

35TH ANNUAL GEORGIA NATIONAL FAIR

Sponsorship Opportunities

11 days. 1,100 Acres.

500,000 Opportunities To Make An Impression.



DID YOU KNOW?

13,473,256

Georgia National Fairgoers since 1990

487,874 2023 Georgia National Fair Visitors

More monthly visitors in October 2023 than Disney's Hollywood Studios park during same period

1,052,336 Annual Visitors in 2022

Top 20 Event in the Southeast
Ranked by the Southeastern Tourism Society

1,100 ACRES



118 Time Awarded Fair

By the International Association of Fairs and Expositions

37th Best Attended

Fair in U.S.

out of 2000 annual state and county events.

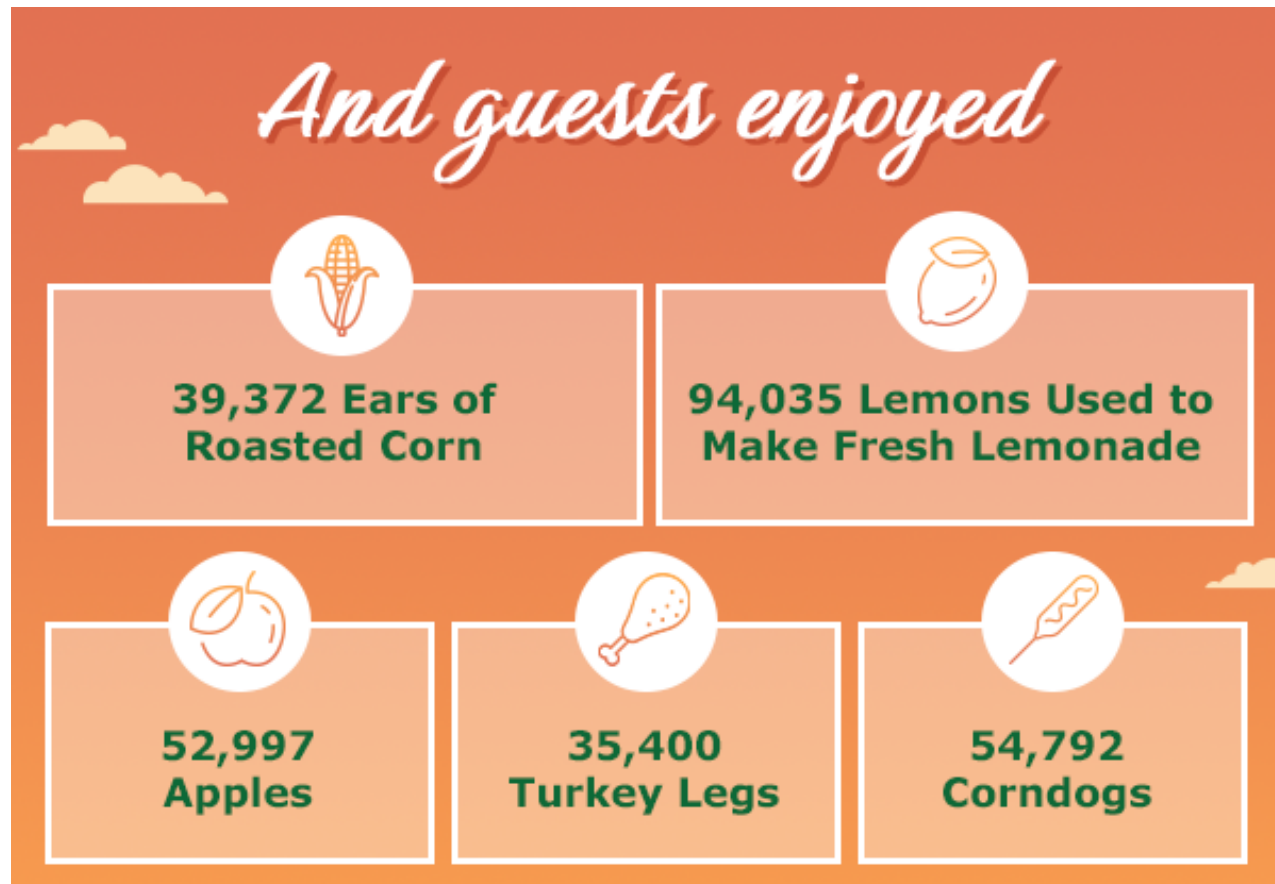
335,079 Sq. ft

Of Indoor Convention Space

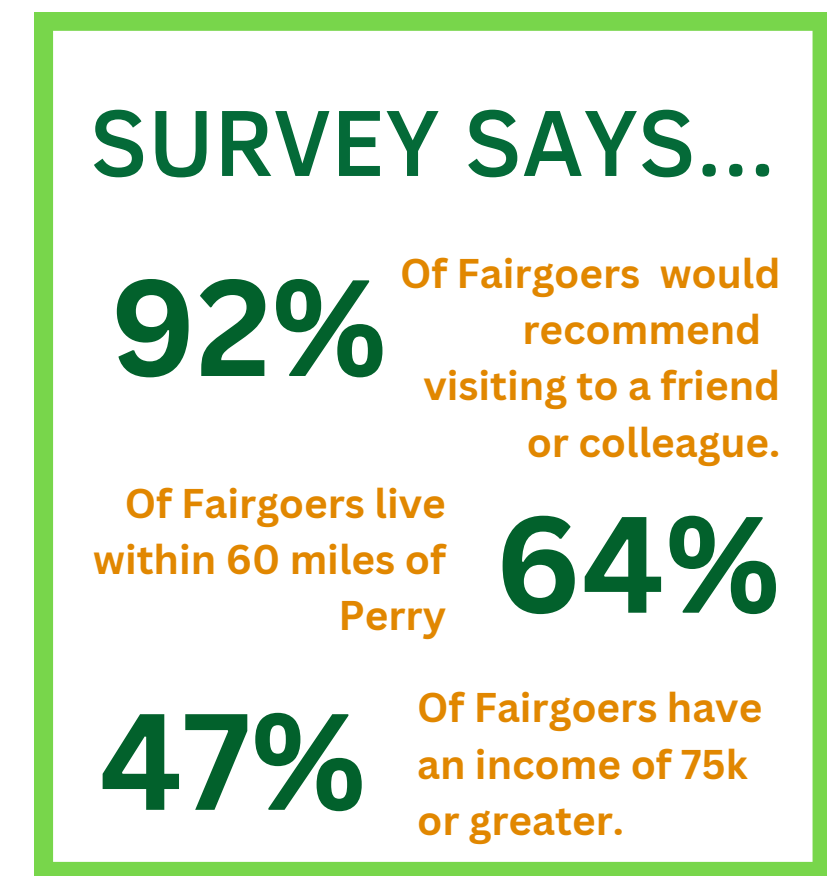
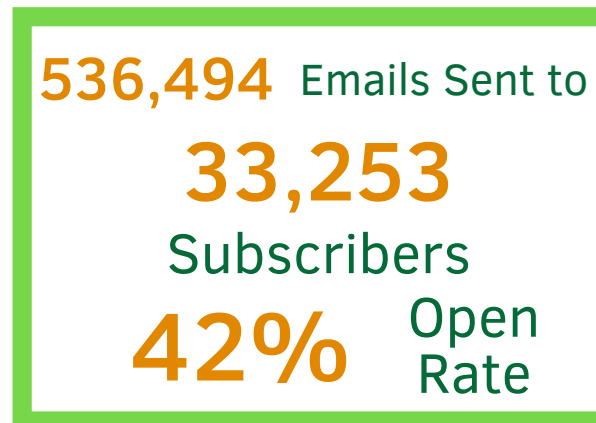


34th Annual Georgia National Fair

BY THE NUMBERS



This year, the Fair welcomed



2023 GEORGIA NATIONAL FAIR MARKETING METRICS

CAMPAIGN DATES: 8/1/23-10/15/23

AUDIENCE DEMOS

Data Collected From GNFA Administered Online & In-person Survey

