatically suspended for wool & fiber breeds of sheep entered in breeding stock classes. Market lambs are to be shown slick shorn.
10. Exhibitors entering registered classes should have registration papers available to show to the livestock superintendent, if requested, prior to show time. Futurity animals are eligible to be shown in individual classes. (Definition: a futurity animal was shown at the previous year's Fair as a yearling heifer or a ewe lamb. She returns with her offspring as a pair for competition.)
11. Checkout time for cattle, sheep, goats, rabbits, and poultry is immediately following the load-out of the market animal truck on Monday. All animals must be picked up and off Fairground property by no later than 11 a.m. Monday morning. Exhibitors who leave animals behind will not be allowed to show at future Elko County Livestock Show. Exhibitors who are competing in other events and need to keep their animal for the day must make arrangements with both the barn superintendent and the Fairgrounds keeper.
12. Premium money will be paid from 9 a.m. to 10 a.m. on Monday of the Fair. Members failing to pick up their money at this time will forfeit it back to the Fair Board.
13. Barn space is limited. Animals entered into the non-premium classes only (not entered in premium classes with class numbers) may not fit in the barns. Show management will determine if barn space is available.
14. Livestock projects must be owned solely by and under the exhibitor's care by June 1st. All livestock exhibitors' must submit proof of ownership during registration of their animals. Registered animals must provide the registration papers.

Elko County Livestock Show Classes

Large Animal Show: Beef, Sheep and Goats

The Large Animal Show is open to all Elko County participants in good standing that have carried a beef, goat or sheep project in the current year. Members may compete in as many classes as they have a qualifying entry but may have only one entry per class, unless classes are combined. Exhibitors competing in the large animal showmanship classes must show their own animal. Classes of less than three (3) entries may be combined at the discretion of the show management. Official dress is required.

BEEF CLASSES

1. **MARKET STEERS** – The weight breakdown of these classes will be determined by the Elko County Fair Board Livestock Committee following final weigh-in. Classes will be posted Friday morning. For rules governing this class see Market Projects.

GRAND CHAMPION STEERS – First and second place steers in classes 1H, 1M and 1L show for Grand and Reserve Champions. For rules governing the breeding classes see Breeding Projects/General Rules All

Livestock Species.

2. **GRADE HEIFER CALF** - Unregistered (commercial) heifer calf of any breed or crossbreed born after January 1, current year. Animals are required on the grounds only during the day of showing.
3. **STEER CALF** - Born after January 1, current year. May be any breed or crossbreed. Animals are required on the grounds only during the day of showing.
4. **REGISTERED HEIFER CALF** - Born after January 1, current year. Animals are required on the grounds only during the day of showing. Registration certificate must be available on day of showing.
5. **REGISTERED BULL CALF** - Born after January 1, current year. Animals are required on the grounds only during the day of showing. Registration certificate must be available on day of showing.
6. **GRADE YEARLING HEIFER, STRAIGHT BRED** - Born after January 1, previous year. Unregistered straight bred heifers of any breed. Minimum weight 500 pounds.
7. **GRADE YEARLING HEIFER, CROSSBRED** - Born after January 1, previous year. Crossbred heifers of any two or more breeds. Minimum weight 500 pounds.
8. **REGISTERED YEARLING HEIFER** - Born after January 1, previous year. Minimum weight 500 pounds. Registration certificate must be available on day of showing.
9. **GRADE COW-CALF PAIR** - Any unregistered cow of any breed or crossbreed, age and weight, but the calf must be born after January 1 of the current year. Bull calves are eligible. Both cow and calf must be shown together and the pair will be judged as a combination. The calf is eligible in the grade calf class of its proper sex. May enter pair in only class 9 or class 10 - not both.
10. **CROSSBRED COW CALF FUTURITY** - The cow must have been shown as a yearling and identified at the previous year's Fair. The calf must be born after January 1 of the current year. Bull calves are eligible. Both cow and calf must be shown together and the pair will be judged as a combination. The calf is eligible in the grade calf class of its proper sex. May enter pair in only class 9 or class 10 - not both. To enter this class you must have shown in class 7 last year.
11. **STRAIGHT BRED COW-CALF FUTURITY** - The cow must have been shown as a yearling and identified at the previous year's Fair. The calf must be born after January 1 of the current year. Bull calves are eligible. Both cow and calf must be shown together and the pair will be judged as a combination. The calf is eligible in the grade calf class of its proper sex. Bull calves are eligible. May enter pair in only class 9 or class 11- not both. To enter this class you must have shown in class 6 last year.
12. **REGISTERED COW-CALF PAIR** - Calf must be born after January 1 of the current year. Pair will be judged as a combination. Bull calves are eligible. Registration certificates must be available. Calf is eligible in the registered calf class of its proper sex. May enter pair in only class 12 or class 13 - not both.
13. **REGISTERED COW-CALF FUTURITY** - The cow must have been shown as a registered yearling and identified as such at the previous year's fair and her calf must be born after January 1 of the current year. This pair is eligible in registered cow- calf pair class and the calf is eligible in the registered calf class of its proper sex. Registration certificates must be available. May enter pair in only class 12 or class 13 - not both. To enter his class you must have shown in class 8 last year.

