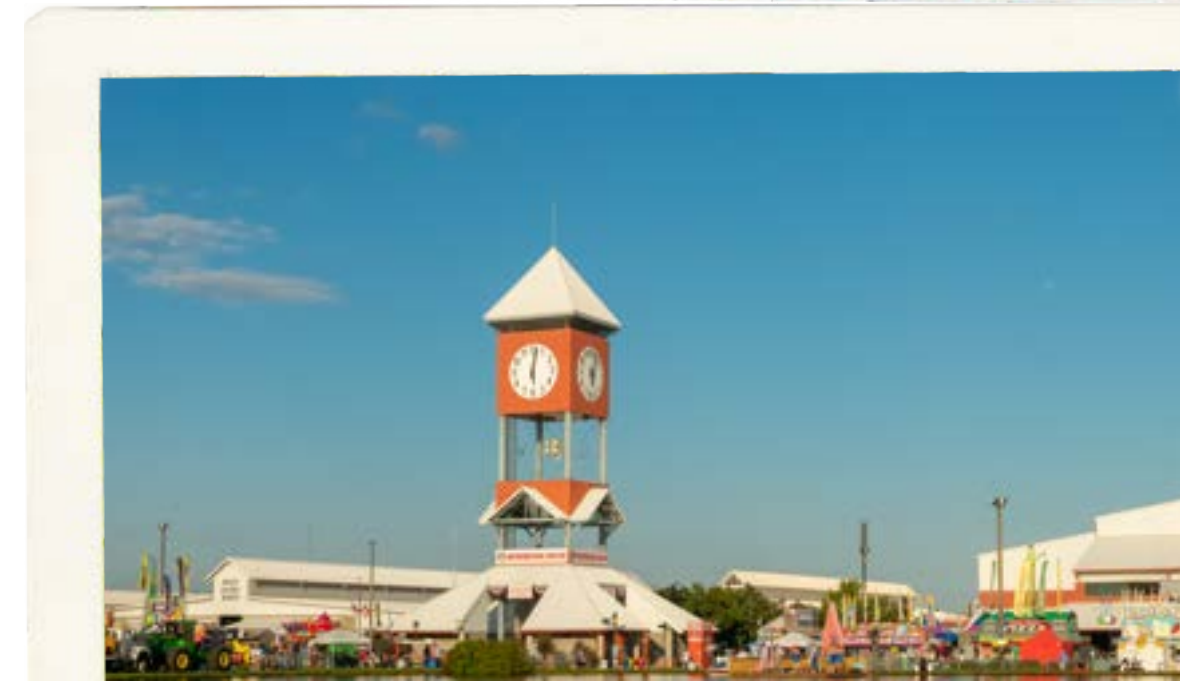
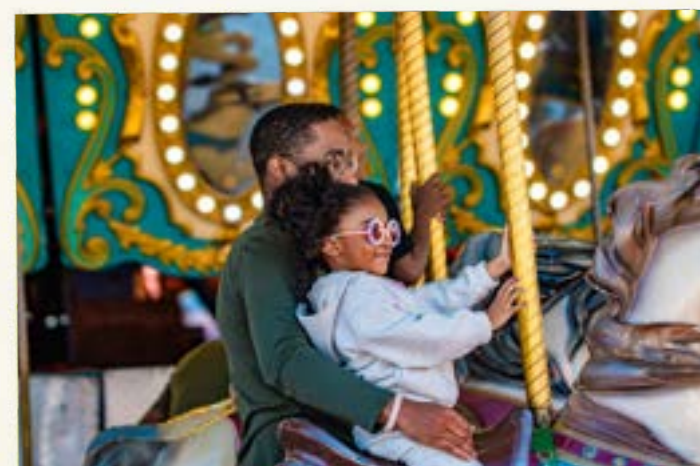




