

State Fair of Virginia:

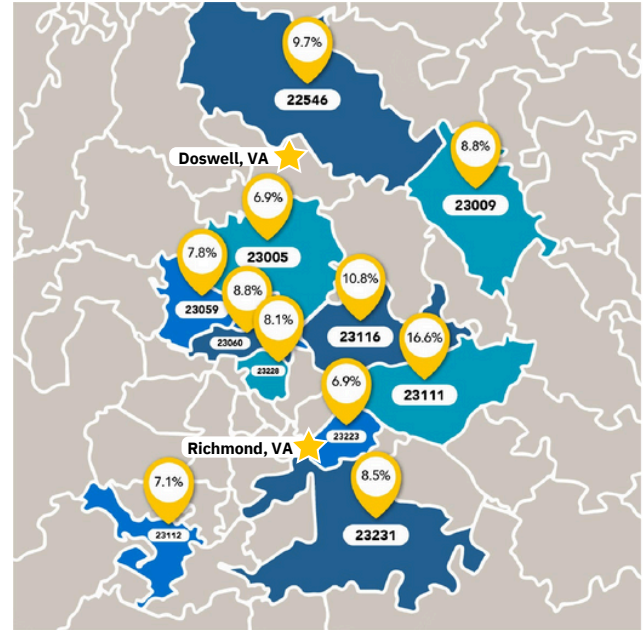
Competition & Education Partner Opportunities

SEPTEMBER 27, 2024 - OCTOBER 6, 2024



Who are we?

- The State Fair of Virginia is a celebration that brings together the best of Virginia in one place to experience and celebrate who we are as a commonwealth.
- Annually, 250,000 guests attend the State Fair. The 10 day event is composed of food, animals, competition, shopping, agriculture, music, history, family time and tradition.
- We are led by our values of joy, inspiration and preservation, and we want you to be part of our story!



Promotion Highlights

AVERAGE ATTENDANCE

250,000

Female 77%
Male 23%

Under 24 3.5%
24 - 32 10.5%
33 - 50 38.4%
51- 69 38.3%
70 - 86 9.4%

Caucasian 73%
African-American 15%
Hispanic 3%
Other 9%

Household Income

Less than \$25,000	3.3%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	6.4%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	18.3%
\$150,000 or more	11.2%
Prefer Not to Answer	27.4%

Amount of time spent at the Fair

1-2 Hours	5.2%
3 -4 Hours	41.3%
5 -8 Hours	37.0%
All Day	15.6%



Contact Sarah Jane at sthomsen@statefairva.org or (804)994-2743
Or visit www.statefairva.org for more information.



Presenting Area Sponsor (Ask about multi-year deals) - limited to one (1) sponsor each

- Arts & Crafts Exhibition
- Horticulture Pavilion
- Blue Ribbon Pavilion
- Best of Show Pavilion
 - Your name or logo on signage entering sponsored area
 - Your name and logo on SFVA competition webpage
 - Blue Ribbon and Best of Show Pavilions are home to many of our student competitions during fair and various activities
 - Twenty (20) one-day promotional tickets; potential space for one 10' x 10' exhibit space

Seed Packet Sponsor (\$5,000) - limited to one (1) sponsor

- Your name and logo printed on 5,000 seed packets that will be handed out to visitors in the Horticulture Pavilion
- Name and logo recognition on SFVA competition webpage and horticulture competition guides
- You receive a State Fair Supporter Sign to Display: "Grow a Blue Ribbon"

Educational Fair Scavenger Hunt Sponsor (\$2,000) - limited

- Your name and logo printed on educational scavenger hunt printouts for children
 - A PDF version will also be uploaded and provided for teachers to use and print
- Name and logo recognition on SFVA Educational Expo webpage and in Ed Expo Teacher Guide
- You receive a State Fair Supporter Sign to Display

Scarecrow Contest Sponsor (\$1,500) - limited

- Your name and logo printed on judging slips for this "People's Choice" competition
- Name and logo recognition on SFVA competition webpage
- Name and logo listed next to contest in competition guide
- You receive a State Fair Supporter Sign to Display

Contest Sponsor (\$500-\$1,000 depending)

- Name and logo recognition on SFVA competition webpage
- Name and logo listed next to contest in competition guide
- You receive a State Fair Supporter Sign to Display



General and flexible partnership opportunities available! opportunities available!