ALL AROUND ANGUS - This event is to encourage youth to raise and appreciate top quality black Angus. Market steers are not eligible. Champions from breeding class will be eligible to compete. Members do not sign-up for this class. There is no premium money paid on this class.

ALL AROUND HEREFORD – This event is to encourage youth to raise and appreciate top quality Herefords. Market steers are not eligible. Horned or Polled Herefords are eligible to compete. The highest placing animals from breeding classes will be eligible to compete. Members do not sign-up for this class. There is no premium money paid on this class.

ALL AROUND OTHER BREED – All breeds (except Hereford and Black Angus), including crossbreeds are eligible. Market steers are not eligible. The highest placing animals from breeding classes will be eligible to compete. Members do not sign-up for this class. There is no premium money paid on this class.

TOP ANGUS MARKET STEER – This award is given to the highest placing market steer of straight Black Angus breeding (from an Angus sire and an Angus dam). Members do not sign-up for this class. There is no premium money paid on this class.

TOP HOMEGROWN MARKET STEER – This award is to encourage youth to raise top quality Homegrown Market steers. To qualify for this award members must present papers showing the steer is from their family herd (parent or grandparents). The mother of the steer must be owned by the family or the exhibitor directly. Members do not sign-up for this class. There is no premium money paid for this class.

TOP HEREFORD MARKET STEER – This award is given to the highest placing market steer that has a red hide and is at a minimum 51% Hereford. Members do not sign-up for this class. There is no premium money paid for this class.

TOP REGISTERED HEREFORD – This award is to encourage youth to raise and appreciate top quality Herefords. Market steers are not eligible. To qualify for this award members must present registration papers or list registration number on the Fair entry form. The animal must be registered in the youth member's name. Members do not sign-up for this class. There is no premium money paid for this class.

Beef Showmanship

This contest is open to all livestock exhibitors. Exhibitors must show their own livestock. Any exceptions must be approved by the show management. There are 3 divisions within each species: Junior, Intermediate and Senior. Exhibitors will be judged on cleanliness, training and ease of handling of their animal, their proper attire and showmanship skills.

- 14. SENIOR BEEF SHOWMANSHIP**
- 15. INTERMEDIATE BEEF SHOWMANSHIP**
- 16. JUNIOR BEEF SHOWMANSHIP**

SHEEP CLASSES

- 20. MARKET LAMBS** - The weight breakdown of these classes will be determined by the ECFBLC Coordinator and Sheep Superintendent following final weigh-in and classes will be posted Friday morning. For rules governing this class see Market Projects.
- GRAND CHAMPION MARKET LAMB** – First and second place lambs in classes 20H, 20M and 20L show for Grand and Reserve Champions.

For rules governing the breeding classes see Breeding Projects Large Animal.