HOUSEHOLD INCOME

Less than \$35,000: 21%

\$35,000 – \$49,999: 12.8%

\$50,000 – \$74,999: 16%

\$75,000 – \$99,999: 18.7%

\$100,000 – \$149,999: 21%

\$150,000 +: 10.5%

73.1%

FEMALE

22.7%

MALE

**CONCERTS
RIDES FOOD**

*WHAT DO YOU
LOVE MOST
ABOUT THE FAIR?*

**LIVESTOCK SHOWS
SHOWS EXHIBITS**

Georgia
EST. 1990
NATIONAL FAIR

62.8%

LIVE WITHIN 60 MILES
OF FAIRGROUNDS

AVERAGE AGE

10.6%

18-24

18.2%

25-34

17.8%

35-44

14%

45-54

17%

55-64

10.6%

65+

Investment Opportunities

- Own The Day
- Sea Lion Splash
- Robinsons Racing Pigs
- Cirque Ma'ceo
- Relaxation Zone
- Eating Zones
- Selfie Stations
- Starbuck Learning Farm & Stations
- Adventures of Ag Program & Stops
- Stage Naming Rights
- Building/Gate Naming Rights
- Clock Tower Naming Rights
- Livestock Armbands
- Livestock Arenas
- Digital Ticketing
- Clock Tower Poster
- Restrooms
- Bench Sponsor
- Tram Sponsor
- Food Coupons
- Fireworks
- LED Board
- Georgia National Fair Food Fight
- Georgia National Fair Food Drive
- So Much More



We Can Customize Any Opportunity!

