



Growing Strong with Partners!

We continue to grow strong
due to successful alignments
with businesses and
organizations.

2019 Attendance
1,238,456



3rd Largest County Fair
in North America*



*as reported by Carnival Warehouse 12/2019

FAIRGROUNDS
Hamburg, NY

39 Buildings

266 Acres



52,968 Pounds
of canned goods collected to benefit
FeedMore WNY in 2019



74,000+
Facebook Followers



7,000+
Twitter Followers



5,200+
Instagram Followers



7,400+
App Downloads

The Erie County Agricultural Society awards
scholarships to youth in the community.

\$25,000 in scholarships will
be awarded in 2021.

ECFair.org | August 11-22, 2021



* Photos Courtesy of Tom Wolf Imaging

Guests come from Western New York, Northern Pennsylvania, Southern Ontario, and throughout the country, to the unmistakable iron gates of the Erie County Fair. It is at these gates that guests are taken from their everyday lives and transported to the care-free and colorful environment of the Fair. Located in Hamburg, NY, just 20 minutes south of Buffalo.

Open twelve days in August, the Erie County Fair brings animals, food, shopping, rides, games, and above all, **memories!** To the people of the region, the Erie County Fair is a must-see summertime attraction and each and every one of our guests has a Fair story to tell, while others are creating new ones.

Annually ranking among the top 20 Fairs in North America, the Erie County Fair is constantly celebrating the foundation on which it was built - hard work, competition, and a hometown pride that runs 180 Fairs deep.

Attendance	
2020	Postponed
2019	1,238,456
2017	1,193,279
2016	986,542
2015	1,172,635



Attendee Demographics

Gender*

Men	46.6%
Women	53.4%

Level of Education*

HS Grad or Less	40.9%
Some College	33.8%
College Grad +	25.3%

Age*

Age 18 to 29	22.1%
Age 30 to 39	16.5%
Age 40 to 59	36.1%
Age 60+	25.3%

****34%**
Kids under 18 in
the home

**** 34%**
High Tech Adopters

Audience is Responsive

From a qualified database of 37,000 emails, the average open rate for emails is 22%

For quick tip emails sent to concert ticket buyers (in 2019), the open rate was 100%

Facebook Insights indicate a reach of 1.5 million from June through August 2019



About Our Audience

An event with a fun atmosphere for the entire family featuring a diverse demographic that mirrors the market.

Based on our qualified (mail and email) database, 38% of our customers come from the middle income mature groups. Another 24% come from the two most affluent and middle income family years groups.



Media Relations

Media Partners

All 3 major television networks plus Spectrum News have a presence daily at the Fair. There are live weather cut ins and some provide full newscasts in the morning, afternoon and evening.

Additionally, 3 radio stations are on site and plan promotions for the run of the fair and work closely with a local charity.

Electronic Media Report (TVEyes.com)

August 2019

1,746 “Erie County Fair” stories and/or mentions

Stations included in report: WKBW-TV (ABC), WGRZ-TV (NBC), WIVB-TV (CBS), WUTV-TV (FOX), WNLO, Spectrum News, WBEN-AM, WBFO-AM

Total Local Viewership: 4,454,307

Total Local Market Publicity Value: \$227,690.18

Your involvement can provide....

BRAND VISIBILITY

LEAD GENERATION

BUSINESS RELATIONSHIPS

CONTENT & SOCIAL MEDIA MARKETING

MEET YOUR TARGET AUDIENCE

EXPERIENTIAL MARKETING



According to Forbes...

3 reasons to consider using a fair as a marketing tool...

Exposure • Cultural Relevance • Tradition

Exposure Opportunities



Stage association



Brand partnering



Custom Directional Signage



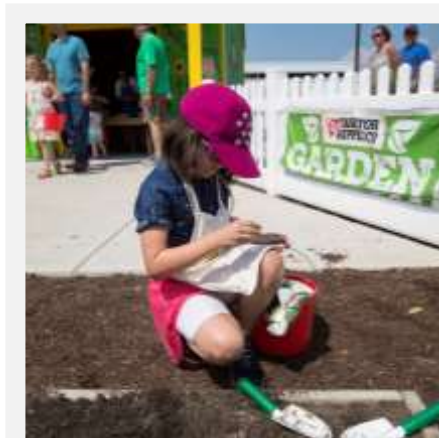
Branding with services



Educational signage



Sampling



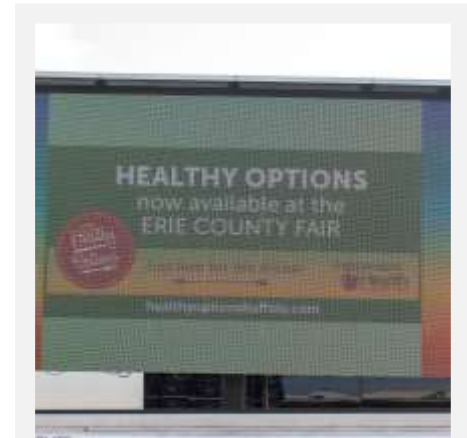
Hands on Activities



Media Coverage



On Site Activation



Brand integration



Sponsor Benefits

Packages are customized to complement your marketing initiatives. We offer a wide variety of benefits with the flexibility and creativity to implement new ideas.

ON SITE

- On grounds presence offering face to face opportunities with guests
- Brand/company mention by emcee at sponsored event/attraction
- Branding opportunities on site: signage around grounds including free entertainment stages, show ring, Grandstand, etc...
- With booth space, logo positioning on event maps posted in large format around the grounds as well as digital formats
- PA Announcements – these are heard throughout the grounds, can include your branded message/commercial

DIGITAL MARKETING

- Inclusion in digital marketing including website, mobile app, and social media channels
- Opportunity for brand inclusion in email to qualified database (37,000)
- Opportunity for a custom email to qualified database
- Opportunity for custom posts and/or mentions to be used across social channels



The Erie County Fair provides more exposure than the 2 major sports teams in our market

MORE BENEFITS

- Name association with entertainment elements including acts and stages – includes logo/name mention in marketing elements related to sponsored event/attraction
- Name mention in Daily Event listing
- Opportunity for appearance by Fair Bear
- Inclusion in press release related to sponsored event/activity
- Opportunity for B2B email to concessionaires and vendors
- Pre-fair opportunities built to showcase partnership
- Admission tickets

Sponsor Benefits

Packages will offer a promotional value that exceed the investment. Proposed benefits will differ with each proposal.



We look forward to growing with you...

👤 Holly Smyczynski, CFE

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The Society is a 501(c)(3) nonprofit membership corporation.