- 21. GRADE WINTER EWE LAMB** - Lambs born from January 1 through March 15, of the current year are eligible. Futurity lambs are eligible.
- 22. GRADE SPRING EWE LAMB** - Lambs born from March 16 or after, of the current year are eligible
Futurity lambs are eligible.
- 23. GRADE YEARLING EWE** - Ewes born after January 1, previous year. Futurity ewes are eligible.
- 24. GRADE RAM LAMB CLASS** - Rams Born after January 1, current year. There is no premium money paid on this class.
- 25. YEARLING EWE FUTURITY** - The ewe must have been shown in the Registered or Grade Ewe Lamb Class at the previous Elko County Livestock Show. Ewes are shown with their lambs and judged as a combination. Registered and grade sheep will be shown together with age of the lambs being considered. If entries are sufficient, registered and grade will be split into two classes. The lamb(s) entered MUST be the offspring of the ewe entered.
- 26. REGISTERED EWE LAMB** - Ewe lambs born after January 1, current year. Registration certificate must be available.
- 27. REGISTERED YEARLING EWE** - Ewes born after January, previous year. Registration certificate must be available.
- 28. REGISTERED RAM LAMB** - Born after January 1, current year. Registration certificate or proof of registered sire and dam must be available.
- 29. REGISTERED YEARLING RAM** - Born after January 1, previous year. Registration certificate must be available.
- 30. AGED EWE- LAMB PAIR -WINTER LAMB** - Ewes two years old and older with their lambs are eligible. Both registered and grade ewes are eligible. The lamb on grade or registered ewes must be born after January 1 through March 15. Registered and grade will be shown together with the age of the lamb being considered the lamb entered MUST be the offspring of the ewe entered.
- 31. AGED EWE- LAMB PAIR- SPRING LAMB** - Ewes two years old and older with their lambs are eligible. Both registered and grade ewes are eligible. The lamb must be born on March 16 or after. Registered and grade will be shown together with the age of the lamb being considered. The lamb entered MUST be the offspring of the ewe entered.
- 32. WOOL, FIBER, & OTHER BREED EWES, ALL AGES** – Open to female breeding stock only. Class will be split at the gate based on entries of three or more entries with similar breed type or wool/fiber type. This class is designed for unusual breeds and is not open to Suffolk breed sheep.

ALL AROUND EWE - The Champion All Around Ewe will receive a permanent trophy. This is given to encourage youth to raise and appreciate top quality sheep. The champion ewe from classes 21, 22, 23, 24, 25, 26, 29 and 30 are eligible to compete. Members do not sign-up for this class. There is no premium money paid on this class.

ALL AROUND RAM – Winners from classes 27 & 28 are eligible for this class. Members do not sign up for this class. There is no premium money paid on this class.

BEST WHITE FACED SHEEP – All white-faced sheep non market are eligible for this class. Members do not sign up for this class. There is no premium money paid on this class.

TOP HOMEGROWN MARKET SHEEP – This award is to encourage youth to raise top quality Homegrown Market Sheep. To qualify for this award members must present papers showing the sheep is from their family herd (parent or grandparents). The mother of the sheep must be owned by the family or the exhibitor directly. Members do not sign-up for this class. There is no premium money paid for this class.

Sheep Showmanship

This contest is open to all livestock exhibitors. Exhibitors must show their own livestock. Any exceptions must be approved by the show management. There are 3 divisions: Junior, Intermediate and Senior. Exhibitors will be judged on cleanliness, training and ease of handling of their animal, their proper attire and showmanship skills.

- 33. SENIOR SHEEP SHOWMANSHIP**
- 34. INTERMEDIATE SHEEP SHOWMANSHIP**
- 35. JUNIOR SHEEP SHOWMANSHIP**

GOAT CLASSES

- 40. MARKET GOATS** – For rules governing this class see Market Projects.

Large Breed Dairy Goat Classes (Breed examples: Alpine, La Mancha, Nubian, Oberhasli, Saanen, Sable, Toggenburg, or Crossbred Large Dairy examples: Alpine Buck/Oberhalsi Doe = Recorded Grade Kid, etc.)