GEORGIA NATIONAL FAIR

Oct 8-18, 2026





37TH ANNUAL GEORGIA NATIONAL FAIR

Sponsorship Opportunities

11 days. 1,100 Acres. Over 600,000 Opportunities To Make An Impression

The Georgia National Fair, held annually in Perry, Georgia, is one of the state's premier family-friendly events and a cornerstone of Georgia's agricultural and cultural heritage. Hosted on a 1,100+ acre multi-purpose facility, the Fair brings together agriculture, education, entertainment, and community in a way that is uniquely Georgian. Our venue welcomes over a million visitors each year with over 612,000 of them coming in 11 days to the Georgia National Fair! During the Fair we offer nationally recognized livestock shows, concerts, a thrilling ride midway, educational exhibits, and youth programs that celebrate the best of Georgia. Our mission is rooted in supporting agriculture, educating future generations, and providing a family environment for families across the region and southeast.

Sponsoring the Georgia National Fair provides companies with high-visibility brand exposure to a diverse, multi-generational audience from across Georgia and the Southeast. Sponsors benefit from meaningful community alignment, on-site activation opportunities, and association with a trusted, long-standing institution that emphasizes education, youth development, and economic impact. With extensive foot traffic, wide-ranging media reach, and customizable sponsorship packages, the Georgia National Fair offers partners a powerful platform to build brand loyalty and make a lasting impression.

We look forward to working with you and welcoming you to the Georgia National Fairgrounds!

Erin Flournoy, Marketing Director
478-988-6484
eflournoy@gnfa.com

2025 Georgia National Fair Marketing Metrics

Campaign Dates: Sep 2 - Oct 12



FAIR ATTENDEES:

612,706, RECORD BREAKING YEAR!

EMAIL NEWSLETTER

Open Rate: 33.2%
 Click Rate: 1.4%
 Total Sends: 1.16 million
 72k+ subscribers
 13k+ new subscribers

3 Record Breaking Attendance Days!

SOCIAL MEDIA

Followers: 154,300
 14% increase

WEBSITE VIEWS:

4.9 million
 594K new users

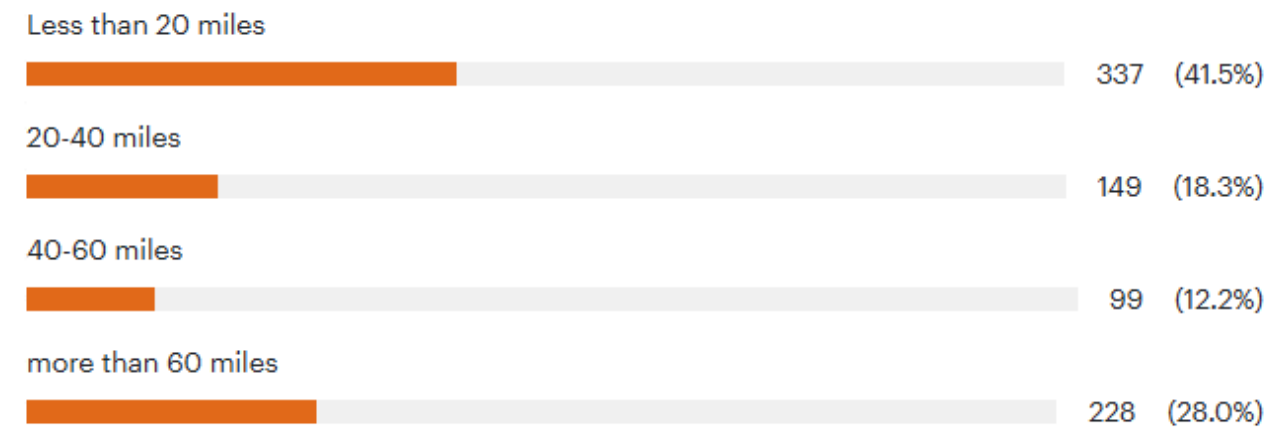
SOCIAL MEDIA

16.9M Views on Facebook, Reach 2.9M
 5.8M Views on Instagram, Reach 1.9M
 Over 65k combined link clicks
 Interactions with posts: 118.8k

RADIO/TV

SPOTS: 4,246

"How far did you travel to attend the Georgia National Fair?"



