



2024 SPONSORSHIP OPPORTUNITIES



ABOUT US

The Utah State Fair is the largest annual event in Utah. With an average attendance of over 300,000 visitors at the Fair and nearly one million annually at the Fairpark, it has been an unparalleled cultural asset to Utah since 1856. The Utah State Fair offers a wide array of attractions, live entertainment, agricultural and competitive exhibits, exciting carnival rides, rodeos, concerts, and specialty foods.

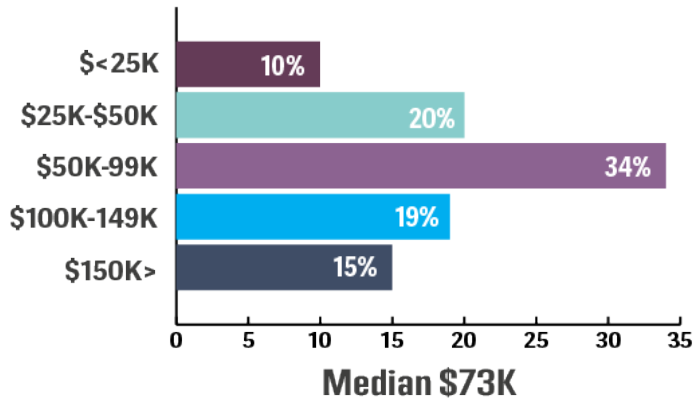
The Utah State Fair is operated by the Utah State Fair Corporation, a public, non-profit 501(c)3 corporation formed in 1995 that is responsible for managing, supervising and controlling all activities relating to the Utah State Fair and the Utah State Fairpark facilities.



