



**DELTA FAIR  
& MUSIC FESTIVAL**  
EVERYONE'S FAIR



# ABOUT THE DELTA FAIR & MUSIC FESTIVAL



Since 2007, the Delta Fair's mission is to produce an annual fair and music festival that is exciting, interactive and educational. We strive to bring our community together with safe, wholesome family entertainment while celebrating and promoting the rich art, music and history of the Delta.



## THE DELTA FAIR GIVES BACK TO THE COMMUNITY



The Delta Fair & Music Festival is a strong believer of giving back to the community. We proudly donate over \$198,000 on average each year. Some of our donation recipients include:

**Best Buddies, M.A.D.D., Special Olympics, Lifeline to Success, Operation Troop Aid, U.S. Coast Guard Auxiliary, 4-H & FFA, Millington Children's Ranch, Delta Agribusiness and many more!**

# MUSICAL & CELEBRITY ENTERTAINMENT

We bring in big names in the music and entertainment industry, boosting attendance and maintaining relevance in the market. The Delta Fair also provides a platform for local and regional acts to gain exposure.

## PREVIOUS CELEBRITIES INCLUDE:

### CONTEMPORARY

- Boys Like Girls
- Aaron Carter
- Hanson
- Filter
- Gym Class Heroes
- Gavin Degraw
- Cute is What We Aim For
- Why Don't We
- The Avett Brothers
- Casey Abrams
- 3OH!3
- Uncle Kracker
- Hot Chelle Rae
- R5
- Nathan Sykes
- Jordan Sparks
- MKTO
- Chord Overstreet
- Austin Mahone
- American Authors
- Mona
- In Real Life
- AJ Mitchell
- Madison Beer
- Cartel
- David Archuleta

...and many more

### CLASSICS

- Sister Hazel
- Starship
- Eddie Money
- Survivor
- Spin Doctors
- Jason D Williams
- Grand Funk Railroad
- Otis Day and the Nights
- The Dirt Brothers
- Foghat
- The Romantics
- Cobra Starship
- Marshall Tucker Band
- A Flock of Seagulls
- Percy Sledge
- The S.O.S. Band
- The Guess Who
- The Drifters
- Keith Sykes
- Blue Oyster Cult

...and many more

### COUNTRY

- Diamond Rio
- Vince Gill
- Bellamy Brothers
- Mark Chesnutt
- Jason Michael Carroll
- Chris Cagle
- The LACS
- John Anderson
- Josh Thompson
- Blackberry Smoke
- High Valley
- Justin Moore

...and many more

### DISNEY CELEBRITIES

- Corbin Bleu
- Karan Brar
- Olivia Holt
- Peyton List
- Jason Earles
- Avan Jogia
- Laura Marano
- Asher Angel
- Sky Katz
- Jennette McCurdy
- Skai Jackson

...and many more





# YEARLY THEME DAYS

## PRESENTING OPPORTUNITIES



The Delta Fair is focused on developing programs that cover a broad range of interests in our community. We feel everyone should have an opportunity to engage in events they are passionate about and we are successful in providing as many of these activities as possible.

### THEME DAYS:

#### Senior American Day

*Free admission for seniors with special activities & contests.*

#### Home School, FFA & 4H Day

*1/2 price admission & ride wristbands for school groups and homeschooled children.*

#### College Night

*Free admission and 1/2 price wristbands for college students*

#### Salute Our Military Day

*Free admission for all military (active & inactive)*



#### Mid South Jeep Day

*Free admission for Jeepers featuring a car crush and other activities.*

#### Bike Night

*Free admission and parking for bikers with live music and activities.*

#### Latino Day

*A day geared towards our Latin community with live latin music & latin food.*



# YEARLY COMPETITIONS

## PRESENTING OPPORTUNITIES



The Delta Fair & Music Festival offers everyone of all ages and backgrounds, including those with disabilities, the opportunity to compete, in an array of contests in a wholesome and friendly environment. Many of these winners advance forward to state, regional and national competitions.

### COMPETITIONS

#### Livestock Competition & Showmanship

*Promoting the integrity of animal agriculture in Tennessee. \$100k plus in prize payouts.*

#### Crafts, Culinary & Collectibles

*Canning to photography, sewing to woodworking, knitting to culinary, gardening to stained glass, recycled crafts to crocheting, student art to youth crafts.*

*Largest arts & crafts program in the state of Tennessee.*

#### Star of the Fair Talent Show

*Junior & Senior division talent contest. Modeled after American Idol.*

*Largest youth talent contest in the state of Tennessee*

#### Delta Fair Queen's Pageant

*The Miss Delta Fair pageant system promotes and cultivates the empowerment of young women. We provide an outlet for a wide range of young women to foster poise, self-confidence, communication skills and build self-esteem.*

