



# Growing Strong with Partners!

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



2022 Attendance  
**1,148,079**

**LARGEST** County Fair in  
North America\*



**ERIE COUNTY FAIR** Est. 1820  
HAMBURG, NY

\*as reported by Carnival Warehouse 12/2019



**266**  
Acres



**96,555 Pounds**  
of canned food donated  
to FeedMore WNY in 2022

 **79,000+**  
Facebook Followers

 **6,950+**  
Twitter Followers

 **7,000+**  
Instagram Followers

 **10,000+**  
App Users

The Erie County Agricultural Society awards  
scholarships to youth in the community.  
**\$40,000** in scholarships were awarded in 2022.

ECFair.org | August 9-20, 2023





\* Photos Courtesy of Tom Wolf Imaging

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.

Following the 2022 season, CarnivalWarehouse.com's annually ranking, based on attendance, placed our Fair 11<sup>th</sup> in North America, which also positions the Erie County Fair as the largest county fair.

Attendance	
2022	1,148,079
2021	981,264
2020	Postponed
2019	1,238,456
2018	1,198,789







## Notable Figures

Through our various partners, the Fair was able to provide community support, foster economic impact and continue our mission.

The figures to the right showcase the impact and success of the 2022 Erie County Fair.

- \$462,212 Combined gross sales of youth livestock market animal auctions, a 45% increase from 2021
- \$136,945 Total prize money paid – a 49% increase from 2021
- 96,555 Total pounds of canned food donated in a one day drive for FeedMore WNY, that is equivalent to 80,000 meals
- \$80,202 Donations collected for local charities, a 45% increase from 2021
- \$19,200 Money donated by food vendors, indoor vendors, Strates Shows and various others to purchase animals in the Youth Livestock Market Auction with all meat donated to FeedMore WNY
- 7,761 Number of competitive exhibits entries including 4-H
- 4,335 Number of scheduled volunteer hours covered by Friends of the Fair
- 1,747 Number of livestock at the Fair, a 24% increase from 2021
- 562 Menu items available at fair food concessionaires
- 483 Number of free grounds performance acts during the 12 days of the Fair
- 164 Number of Friends of the Fair Volunteers
- 98 Number of years with the James E Strates Shows
- 87 Chickens and turkeys from the livestock auctions donated to FeedMore WNY
- 79 Members of the Erie County Fair AllStar Band sponsored by Pepsi
- 74 Number of local bands and community performance acts during the Fair

# Attendee Demographics

## Gender\*

Men	46.6%
Women	53.4%

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

## 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%**  
**High Tech Adopters**

# Audience is Responsive

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

Facebook Insights indicate a reach of 1.5 million from June through August 2022



# 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.

\*Provided by Scarborough Buffalo, NY 2020 Release 1  
\*\*1st Party Data Analysis provided by Amplified Buffalo March 2020



# ERIE COUNTY FAIR

## DEMOGRAPHICS

Buffalo area adults who have attended the Erie County Fair in the past year:



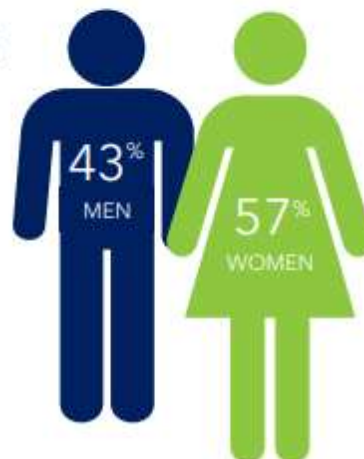
### GENERATIONS

- GENERATION Z [18-24] (14%)
- MILLENNIALS [25-39] (22%)
- GENERATION X [40-54] (25%)
- BABY BOOMERS [55-69] (30%)
- GREATEST GENERATION [70+] (10%)

**INCOME**  
\$82,971  
AVERAGE HOUSEHOLD  
INCOME

30%  
have an annual  
household income  
of \$100K or higher

### SEX

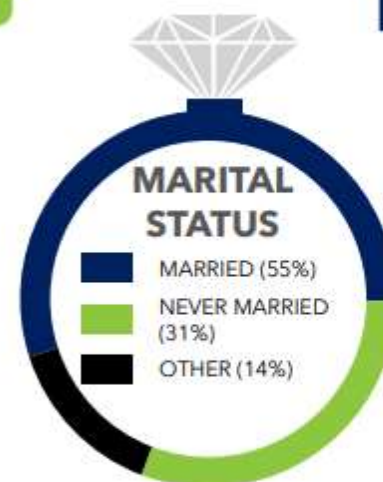


### EDUCATION



### HOME OWNERSHIP

69%  
own their home



### CHILDREN

34%  
have at least  
one child age  
17 or under living  
in their household





## Media Partners

In 2022, the local affiliates of CBS and NBC were on site with a booth and provided news coverage daily. Spectrum New- Buffalo provided daily morning news appearances and some throughout the day as well.

Additionally, 3 radio stations were on site with live remotes and promotional activations as well as raising funds for local charities.

## Media Relations



**Your involvement can provide....**

**BRAND VISIBILITY**

**LEAD GENERATION**

**BUSINESS RELATIONSHIPS**

**CONTENT & SOCIAL MEDIA MARKETING**

**MEET YOUR TARGET AUDIENCE**

**EXPERIENTIAL MARKETING**



## **According to Forbes...**

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

**Exposure • Cultural Relevance • Tradition**



# Exposure Opportunities



Stage association



Brand partnering



Custom Directional Signage



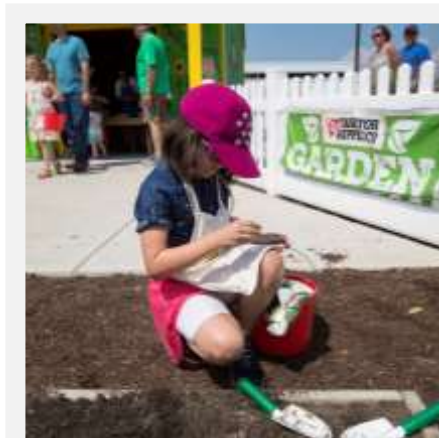
Branding with services



Educational signage



Sampling



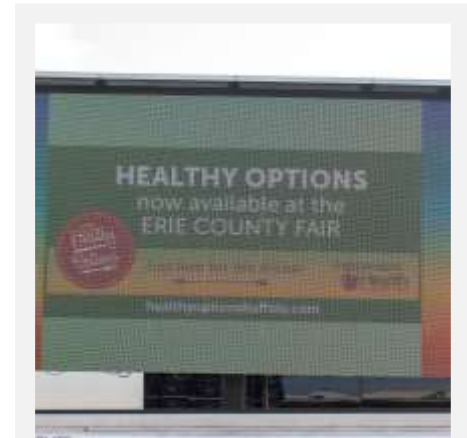
Hands on Activities



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

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### **MORE BENEFITS**

- Name association with entertainment elements including acts and stages
- Logo/name mention in marketing elements related to sponsored event/attraction
- Name mention in Daily Event listing
- 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**

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



**We look  
forward to  
building a  
program with  
positive  
outcomes for  
you...**

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