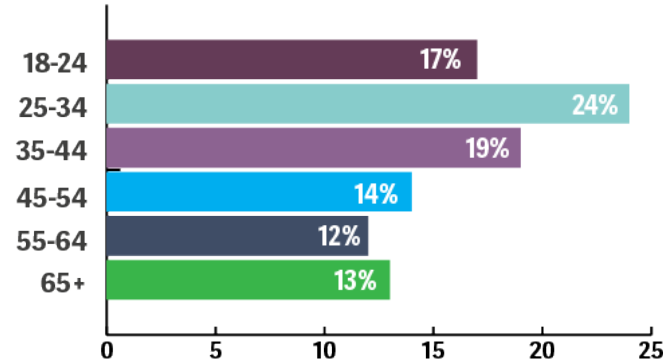


DEMOGRAPHICS

household income



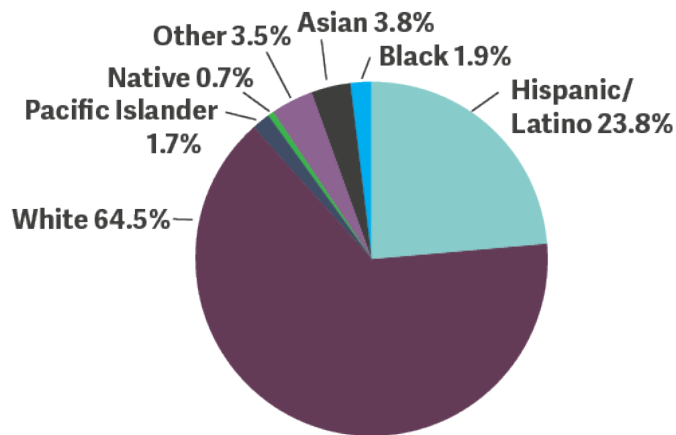
age



gender



ethnicity



61% own their home



68% have a college degree



52% are married



51% have children under 18 at home



89% live within fifty miles



2023 FAIR BY THE NUMBERS

320,250 2023 ATTENDANCE

3.25 hrs AVERAGE STAY

768,642 UNIQUE WEBSITE VISITS

52,000 SOCIAL MEDIA FOLLOWERS

2,019,147 FACEBOOK IMPRESSIONS DURING FAIR

65 # OF FOOD VENDORS

283 # VENDOR BOOTHS

5,279 # OF K-12 FIELD TRIPS

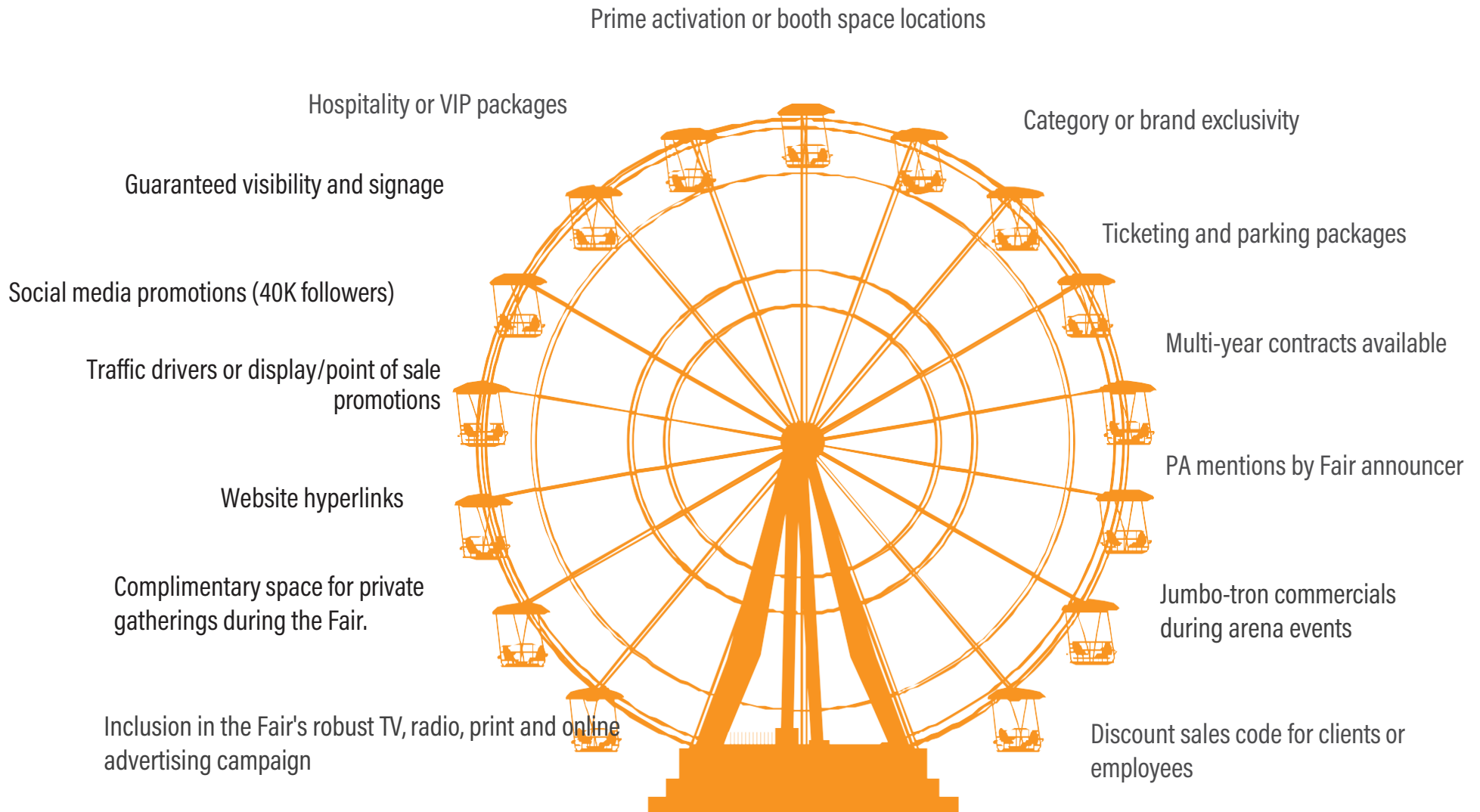
WHAT BRINGS PEOPLE TO THE FAIR EACH YEAR?





SPONSOR BENEFITS

As a Utah State Fair sponsor, your fully integrated package of benefits may include:





We are your specialized promotional partner, connecting your brand with our fair community. Together, we will create, implement and activate a range of promotional strategies to generate leads and ultimately win new customers.

There are many opportunities to promote your brand directly to our fair patrons. The aim is to enrich and add value to the fair experience. The following pages list current available opportunities.