- 41. DAIRY DOE KID** - open to any large breed dairy doe kid born on or after January 1 of the current year.
- 42. YEARLING DAIRY DOE** – open to does born on or after January 1st of previous year and have never freshened.
- 43. SENIOR DAIRY DOE** – open to any doe 24-months of age or older that has freshened or is milking regularly.
- 44. DAIRY DAM AND KID** – Open to any dam and one (1) of the dam's offspring/kid (doe, wether or buck kid) pair. Buckling must be under 6 months of age.

Small Breed Dairy Goat Classes (Breed examples: Nigerian Dwarf or Pygmy/Nigerian Dwarf Crossbreed)

- 45. SMALL BREED DOE KID** – open to any dwarf or crossbred dairy doe kid born on or after January 1 of current year.
- 46. SMALL BREED DOE YEARLING** – open to does born on or after January 1 of previous year and have never freshened.
- 47. SMALL BREED SENIOR DAIRY DOE** – open to any doe 24-months of age or older that has freshened or is milking regularly.

48. SMALL BREED DAM AND KID PAIR – open to any dam and the dam's offspring/kid (doe, wether or buck kid) pair. Buckling must be under 6 months of age.

Meat Goat Classes (Breed examples: Boer, Kiko, Myotonic, Spanish, Pygmy, etc.)

49. GRADE MEAT DOE KID FALL – open to any meat doe kid born from September of previous year Jan 31st of current year.

50. GRADE MEAT DOE KID SPRING – open to any meat doe kid born between Feb 1st of current year and before fair.

51. GRADE YEARLING MEAT DOE – open to any doe born on or after January 1 of the previous year and has never freshened.

52. GRADE SENIOR MEAT DOE – open to any doe 24-months of age or older and has been freshened.

53. GRADE DAM AND KID PAIR – open to any dam and the dam's offspring/kid (doe, wether or buck kid) pair. Buckling must be under 5 months of age.

54. REGISTERED MEAT DOE KID – open to any registered meat doe kid born on or after January 1 of the current year. Registration certificate must be available.

55. REGISTERED YEARLING MEAT DOE – open to any registered meat doe born on or after January 1st of the previous year and has never freshened. Registration certificate must be available.

56. REGISTERED SENIOR MEAT DOE – open to any registered meat doe 24-months of age or older and has been freshened. Registration certificate must be available.

57. REGISTERED DAM AND KID PAIR – Open to any dam and kid (doe, wether or buck kid) pair. Buckling must be under 6 months of age. Registration certificates must be available.

58. ALL BREED GOAT FUTURITY - The Doe must have been shown in a Yearling Class at the previous Elko County Livestock Show (classes 42, 46, 50, or 54). Does are shown with their kids and judged as a combination. Registered Meat and Dairy will be shown together with age of the Kid being considered. The kid(s) entered MUST be the offspring of the Doe entered.

ALL AROUND LARGE BREED DAIRY DOE – 1st place winners of classes 41, 42, 43, and 44 are eligible for this class. Members do not sign up for this class. There is no premium money paid on this class.

ALL AROUND SMALL BREED DAIRY DOE - 1st place winners of classes 45, 46, 47, and 48 are eligible for this class. Members do not sign up for this class. There is no premium money paid on this class.

ALL AROUND MEAT DOE ALL BREEDS – 1st place winners of classes 49, 50, 51, 52, 53, 54, 55, and 56 are eligible for this class. Members do not sign up for this class. There is no premium money paid on this class.

TOP HOMEGROWN MARKET GOAT – This award is to encourage youth to raise top quality Homegrown Market Goat. To qualify for this award members must present papers showing the goat is from their family herd (parent or grandparents). The mother of the goat must be owned by the family or the exhibitor directly. Members do not sign-up for this class. There is no premium money paid for this class.

Goat Showmanship

This contest is open to all livestock exhibitors. Exhibitors must show their own livestock. Any exceptions must be approved by the show management. There are 3 divisions: Junior, Intermediate and Senior. Exhibitors will be judged on cleanliness, training and ease of handling of their animal, their proper attire and showmanship skills.

