

36TH ANNUAL GEORGIA NATIONAL FAIR

Sponsorship Opportunities

11 days. 1,100 Acres.

500,000 Opportunities To Make An Impression.



DID YOU KNOW?

14,018,638

Georgia National Fairgoers since 1990

545,382 2024 Georgia National Fair Visitors

For comparison, The Atlanta Falcons hosted 556,828 fans during their 2023 season at Mercedes Benz.

1,052,336 Annual Visitors in 2022

Top 20 Event in the Southeast *Ranked by the Southeastern Tourism Society*

1,100 ACRES



118 Time Awarded Fair

By the International Association of Fairs and Expositions

37th Best Attended Fair in U.S.

out of 2000 annual state and county events.

335,079 Sq. ft
Of Indoor Convention Space



2024 Fair By The Numbers

2024 GEORGIA NATIONAL FAIR MARKETING METRICS

CAMPAIGN DATES: 8/1/24-10/13/24



RECAP VIDEO
Scan to
view!

Re-live the Magic of the 35th Annual Georgia National Fair!



SOCIAL NETWORK
COMMUNITY (FAIR)

139,598

REACH OF
3.8 Million Users
between 8/1 - 10/13

UNIQUE
WEBSITE
VISITORS

619k

3.6 Mil

DIGITAL
DISPLAY
IMPRESSIONS

4.5 M

WEB
PAGE
VIEWS

BROADCAST
COMMERCIALS

1,438

Macon, Columbus, Albany DMAs

6,816

RADIO
SPOTS

29%

GEORGIA
NATIONAL FAIR
EMAIL OPEN RATE

CLICK
RATE

2.11%

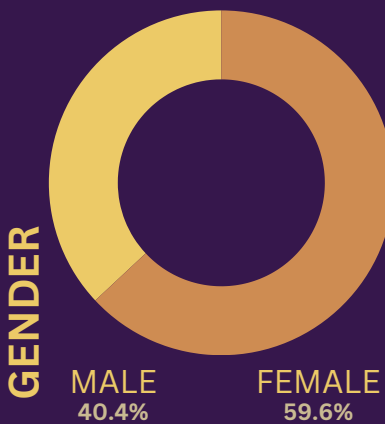
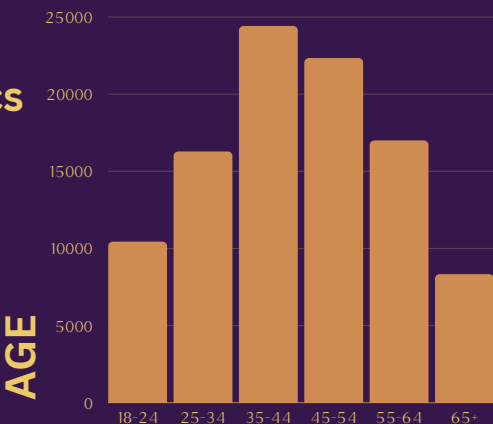
54,557

GNFA TOTAL
EMAIL
SUBSCRIBERS

16,327

NEW EMAIL
SUBSCRIBERS

Purchaser Demographics



ATTENDEE DEMOGRAPHICS

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Georgia National Fa... Golden Isles Pkwy, Perry,...	\$58.4K	27.0%	37.0	Black (44.2%)	2.50
Georgia	\$72.5K	33.7%	37.9	White (50.9%)	2.60

Oct 3rd, 2024 - Oct 13th, 2024 | Data Source: STI: Popstats

3 RECORD
BREAKING
DAYS

545,382

FAIR
ATTENDEES

AVG. LENGTH
OF VISIT
191
Minutes

53.1%
SPENT \$100 OR
MORE WITH
SHOPPING
VENDORS

77.6
NET
PROMOTER
SCORE

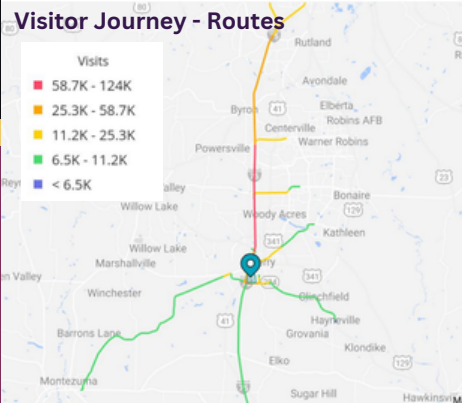
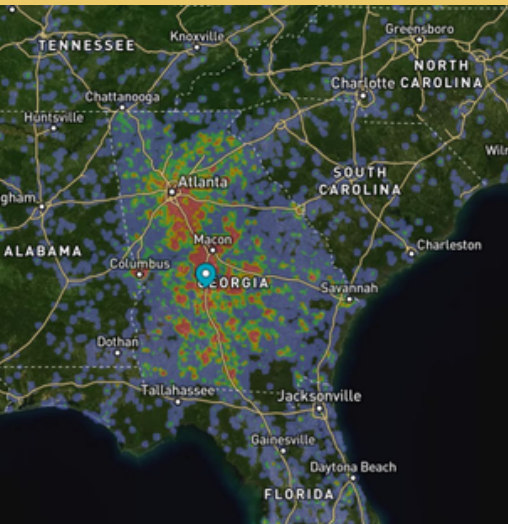
"What was your favorite experience of the Fair?"