Investment Benefits

- Play an integral part of the programming
- Use as an employee recruitment tool
- Location for employee gatherings
- Discount ticketing options
- Branding and visibility
- Highlight community involvement
- Demonstrations/education
- Tangible results
- Daily gate sheet - coupon or information
- Social media
- Cross-promotion with one of the largest annual events in the state
- Reach between 30,000 and 90,000 Fairgoers daily (500,000 over 11 days)
- On-site lead generation
- Generate goodwill among community members
- Gain authenticity of brand

Join The Team!





Platinum Investor

Opportunities begin at \$50,000

Sponsorship packages are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

Naming rights to a venue or attraction at the Georgia National Fair

Promotional Recognition on all references by the Fair of the named venue or attraction. Including:

- GNF Digital Brochures
- Schedule of events
- Georgia National Fair website
- I-75 & Livestock LED Boards (11)
- Main Stage Slideshow
- Right to use Georgia National Fair name and logo
- Social media mentions/tag
- Email Features

Examples:

- IHeartMedia Tower Stage
- Georgia Farm Bureau stage

Logo Inclusion on materials related to Fair Media Plan

- Paid digital ad graphics (social & display)
- Newspaper & Print Ads
- Collateral and direct mail pieces
- Broadcast Commercials
- Radio Commercial mentions

Year Round Recognition

- Logo included on GNFA sponsors boards located at each gate

On-site Activation (optional)

- Vendor Space and custom on-site activation.
Terms apply

Admission & Credentials

- 300 tickets to the Georgia National Fair
- Credentials for employees working the event
- Specialty Parking for employees working the event





National Investor

Opportunities begin at \$25,000

Sponsorship packages are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

Presenting recognition for a venue or attraction at the Georgia National Fair

Promotional Recognition on all references by the Fair of the named venue or attraction. Including:

- GNF Digital Brochures
- Schedule of events
- Georgia National Fair website
- I-75 LED Boards
- Main Stage Slideshow
- Right to use Georgia National Fair name and logo
- Social media mentions/tag
- Email Features

Example:

- Midway powered by Hargray
- All American Stage Presented by Coca Cola

Logo Inclusion on materials related to Fair Media Plan

- Paid digital ad graphic (social & display)
- Newspaper & Print Ads
- Collateral and direct mail pieces

On-site Activation (optional)

- Vendor Space and custom on-site activation. *Terms apply*

Admission & Credentials

- 150 tickets to the Georgia National Fair
- Credentials for employees working the event
- Specialty parking for employees working the event





Gold Investor

Opportunities begin at \$10,000

Sponsorship packages are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

Presenting recognition for a venue or attraction at the Georgia National Fair

Promotional Recognition Including:

- Schedule of events
- Georgia National Fair website
- I-75 LED Board
- Main Stage Slideshow
- Right to use Georgia National Fair name and logo
- Social media mentions/tag
- Email Features

Admission & Credentials

- 75 tickets to the Georgia National Fair
- Credentials for employees working the event
- Specialty Parking for employees working the event

Logo Inclusion on materials related to Fair Media Plan

- Paid digital ad graphic (social & display)

On-site Activation (Optional)

- Vendor Space and custom on-site activation

Examples of Gold Sponsor Opportunities

- Day Sponsor
- Digital Ticket Sponsor
- Agri-lift sponsor





Silver Investor

Opportunities begin at \$3,000

Sponsorship packages are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

Promotional Recognition:

- Schedule of events
- Georgia National Fair website
- I-75 LED Board
- Right to use Georgia National Fair name and logo
- Opportunities for additional promotional support

Admission & Credentials

- 30 tickets to the Georgia National Fair

Examples of Silver Sponsor Opportunities

- Fair Food Drive
- Robinson's Racing Pigs
- Tram Banner
- Eating Zone



Plan your organization's visit to the Fair!



**Interested in planning a day at the Fair
for your employees?**

Purchase the ultimate group Fair package for your staff and their families with special discounts only available to our Corporate Partners!

Contact Erin Flournoy to reserve your spot today!

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Phone: 478-988-6484