

# 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

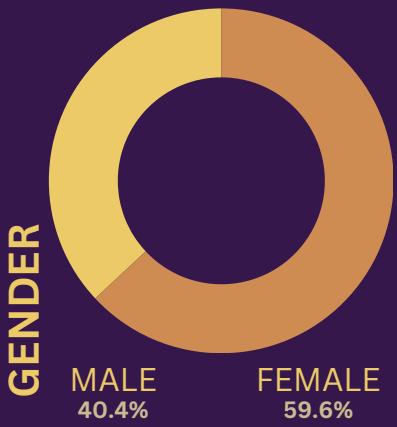
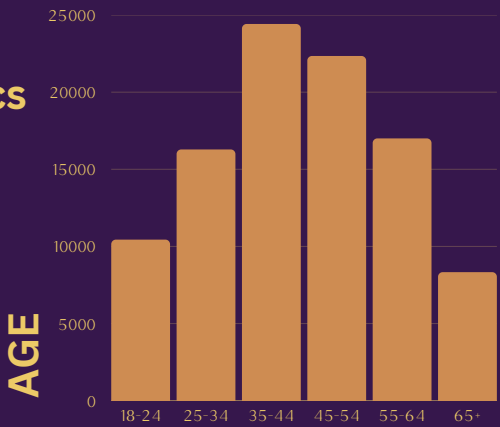
GNFA TOTAL  
EMAIL  
SUBSCRIBERS



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

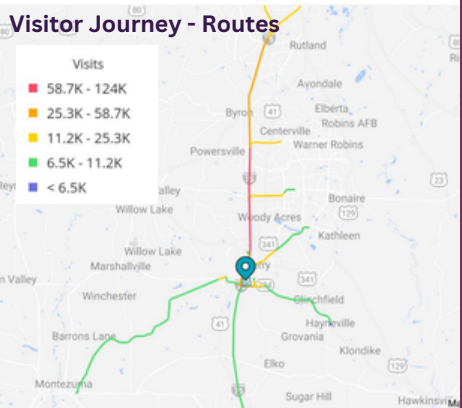
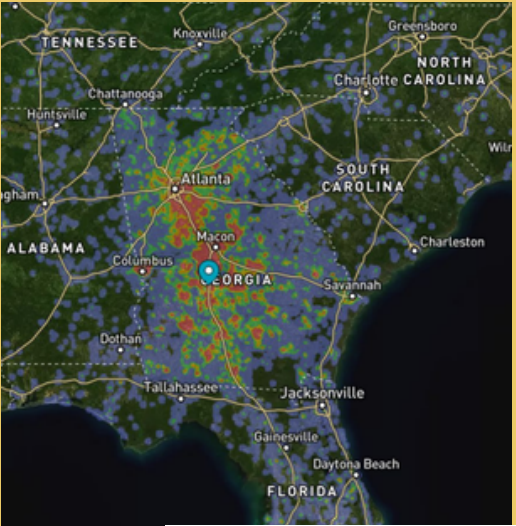
#### "What was your favorite experience of the Fair?"



\*\*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
- Circus
- Relaxation Zone
- Eating Zones
- Selfie Stations
- Starbuck Learning Farm & Stations
- All-American Stage
- 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 Commercial mentions

### Year Round Recognition

- Logo included on GNFA sponsors boards located at each gate
- Continuous Advertisement on I-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!**

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Phone: 478-988-6484