**Purchaser Demographics collected from Google Analytics
**Attendees Demographics collected from Placer.AI

** Survey data from 706 responses. distributed in-person, social media, and email

Market landscape



47.5%
VISITED 2
OR MORE
DAYS

545,382
Fairgoers

21,944 Students From
214 Schools



3,027 Livestock
Entries



11,856
Georgia Living Entries

Investment Benefits

- Play an integral part of the programming
- Use as an employee recruitment tool
- Location for employee gatherings
- Discount ticketing options
- Branding and visibility
- Highlight community involvement
- Demonstrations/education
- Tangible results
- Daily gate sheet - coupon or information
- Social media
- Cross-promotion with one of the largest annual events in the state
- Reach between 30,000 and 90,000 Fairgoers daily (500,000 over 11 days)
- On-site lead generation
- Generate goodwill among community members
- Gain authenticity of brand

Join The Team!



Investment Opportunities

- Own The Day
- Sea Lion Splash
- Robinsons Racing Pigs
- Cirque Ma'ceo
- Relaxation Zone
- Eating Zones
- Selfie Stations
- Starbuck Learning Farm & Stations
- Adventures of Ag Program & Stops
- Stage Naming Rights
- Building/Gate Naming Rights
- Clock Tower Naming Rights
- Livestock Armbands
- Livestock Arenas
- Digital Ticketing
- Clock Tower Poster
- Restrooms
- Bench Sponsor
- Tram Sponsor
- Food Coupons
- Fireworks
- LED Board
- Georgia National Fair Food Fight
- Georgia National Fair Food Drive
- So Much More



We Can Customize Any Opportunity!







Platinum Investor

Opportunities begin at \$50,000

Sponsorship packages are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

Naming rights to a venue or attraction at the Georgia National Fair

Promotional Recognition on all references by the Fair of the named venue or attraction. Including:

- GNF Digital Brochures
- Schedule of events
- Georgia National Fair website
- I-75 & Livestock LED Boards (11)
- Main Stage Slideshow
- Right to use Georgia National Fair name and logo
- Social media mentions/tag
- Email Features

Examples:

- IHeartMedia Tower Stage
- Georgia Farm Bureau stage

Logo Inclusion on materials related to Fair Media Plan

- Paid digital ad graphics (social & display)
- Newspaper & Print Ads
- Collateral and direct mail pieces
- Broadcast Commercials
- Radio Commerical mentions

Year Round Recognition

- Logo included on GNFA sponsors boards located at each gate
- Continuous Advertisment on 1-75 LED

On-site Activation (optional)

- Vendor Space and custom on-site activation.
- Use of VIP tent pending availability of days requested

Admission & Credentials

- 300 tickets to the Georgia National Fair
- Credentials for employees working the event
- Specialty Parking for employees working the event





National Investor

Opportunities begin at \$25,000

Sponsorship packages are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

Presenting recognition for a venue or attraction at the Georgia National Fair

Promotional Recognition on all references by the Fair of the named venue or attraction. Including:

- GNF Digital Brochures
- Schedule of events
- Georgia National Fair website
- I-75 LED Boards
- Main Stage Slideshow
- Right to use Georgia National Fair name and logo
- Social media mentions/tag
- Email Features

Example:

- Midway powered by Hargray
- All American Stage Presented by Coca Cola

Logo Inclusion on materials related to Fair Media Plan

- Paid digital ad graphic (social & display)
- Newspaper & Print Ads
- Collateral and direct mail pieces

On-site Activation (optional)

- Vendor Space and custom on-site activation. *Terms apply*

Admission & Credentials

- 150 tickets to the Georgia National Fair
- Credentials for employees working the event
- Specialty parking for employees working the event





Gold Investor

Opportunities begin at \$10,000

Sponsorship packages are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

Presenting recognition for a venue or attraction at the Georgia National Fair

Promotional Recognition Including:

- Schedule of events
- Georgia National Fair website
- I-75 LED Board
- Main Stage Slideshow
- Right to use Georgia National Fair name and logo
- Social media mentions/tag
- Email Features

Admission & Credentials

- 75 tickets to the Georgia National Fair
- Credentials for employees working the event
- Specialty Parking for employees working the event

Logo Inclusion on materials related to Fair Media Plan

- Paid digital ad graphic (social & display)

On-site Activation (Optional)

- Vendor Space and custom on-site activation

Examples of Gold Sponsor Opportunities

- Day Sponsor
- Digital Ticket Sponsor
- Agri-lift sponsor





Silver Investor

Opportunities begin at \$3,000

Sponsorship packages are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

Promotional Recognition:

- Schedule of events
- Georgia National Fair website
- I-75 LED Board
- Right to use Georgia National Fair name and logo
- Opportunities for additional promotional support

Admission & Credentials

- 30 tickets to the Georgia National Fair

Examples of Silver Sponsor Opportunities

- Fair Food Drive
- Robinson's Racing Pigs
- Tram Banner
- Eating Zone



Plan your organization's visit to the Fair!



Interested in planning a day at the Fair
for your employees?

Purchase the ultimate group Fair package for your staff and their families with special discounts only available to our Corporate Partners!

Contact Erin Flournoy to reserve your spot today!

Email: eflournoy@gnfa.com

Phone: 478-988-6484