- 59. SENIOR GOAT SHOWMANSHIP**
- 60. INTERMEDIATE GOAT SHOWMANSHIP**
- 61. JUNIOR GOAT SHOWMANSHIP**

Small Animal Show: Rabbits and Poultry

The Rabbit and Poultry Shows are open to all Elko County participants in good standing and currently carrying any of these animals as livestock projects. Members may compete in as many classes for which they have a qualifying entry. However, members are limited to **one entry per class, unless classes are combined**. Members must show their own animals in showmanship. Any exception must be approved by show management. Classes of less than three (3) entries may be combined at the discretion of the show management. Official dress is required.

For rules governing the breeding classes see Breeding Projects General Rules.

Only animals entered into the show can be checked into the small animal barn and surrounding area during the show and sale which ends on Sunday evening. All animals entered into the barn must be watered twice a day and fed once. Cages must be cleaned at least once a day, preferably in the morning, and fresh shavings added. Feeders and water containers must attach to the sides of the cage and be of adequate size for the animal. The small animal barn supervisor has the right to request that a feeder be replaced if deemed inadequate. The selling of rabbits or poultry will be limited to enrolled Elko County participants who have shown at the current Elko County Fair and will be limited to selling on Labor Day, the last day of the Fair.

RABBIT CLASSES

For breeds not listed, contact the Elko County Fair Livestock Show and Sale Committee for specification on which class to enter. The same animal may not be shown in more than one class. The exception to this is showmanship classes that may be used as the animal's additional class. Weight guidelines apply to the Senior class and are according to the breed's standards. Breeds that do not meet the breed standard weight are still eligible to show in the class but may receive a lower placing by the judge. All rabbits exhibited at the Fair must have permanent identification numbers or names tattooed in their left ear.

Large Breed Classes (Breed examples: Rex, New Zealands, Californian, Champagne D'Argent, Satin, and French Lop. Breed Standard is over 8lbs.)

- 70. PUREBRED JUNIOR BUCK** – Over 8 weeks of age and under 6 months of age
- 71. PUREBRED INTERMEDIATE BUCK** – 6 months to 8 months
- 72. PUREBRED SENIOR BUCK** – 8 months of age or older
- 73. PUREBRED JUNIOR DOE** – Over 8 weeks of age and under 6 months of age
- 74. PUREBRED INTERMEDIATE DOE** – 6 months to 8 months
- 75. PUREBRED SENIOR DOE** – 8 months of age or older

Medium Breed Classes (Breed examples: Angora, Florida White, Dutch, Havana, Mini Lop, and Silver Marten. Breed Standard is 5-7 lbs.)

76. PUREBRED JUNIOR BUCK – Over 8 weeks of age and under 6 months of age

77. PUREBRED SENIOR BUCK – 6 months of age or older

78. PUREBRED JUNIOR DOE – Over 8 weeks of age and under 6 months of age

79. PUREBRED SENIOR DOE – 6 months of age or older

Small Breed Classes (Breed examples: Mini Rex, Holland Lops, Netherland Dwarf, Dwarf Hotot, Jersey Wooly, and Fuzzy Lop. Breed Standard is under 5lbs.)

80. PUREBRED JUNIOR BUCK – Over 8 weeks of age and under 6 months of age

81. PUREBRED SENIOR BUCK – 6 months of age or older

82. PUREBRED JUNIOR DOE – Over 8 weeks of age and under 6 months of age

83. PUREBRED SENIOR DOE – 6 months of age or older

Crossbred Rabbits (All crosses, all sizes)

84. JUNIOR BUCK – Over 8 weeks of age and under 6 months of age

85. SENIOR BUCK – 6 months of age or older

86. JUNIOR DOE – Over 8 weeks of age and under 6 months of age

87. SENIOR DOE – 6 months of age or older

GRAND CHAMPION BUCK – Winner of classes 70, 71, 72, 76, 77, 80, 81, 84, and 85 and any added buck classes, compete for the Grand Champion Buck. Members do not sign-up for this class. There is no premium money paid on this class.

GRAND CHAMPION DOE – Winner of classes 73, 74, 75, 78, 79, 82, 83, 86, and 87 and any added doe classes, compete for the Grand Champion Doe. Members do not sign-up for this class. There is no premium money paid for this class.