NAMING RIGHTS & PRESENTING SPONSORSHIPS

FAIR TITLE SPONSOR

The title sponsorship provides naming rights to the 2023 Fair and extensive media value with inclusion in all network and cable TV, radio, newspaper, social media and magazine media promotion of the event. The title sponsor also receives additional logo inclusion on-site with banners, t-shirts, recognition at special venues, large social media campaign, and much more. Call for pricing

PRESENTING SPONSORSHIPS

Make your brand stand out by being a presenting sponsor for one of the dozens of exhibits, attractions, or events. Sponsorship includes your logo or company name on relevant marketing materials, logo inclusion on-site with company banners or signage, website and social media coverage, recognition at the venue or attraction, and much more. Annual attractions will vary, contact us for more information. \$6,000 & up Examples Include:

- Buildings & Barns
- Gazebo Stage
- Demonstration Kitchen
- VIP Area
- South Plaza Stage
- Competitions & Contests
- Beer Garden
- Little Hands on the Farm
- Midway & Rides
- Family areas
- Barnyard Friends
- Arena Events
- Attractions



DAY SPONSOR

Align your brand with fun by sponsoring a day at the Fair. A promo-day allows your company align with a specific segment of the community or local cause and to interact directly with fairgoers. Sponsorship may include gate interaction with visitors, prime booth space for the day, name mentions on specific promotional material, PA mentions, banner advertising, and more.

- \$8,000 - \$15,000



GENERAL SPONSORSHIP

ACTIVATION SPACE/BOOTH

Premium booth and activation spaces are reserved for our valued sponsors. Additional marketing exposure and traffic drivers make sponsor booths stand out. Various booth configurations can be accommodated from 10x10 and up. Power included upon request. Space is limited, call for availability. Brand and category exclusivities available.

- \$5,500 & up

SIGNAGE & BANNERS

Market your business at the Fair with your own creative signage. Space is available in various places on our 65 acre property including inside the fairgrounds, at the gates, or on the exterior fence.

- Main Gates - \$750 & up
- Exterior Fence line - \$750 & up
- Arena Events - \$500 & up
- Exhibits, Buildings, & Barns - \$350 & up
- Showring - \$350-\$700
- Restroom Stalls - \$500 & up

CORPORATE BRANDING

Give your brand high visibility at popular stops in the Fair. Examples include your corporate logo on:

- Staff Apparel
- Fair Merchandise
- Charging Stations
- Social Media Photo Stations
- Umbrellas
- and more!

\$2,000 & up





ARENA EVENT SPONSORSHIP

Our 10,000 seat arena hosts some of the best entertainment in the state during the 11-day Fair. From a rodeo one day to concerts the next, the arena is an ideal place for sponsors to market to a captive audience. An arena event sponsorship may include corporate name mentions on produced promotional Fair materials and advertising throughout event, Fair PA mentions all day, extensive on-site banner advertising, social media mentions, e-mail blasts, as well as concourse activation space, jumbo-tron commercial spot, VIP ticketing package and more!

2024 CONCERT SERIES

- Title Sponsor
- Concourse Activation Space (non-food) 10x10 - \$600/night

UTAH'S OWN PRCA RODEO (3 nights)

- Presenting Sponsor - \$18,000
- One night Sponsor - \$9,000
- Chute Gates - \$2,500
- Event Sponsor - \$2,500
- Instant Replay - \$2,500
- Specialty Acts or Barrels - \$2,000
- Signage - \$500
- Concourse Activation Space (non-food) 10x10 - \$500/night, \$1250/3 nights



DAY OF 'WRECK'ONING DEMOLITION DERBY

- Presenting Sponsor - \$15,000
- Instant Replay - \$3,000
- Wreck of the Night - \$1,500
- Banner - \$500
- Concourse Activation Space (non-food) - 10x10 - \$500



"MONSTERS ARE REAL" MONSTER TRUCK SHOW

- Presenting Sponsor - \$10,000
- Signage - \$300
- Concourse Activation Space (non-food) 10x10 - \$400





EDUCATION SPONSORSHIPS

EDUCATION PARTNER

Education Partners will help support the educational programming at our interactive exhibits during the Fair and will also receive year-round recognition in all publications, materials and at educational outreach events in the off season.

- \$3,500 & up

BARNYARD FRIENDS EXHIBIT

Sponsor an animal pen or agriculture activity in this popular exhibit which features displays of live baby farm animals. Watch a chick hatch, see baby lambs, goats, calves, and piglets. Visitors will learn about the habits and proper care of farm animals, meet farmers, and gain a better understanding of their role in local agriculture.

