



11315A State Highway 64W Tyler, TX 75704
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FOR IMMEDIATE RELEASE

East Texas State Fair Announces Tickets on Sale August 1 for Fair and Rodeo

July 31, 2025 | Tyler, TX

The East Texas State Fair is back with new attractions, returning favorites, and—for the first time ever— Pro Rodeo! Tickets for the 109th annual Fair go on sale Friday, August 1 at 10:00 AM, with the event scheduled for September 19–28 in Tyler, Texas.

The PRCA rodeo will be held September 19–21 at 7:30 PM and will feature top competitors in bull riding, barrel racing, team roping, and more. Performances start at 7:30 PM, with general admission tickets priced at \$25 and VIP tickets available for \$100. VIP guests will enjoy a catered dinner by Montez, beverages, and access to a covered patio with close-up seating. Every rodeo ticket includes admission to the Fair. Rodeo tickets are expected to sell out, so visitors are encouraged to purchase tickets online in advance.

“We’re thrilled to bring a PRCA-sanctioned rodeo to the East Texas State Fair for the very first time,” said Cody Rosenbalm, President & CEO of the East Texas State Fair. “This marks a major step in the growth of our event as we focus on expanding our offerings and providing new experiences for our guests.”

The 2025 Fair will also bring back the popular Sea Lion Splash show and offer an expanded AgVenture exhibit, where families can explore farming, livestock, and food production. Fairgoers can also expect a broader variety of vendors and exciting new additions to the legendary food row.

The Fair will again honor heroes with themed admission days. Military Appreciation Day (Monday, September 22) and First Responders Day (Wednesday, September 24) will offer free admission to guests with valid service IDs.



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General admission tickets to the Fair are \$12 for adults and \$6 for students ages 5–12, with children under 5 admitted free. Carnival wristbands are \$37 for unlimited rides on any one day. Early bird discounts will be available through September 18. All tickets, including rodeo admission, can be purchased at www.etstatefair.com/tickets.

The Fair is held at 11315A State Highway 64W in Tyler. Parking is free and accessible off Highway 31W at 204 Patton Lane.

About the East Texas State Fair

The East Texas State Fair is a nonprofit organization that brings our community together to celebrate heritage, promote agriculture, provide family friendly entertainment and facilitate youth development. With over a century of tradition, the Fair welcomes more than 100,000 visitors annually and contributes nearly \$1 million each year in community impact through scholarships, programs, and events.

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