Avg. Length of Visit
 165 min

45.5% visited 2 or more days

3,593 Animals Shown by 1,970 Livestock Exhibitors

7,136 Students from 150 Schools

14,363 Georgia Living Entries

ATTENDEE DEMOGRAPHICS

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Georgia National Fairground Golden Isles Pkwy, Perry, GA	\$61K	26.1	37	Black (44.1%)	2.51
Georgia	\$76.3K	34.2	38.2	White (50.5%)	2.61







Investment Benefits

- Play an integral part of the programming
- Use as an employee recruitment tool
- Location for employee gatherings
- 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
- 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
- Strolling Entertainment
- Discount Days
- Information Booth
- Eating Zones
- Starbuck Learning Farm
- All-American Stage
- Building/Gate Naming Rights
- Mutton Bustin
- Disc Connected K-9s
- Livestock Armbands
- Livestock Arenas
- Digital Ticketing
- Clock Tower Poster
- Bench Sponsor
- Tram Sponsor
- Fair Bucks
- Fireworks
- LED Boards
- Georgia National Fair Food Fight
- Georgia National Fair Food Drive
- So Much More!



We Can Customize Any Opportunity!

The Georgia National Fair offers 5 sponsor levels, each with unique benefits. Depending on your goals and desired investment, we will create a custom sponsorship package to best fit your needs.



Signature Partner

Investment: \$50,000 +

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:

- Schedule of Events
- Georgia National Fair website
- I-75 LED Board
- Main Stage Slideshow
- Logo inclusion on marketing materials related to the media plan (social, digital, email features)
- On-site signage at attraction or venue

Sponsorship Examples:

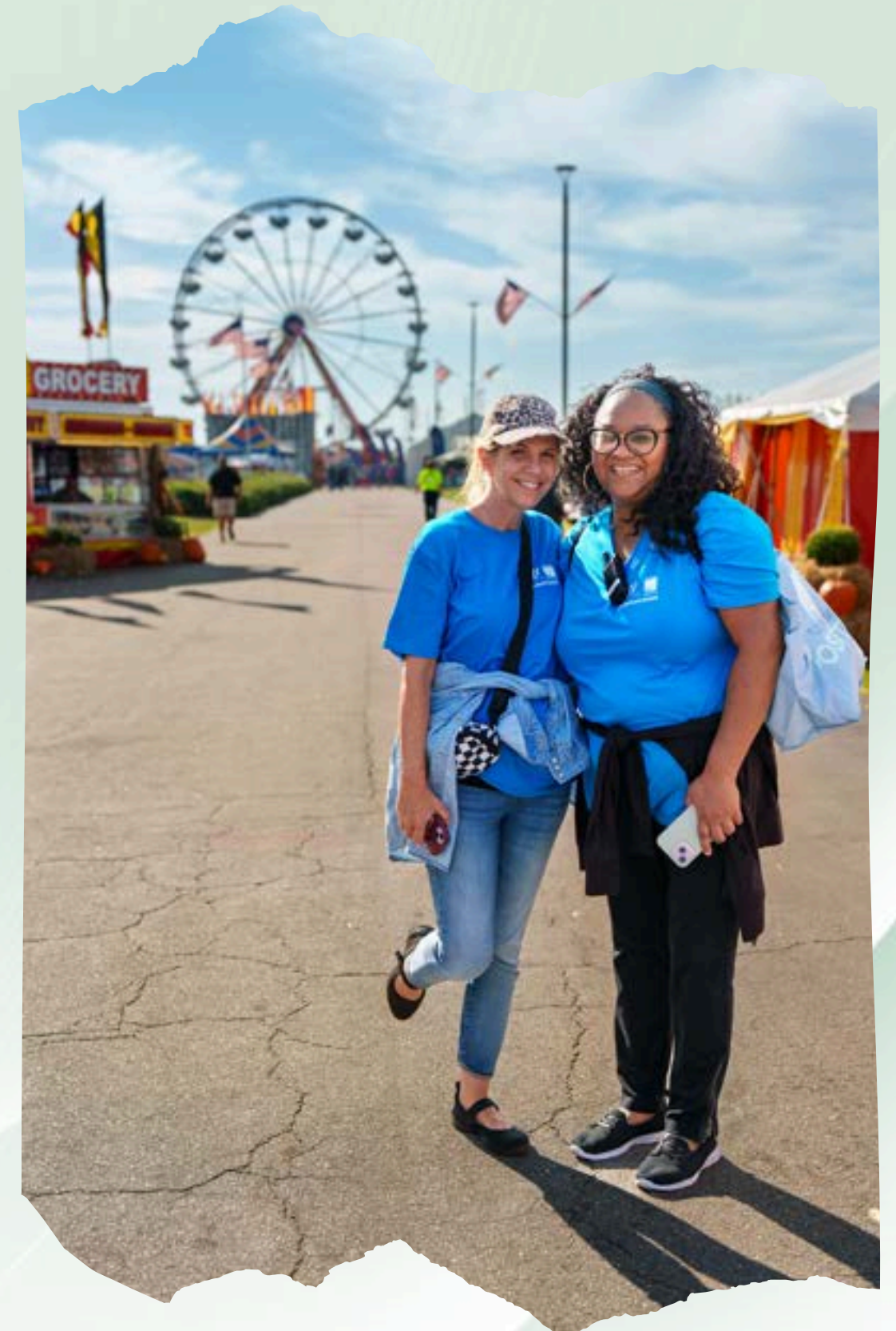
- Tower Stage
- Georgia National Stage
- New South Arena
- Perdue Arena
- GNF Food Fight

