

34TH ANNUAL GEORGIA NATIONAL FAIR

Sponsorship Opportunities

11 days. 1,100 Acres.

500,000 Opportunities To Make An Impression.



DID YOU KNOW?

12,985,382

Georgia National Fairgoers since 1990

543,120 2022 Georgia National Fair Visitors

*More visitors in 11 days than the **entire 2019 Atlanta Hawks** home game attendance!*

1,052,336 Annual Visitors in 2022

Top 20 Event in the Southeast

*Ranked by the
Southeastern
Tourism Society*

1,100 ACRES

Largest
Fairgrounds
in the U.S.



113 Time Awarded Fair

By the International Association of Fairs and Expositions

**23rd Best Attended
Fair in U.S.**

out of 2000 annual
state and county
events.

335,079 Sq. ft

Of Indoor Convention Space



33rd Annual Georgia National Fair

BY THE NUMBERS

543,120
2022 visitors



10,683

2022 competitive exhibit entries



8,672

2022 livestock entries

63,484 Emails Sent to
20,911
Subscribers
34.9% Open Rate

Fair Social Network
Community of

123,133
Followers



Reach of
7.5 M users

GUESTS ENJOYED...

41,660 turkey legs

66,348 corn dogs

57,856 apples

45,350 ears of roasted corn

67,200 Georgia National
Fair logo souvenir cups

112,040 Clicks

9.3 Million Impressions

Across 6 Digital Tactics

1,574 Broadcast
Commercials

524,346
Unique Website Visitors

6,682 Radio
Spots

2022 GEORGIA NATIONAL
FAIR MARKETING
METRICS

CAMPAIGN DATES: 8/1/22-10/16/22

AUDIENCE DEMOS

Data Collected From GNFA Administered Online Survey

HOUSEHOLD INCOME



78.7%

FEMALE

21.3%

MALE

CONCERTS
RIDES *FOOD*

WHAT DO YOU
LOVE MOST
ABOUT THE FAIR?

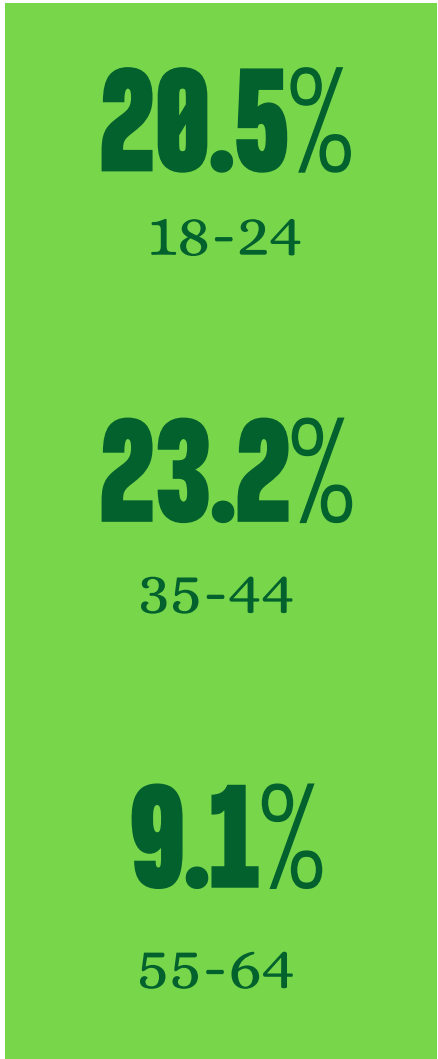
LIVESTOCK SHOWS
SHOWS *EXHIBITS*



68.5%

LIVE WITHIN 60 MILES
OF FAIRGROUNDS

AVERAGE AGE



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!

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!





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

On-site Activation (optional)

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

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