- Presenting Sponsor - \$10,000
- Animal Sponsor - (6-8 available) \$500 & up
- Signage - \$350 & up

LITTLE HANDS ON THE FARM EXHIBIT

Thousands of Utah children become a "farmer for a day" at this exhibit. They will tend to farm animals, milk a cow, plant a seed, ride a tractor and sell their goods for a treat at the grocery store. All visitors learn about agriculture production and manufacturing, to help them better understand where their food comes from. Sponsor a barn, chore, or donate products to help run our fun and interactive exhibit for kids. Avg. 50,000 visitors

- Presenting Sponsor - \$8,000
- Barn or Chore Sponsor- (10-12 available) \$500 & up
- Signage - \$250 & up

AG DISCOVERY ZONES

Specifically designed to educate the public on agriculture, zones can be found in all areas of the Fair. These points of interest will allow the public to gain a better understanding of how important agriculture is in their everyday lives. Sponsor's logo will be featured on the educational signage at the zone(s) of your choice, as well as any materials relating to the Ag Discovery Zones.

- \$1,500





COMPETITIVE ARTS SPONSORSHIP

A Fair tradition, competitive exhibit entries are created by the talented and passionate fairgoers of all ages and abilities. Sponsors can get their name in front of these talented individuals and Fairgoers through various means including signage, branding, awards, and more!. Competitive exhibits include but not limited to:

Creative Art

- (Clay, Metal, Leather, Ceramic, Wood, Scrapbooking, and more)

Culinary

- Baked Goods, Canning, live food contests, and more!

Fine Arts

- Oil Painting, Watercolor, Graphic Arts, Pastels, Bronze sculptures.

Fiber Art

- Fiber & Fleece, Quilts, Handwork & Needlework, Sewing.

Photography

- Fine art, Black & White, Cell Phone

Agriculture/Horticulture

- Crops, Fruits & Vegetables, Honey

Floriculture

- Floral Arrangements, Potted Plants, Fairy Houses, and more.

COMPETITIVE ARTS BUILDINGS

Sponsoring one of the five buildings used for Competitive Arts may include corporate name mentions on produced promotional materials and advertising of competitive entries, Fair PA mentions all day, extensive on-site branded advertising, social media mentions, e-mail blasts, as well as onsite activation space, ticketing package and more! Building sponsorships start at \$5,000

- Bonneville Building – Fine Arts
- Zion Building – Culinary and Fiber Arts
- Promontory Building – Creative Arts
- Grand Building (upstairs) Photography
- Ag/Hort Building – Agriculture, Horticulture, and Floriculture

FOOD DEMONSTRATION KITCHEN

-During the Fair food competitions and cooking demonstrations are held in the Zion kitchen. Companies can sponsor the kitchen, appliances, food events, host cooking demonstrations, and more. Sponsorships may include corporate name mentions, Fair PA mentions, web logo placement, social media mentions, e-mail blasts, and more.





LIVESTOCK SPONSORSHIPS

Livestock sponsors support specific livestock exhibitions, competitions, educational programs, or other initiatives that involve the showcasing, care, and promotion of various farm animals. Sponsors play a crucial role in ensuring the success and quality of livestock-related activities by helping cover costs, facilitating educational components, or offering prizes and awards to participants.

LIVESTOCK SHOWS

Livestock shows include 4H & FFA and Open Class in the following categories:

- Beef Cattle
- Sheep
- Poultry
- Rabbits
- Dairy Cattle
- Goats
- Pigeons

Showring signage (renewed annually) – 4x4 \$500 or 4x8 \$1,000

4H & FFA LIVESTOCK AUCTION

The auction is a great way to get your brand in front of buyers, exhibitors, and families. Held the second Saturday of the Fair.

- Presenting Sponsor
- Individual Species
- Livestream sponsor
- Branded Auctions Items (i.e. paddles, bid cards, etc.)
- Product donations for buyer baskets
- Signage

BARN SPONSOR

Sponsor signs can be hung in various places in and around the four historic barns (Barn 8, 9, 10, 11) and the livestock area.

Barn Sponsorship start at \$4,000



TRAFFIC DRIVERS & CROSS PROMOS

Drive traffic to your store, website, or booth with Fair promotions or other opportunities. The Utah State Fair may also promote these offers in our annual marketing campaign. Examples include ad or coupon on ticketing printouts or stubs, discount tickets in-store.



MOBILE MARKETING

MOBILE TOURS

The Utah State Fair caters to and designs event space around accommodating traveling mobile promotions & activations. We can accommodate various size footprints. Sampling rights can be included. Call ahead for available limited space locations!

	SMALL 10x20 & under	MEDIUM 10x30 - 20x20	LARGE 20x30 & UP
3-day weekend (Fri - Sun)*^	\$3,000	\$4,000	\$5,000
Single Day (Fri-Sun)	\$1,250	\$2,500	\$3,500
Single Day (weekday M-Th)	\$900	\$1,250	\$1,750

* Add Thursday or Mon for \$700

^ Add 2nd weekend for discounted price, call for details. Prices subject to change based on availability



SAMPLING

We provide high visibility and traffic volume, the Fair is a great place to drive brand interest via a sampling campaign. Provide take-away samples of your products at all exits of the Fair. Sampling allowed for most product categories (call for more info).