On-site Activation (optional)

- Vendor Space and custom on-site activation.
- Use of VIP space (*pending availability*)

Admission & Credentials

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





Premier Partner

Investment: \$25,000 - \$49,999

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

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

- Schedule of Events
- Georgia National Fair website
- I-75 LED Board
- Main Stage Slideshow
- Logo inclusion on marketing materials related to the media plan (social, digital, email features)
- On-site signage at attraction

Sponsorship Examples:

- All American Stage
- Ride Midway
- The Giant Ferris Wheel
- Discount Days (Patriotic Day, American Hero's Day, Terrific Tuesday, WOW Wednesday, Sneak - A Peek)

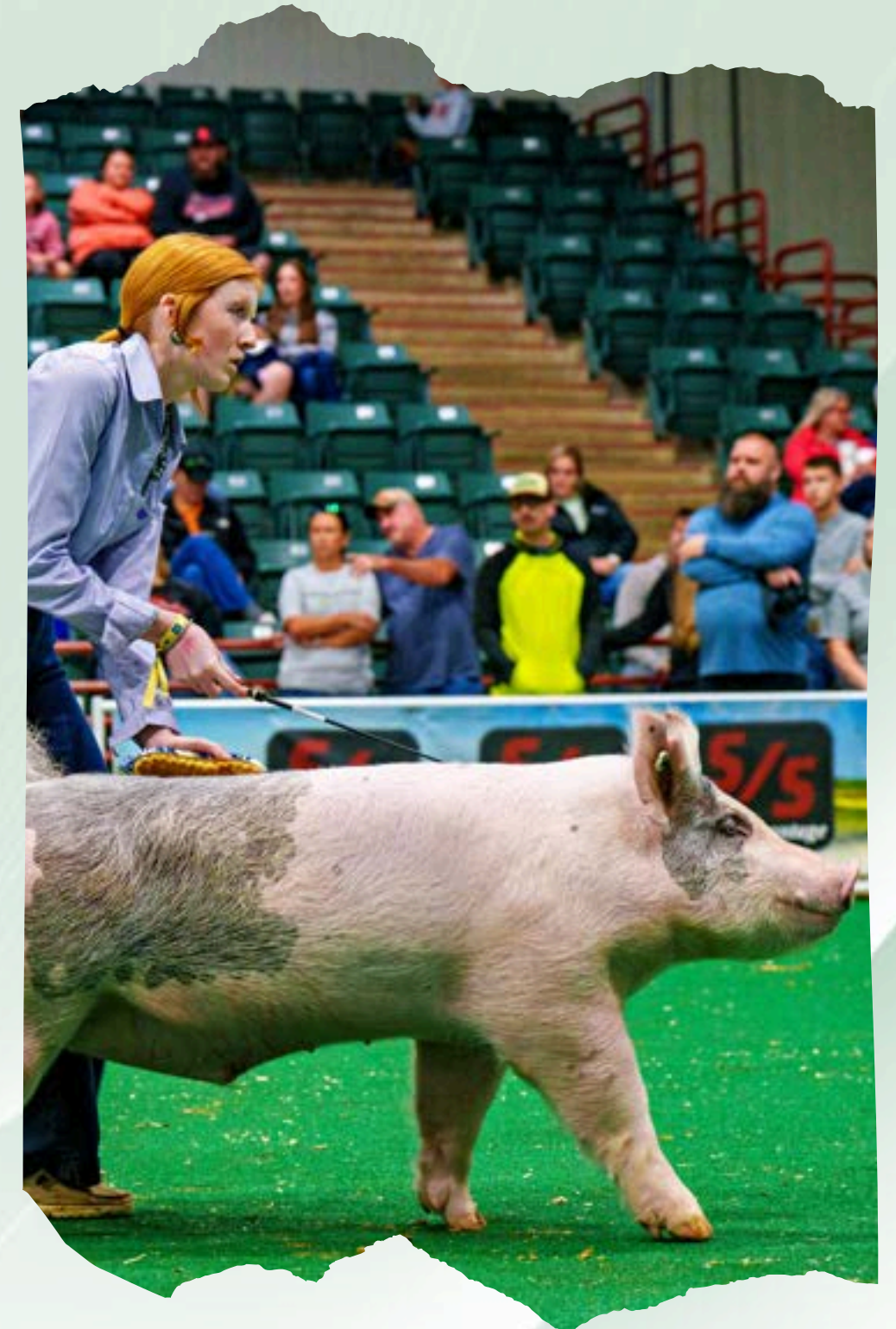
On-site Activation (optional)

- Vendor Space and custom on-site activation

Admission & Credentials

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

- Nerveless Nocks All-American Thrill Show (NEW!)
- Shenaniguns Comedy Wild West Show (NEW!)





Elite Partner

Investment: \$15,000 - \$24,999

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
- Logo inclusion on marketing materials related to the media plan (social and email features)
- On-site signage at attraction

On-site Activation (optional)