BEST OF SHOW RABBIT – Winners of the Grand Champion Buck & Doe classes are eligible for this class. Members do not sign-up for this class. There is no premium money paid on this class.

88. RABBIT FRYER – Weight limit is 3, to ideally, no more than 5 pounds. Kindled no earlier than Jun1. This rabbit should be 8-10 weeks of age at time of showing. This is not a market class.

89. MARKET MEAT PEN CLASS – Pen of three fryer rabbits. Rabbits must weight 3, but ideally, no more than 5 pounds and be kindled no earlier than June 1. They should be 8-10 weeks of age at time of showing. Pen is eligible for class 88 Rabbit Fryer. For Rules governing this class see Market Projects.

RABBIT SHOWMANSHIP

Exhibitors must show their own animal. Any exceptions must be approved by the show management. There are 3 divisions: Junior, Intermediate and Senior.

Exhibitors will be judged on cleanliness, training and ease of handling of their animal, their proper attire and showmanship skills.

90. SENIOR RABBIT SHOWMANSHIP

91. INTERMEDIATE RABBIT SHOWMANSHIP

92. JUNIOR RABBIT SHOWMANSHIP

POULTRY CLASSES

For breed specifications, please see the Elko County Fair Board Livestock Show & Sale Committee. The same animal may not be shown in more than one class, with the exception of showmanship.

100. ROOSTER/Clean-legged – Large breed, standard (full-size) roosters are eligible for this class.

101. ROOSTER/Feather-legged – Large breed, standard (full-size) roosters are eligible for this class. Breed examples: Cochin, Brahma, Faverolles, Mille Fleur and Porcelain.

102. BANTAM ROOSTER/Clean-legged – Clean-legged Bantam roosters of any age, are eligible for this class.

103. BANTAM ROOSTER/Feather-legged – Feather-legged Bantam roosters of any age, any breed or crossbreed are eligible for this class. Breed examples: Bantam Cochin, Bantam Brahma, Bantam Mille Fleur, Bantam Silkie, etc.

104. ROOSTER/Fancy – Must be purebred. Open to rare or unusual breeds and specialty exhibition breeds, full size or Bantam. Breed examples: Polish, Sultan, Crevecoeurs, Golden Hamburgs, Dorking, Phoenix, Lakenvelder, Campine, Buttercup, Modern Red Game, Sumatras, Old English, and Japanese Bantam.

105. HEN/Clean-legged – Large breed hens of any age, breed, or crossbreed are eligible for this class.

106. HEN/Feather-legged – Large breed hens of any age, breed, or crossbreed, or full size are eligible for this class. Breed examples: same as for class 101.

107. BANTAM HEN/Clean-legged – Clean-legged Bantam hens of any age are eligible for this class.

108. BANTAM HEN/Feather-legged – Feather-legged Bantam hens of any age, any breed or crossbreed are eligible for this class. Breed examples: Bantam Cochin, Bantam Brahma, Bantam Mille Fleur, Bantam Silkie, etc.

109. HEN/Fancy – Must be purebred. Open to rare or unusual breeds and specialty exhibition breeds, full size or Bantam. Breed examples: same as class 104.

110. POULTRY/FRYER – Must weigh a minimum of 3 pounds and must have been hatched this year. This class is not a market class.

111. DUCKS and GEESE – Open to males of any age, all domestic breeds.

112. DUCKS and GEESE – Open to females of any age, all domestic breeds.

113. FOWL, OTHER – This class includes any 4-H poultry project of other fowl. Examples: Turkeys, pigeons, and guinea fowl. Please specify the type of fowl entered in this class on your entry form so that proper space

and cage size can be provided for in the Fair barn.