#### Dancing Stars Competition

*Our mission is to provide dancers of all levels with a fair and positive venue to showcase their talents. We are here to inspire and ignite their passion and love for dance!*

#### Delta Dash 5k/10K & Cotton Candy Fun Run

*.This cross-country styled "off-road" race is designed to encourage athletes and nature lovers to enjoy the many terrains found on a working farm at Agricenter International*

#### Photography, Student Art, DECA, FCCLA, FFA, 4H, Skills USA Contest

*The purpose of the contest is to promote teamwork of the club, in preparing a poster outlining how the club can be service to the community.*

*...and more.*

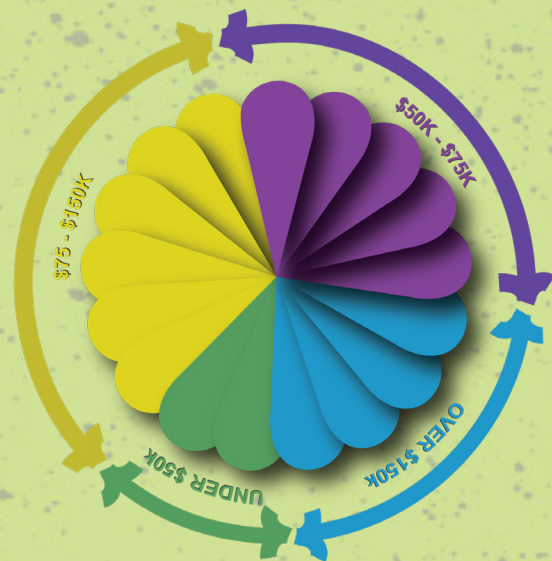
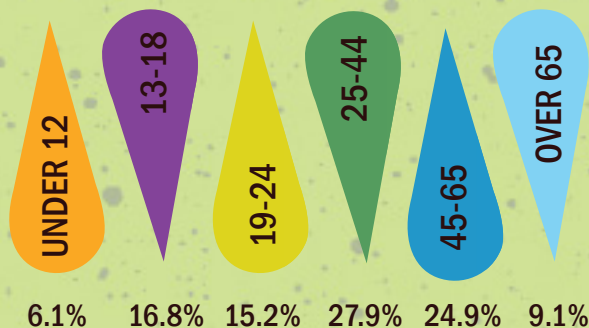




# DELTA FAIR DEMOGRAPHICS



Since 2007, the Delta Fair's mission is to produce an annual fair and music festival that is exciting, interactive and educational.



The Delta Fair & Music Festival delivers a highly unique and sought after demographic in a fun and approachable environment.

- Visitors attend in groups averaging 3.2 and spend more than **6.1 hours** at the Delta Fair.
- 59%** of visitors visit the DeltaFest website before attending the Delta Fair
- 73%** are likely to purchase the product/service of a sponsor.
- 50.7%** of visitors rate the fun of the Fair..."Great, over the top!"
- 86%** enthusiastically refer the Delta Fair to other people.
- 92%** plan to return to the Fair next year. It's a tradition!

The Delta Fair & Music Festival appeals to all ages and has a growing list of fans and attendees that are keen to hear about new and exciting events scheduled for the fair. The fair is a family tradition and is an event geared towards families from every generation.

**Young or old, male or female, the Delta Fair is Everyone's Fair!**

# MARKETING, EXPOSURE & REACHING OUR AUDIENCE



The Delta Fair & Music Festival has an enormous yearly ad campaign with heavy reach in the market. From traditional to contemporary media, we cover the vast majority of the available mediums.

## DELTA FAIR AD CAMPAIGNS INCLUDE:

### BROADCAST

- TV Commercials
- Radio Ads
- Morning Show Interviews

### SUPPORT

- Static Billboards
- Digital Billboards
- Transit Stop Boards
- Bus Benches

### PRINT

- Magazine Ads
- Newspaper Ads
- Coupons
- Posters
- Handbills
- Program Guides at Event

### DIRECT MARKETING

Direct mail is probably the most selective of our advertising media. We use it to send mail to our passionate fans. We maintain a mailing list and mail postcards with discounts and promos to our long-time patrons.

### INTERNET

- Banner Advertising
- Page Take-Overs
- Pay-Per-Click Campaigns

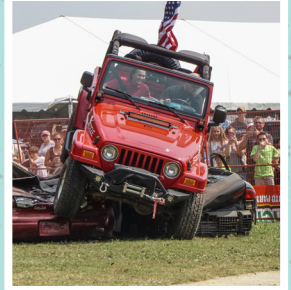
### SOCIAL MEDIA

- Facebook Ad Campaigns
- Boosted Sponsor Posts
- Instagram Ad Campaigns
- Twitter Promos
- YouTube Ad Campaigns
- SnapChat Geo Filters

### GRASSROOTS

- Street Teams
- Event Banners
- Cross-Promotions
- Yard Signs





# EVERYONE'S FAIR!

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