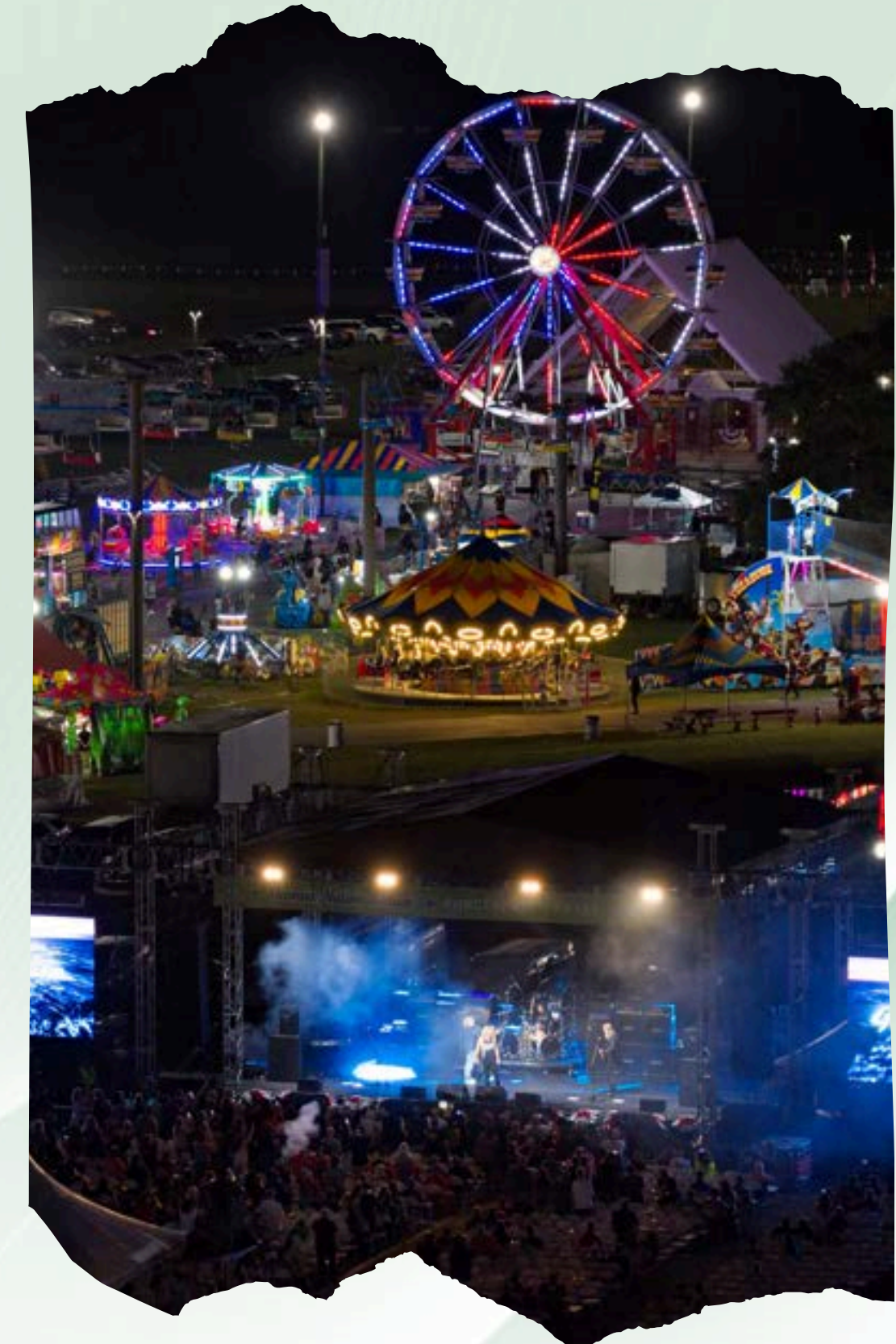
- Vendor Space and custom on-site activation

Admission & Credentials

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

Sponsorship Examples:

- Fair Bucks
- Fireworks
- Entry Gate Sponsor
- Agri-Golf (NEW!)
- Strolling Piano
- Disc Connected K-9s





Featured Partner

Investment: \$7,500 - \$14,999

Recognition for a venue or attraction at the Georgia National Fair

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

- Schedule of Events
- Georgia National Fair website
- I-75 LED Board
- Main Stage Slideshow
- Social media mentions
- On-site signage at attraction

Sponsorship Examples:

- Herdsman Award
- Digital Ticket Ad
- Agri-Lift
- Eudora Farms Petting Zoo

On-site Activation (Optional)

- Vendor Space and custom on-site activation

Admission & Credentials

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





Community Partner

Investment: \$3,000 - \$7,499

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

- Schedule of Events
- Georgia National Fair website
- Main Stage Slideshow
- Social media mentions
- On-site signage at attraction

Sponsorship Examples:

- Fair Food Drive
- Robinson's Racing Pigs
- Sea Lion Splash
- Tram Sponsorship
- Livestock Exhibitor Backtags