'FAIR FOOD' FIGHT SPONSOR

The first weekend of the Fair is the Utah State Fair's "Fair Food" Fight! Onsite Fair food vendors compete for the title of Fair Food Champ by submitting their best fair food item in one of two categories; sweet and savory. This competition not only promotes fun fair food for excellent media coverage, it gives the vendors a chance to increase sales for the entirety of the Fair.

Sponsorship may include corporate name mentions on related promotional materials, Fair PA mentions, logo placement on signage, on-site banner advertising, social media mentions, e-mail blasts, ticketing package and more.



SPECIAL EVENTS AT THE FAIR

Each year the Fair hosts multiple special events from food festivals (I.E. Utah Cattleman's Beef Feast, Unbottled's Ice Cream Festival) to events for specific groups (Special Friends Day).

Sponsors can promote their industry or shine light on a cause by having an event at the Fair. Call for details.



YEAR-ROUND SPONSORSHIPS

The Fairpark hosts many festivals and events throughout the year, bringing hundreds of thousands of additional visitors to the grounds outside the Fair. Opportunities can be found all over the park to bring visibility to your brand or message.

INTERNATIONAL MARKET

The International Market launched in 2022, is a bi-monthly market with globally represented food, vendors, and entertainment. Sponsorships available for individual market days or the entire 2024 season and can include signage, booth space, branding, and more.

\$500 & up

VANS SKATEPARK

The Vans Utah Sports Commission Skatepark is a state-of-the-art Olympic grade skatepark built in 2019. Designed and built by California Skateparks, this premiere park terrain skatepark hosted the 2019 Vans Park Series World Championships. Two years later the park expanded to include a street course and held the Street League Series Championship Tour.

Fence Signage - 4x8 \$800; 4x12 \$1,200

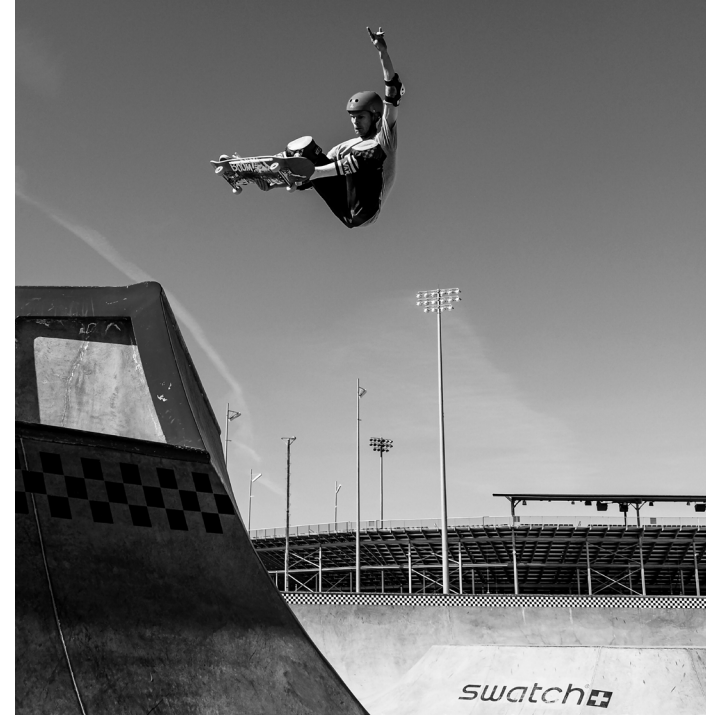
FAIRPARK SIGNAGE

Promote your brand year-round during all the festivals and events held at the Fairpark with onsite signage. Sizes vary. Call for details

BRANDED ELECTRICAL BOXES

These large boxes (roughly 6 ft high) are found all over the grounds in highly visible, high traffic areas of the Fairpark. Wrapped in your branding, they will be sure to stand out at all our events.

\$5,500





Leverage the Utah State Fair's marketing platform and allow us to bring over half million customers to you. There is no limit to the potential return on investment! Get your customized sponsor package started today.



Nicki Claeys
Marketing Director

155 North 1000 West
Salt Lake City, Utah 84116
Office: 801.538.8454 | Cell: 801.550.0228
Email: nicki@utahstatefair.com