GRAND CHAMPION ROOSTER – Winners of classes 100, 101, 102, 103, and 104, are eligible for this class. Members do not sign-up for this class. *There is no premium money paid on this class.*

GRAND CHAMPION HEN – Winners of classes 105, 106, 107, 108, and 109 are eligible for this class. Members do not sign-up for this class. *There is no premium money paid on this class.*

GRAND CHAMPION FOWL – Winners of Classes 111 and 112 are eligible for this class. Members do not sign up for this class. *There is no premium money paid on this class.*

BEST OF SHOW POULTRY & FOWL – Winners from the Grand Champion Hen, Grand Champion Rooster and Grand Champion Fowl are eligible for this class. Members do not sign-up for this class. *There is no premium money paid on this class.*

114. MARKET MEAT PEN of FRYER CHICKENS (Broilers) – Pen of three pullets and/or cockerels. Birds must weigh a minimum of 3 pounds and it is recommended that birds be hatched a minimum of 6 weeks and a maximum of 8 weeks prior to the show depending on the breed of bird and nutrition program chosen. Pen will be judged on conformation, meat type, uniformity and condition. One bird from this pen is eligible for class 110 Poultry Fryer. For rules governing this class see Market Projects

POULTRY SHOWMANSHIP

Exhibitors must show their own animal. Any exceptions must be approved by the show management. It is recommended that exhibitors show chickens for showmanship rather than ducks, geese, game birds, turkeys, pigeons, etc. There are 3 divisions: Junior, Intermediate and Senior.

Exhibitors will be judged on cleanliness, training and ease of handling of their animal, their proper attire and showmanship skills.

115. SENIOR POULTRY SHOWMANSHIP

116. INT. POULTRY SHOWMANSHIP

117. JUNIOR POULTRY SHOWMANSHIP

Miscellaneous Livestock Classes and Awards

AWARDS:

- **Herdsman Award** - The purpose of the Herdsman Contest is to encourage exhibitors to care for livestock, pens and equipment properly and keep stalls and animals clean and attractive at all times. This is solely a participant contest and any parents helping will decrease the chance of the club winning. An anonymous committee selected by the Elko County Cattlewomen will judge this contest.
- **Hard Luck Award** - This award is given to a club member whose project has had some serious disappointments beyond his/her control, has taken adversity with tact and grace and remained active in the club and project. Extension staff and show management will select the winner.
- **Bill McKnight Outstanding Cattle Breeding Award** - Presented before the Livestock Auction - by the McKnight Family
 - To Qualify: You must be entered in 2 or more cattle breeding classes. One of the classes must be the futurity class.
 - Point System: A point system will be used based on their class placing and the ribbon color awarded. The person that qualifies with the highest points will be the winner of the Bill McKnight Memorial Outstanding Cattle Breeder Buckle.
- **Top Registered Hereford** - This award is to encourage youth to raise and appreciate top quality Herefords. Market steers are not eligible. To qualify for this award, members must present registration papers or list registration number on the Fair entry form. The animal MUST be registered in the youth's name. Presented by Cynthia and Paul Sarman.
- **Pauline Mendive-Beitia, Premier Sheep Exhibitor Memorial** - This award is in memory of Pauline's love of sheep and the Elko County 4-H Program and has been established by the Beitia Family. Exhibitors are given points during sheep breeding and showmanship classes at the Elko County Fair. Cash is awarded Sunday morning before the Livestock Auction begins.
- **Premier Cattle Exhibitor**—Beitia Livestock is sponsoring this award based on the exhibitors' placings in the beef breeding and showmanship classes. Cash prize is awarded before the Livestock Auction.
- **Bob Reed Outstanding Showmanship Award** – Presented before the Livestock Auction – by the Reed/Tomera Family
 - To Qualify: You must be entered into two or more classes. One of those classes must be showmanship.
 - Point System: A point system will be used based on their class placing and the ribbon color awarded. The person that qualifies with the highest points will be the winner.
 - All age groups from Junior to Senior can qualify as well as all species.
- **Walter Winchell Memorial Scholarship** honors the legacy of Walter Winchell, a lifelong Elko County resident, rancher, and devoted supporter of the Elko County Fair. Walter served on the Fair Board for 45 years, including 20 years as Chairman, and was a passionate advocate for the Livestock Show and Sale. This scholarship supports college-bound students who have participated in the Elko County Fair Livestock Show. Awards of up to **\$1,000** may be granted, with the number and amount determined by the Winchell Family. Applications are due **March 15, 2026**.
- **Sherli Buzzetti Memorial Scholarship** – Description being developed