Admission & Credentials

- 30 tickets to the Georgia National Fair

****On-site Activation - additional \$3,000**

- Vendor space
- Admission and credentials for employees working the event





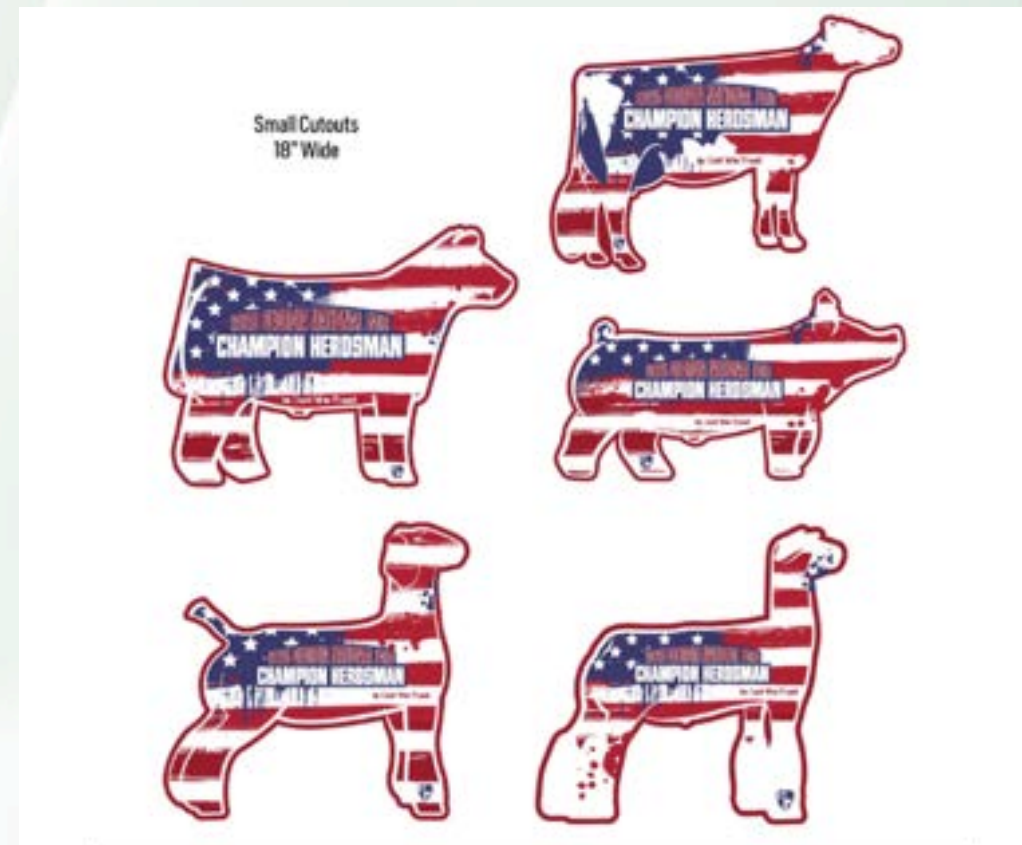
Livestock Opportunites

- Livestock Exhibitor Showmanship Backtag Sponsor at the Georgia National Fair - \$3,000
 - Logo placed on every livestock exhibitor showmanship backtag (appx. 2,000)
 - Plus Community Partner Benefits
- Herdsman Award Sponsor at the Georgia National Fair - \$7,500
 - Logo on awards
 - Plus Featured Partner Benefits

Livestock Exhibitor Back Tag



Herdsman Award
Cutout Example





New Entertainment for 2026!

Shenanigans Comedy Wild West Show

- Presenting Rights - \$25,000
- Minimum of \$5,000 per sponsor



Nerveless Nocks All-American Thrill Show

- Presenting Rights - \$20,000
- Minimum of \$5,000 per sponsor



Agri-Golf

- Presenting Rights - \$18,000
- Minimum of \$3,000 per sponsor

