



# BUSINESS OPPORTUNITIES

Looking for a unique opportunity to increase your visibility? The St Lucie County Fair is the ideal place to drive awareness to your brand. As the largest event on the Treasure Coast, each day of the fair offers a fresh opportunity to reach the customers you are looking for.

## EVENT OVERVIEW

EVENT NAME	St Lucie County Fair
DATE	February 23 to March 3, 2024 Best <b>10</b> Days of Winter!
VENUE	St Lucie Fairgrounds, 15601 W. Midway Rd. Ft Pierce, FL 34945
NUMBER OF ATTENDEES	120,000+
PREPARED BY	Jay Spicer CFE IFMG, Executive Director Jay@StLucieCountyFair.org   772-631-2853

## EVENT DESCRIPTION

### Brief Description

This is the LARGEST EVENT on the Treasure Coast.

### Objectives

1. **Educate** youth and community about our local agriculture, food sourcing, food safety & sustainability.
2. **Entertain** in a family friendly environment, providing the last piece of Americana left for people of all ages.
3. **Engage** by providing an event for all races, creeds, ages and cultures.

### Benefits to you

Associate with an iconic brand (since 1964), community focused, and youth driven for your next generation of customers. Keep your brand "top of mind".

### Our Goal

To help your business grow, keep your employees happy, and inform the public of the benefits of doing business with your company.



## FAIR FACTS

- SLC Fair is a private 501(c)3 Non-Profit. Your donations may be tax deductible.
- The Fair was established in 1964.
- More than 120 volunteers are needed to produce the Fair.
- It's the Largest event in Martin, St lucie, Indian River & Okeechobee Counties.
- Our website has over 250,000 visits to our website at Fair time.
- The Fair has a \$9M economic impact on our community.
- The Fair gives back to the state, local citizens, our ag community, and our local community.
- The Fair supports more than 30 local non-profits, hosting them during the fair.
- The Fair provides \$10,000 in scholarship funding in partnership with IRSC & the SLC Education Foundation.
- 50% Proceeds from our Wide Open Rodeo benefit Tunnels To Towers Foundation.
- The Fair provides over 100 Free personal experiences along with paid attractions.
- The Fair provides many Family-Oriented events and activities.
- 69,000 Tik Tok followers
- 16,000 FaceBook followers
- 2,700 Instagram followers
- You will have a chance for distribution of your collateral materials.
- You will have Face to face opportunities with your current & potential customers
- Fairs are seemingly the last slice of Americana left in this country.



# CENTER STAGE

PRESENTING SPONSOR



The Fair is seeking (1) CENTER STAGE presenting sponsor for the 2024 St Lucie County Fair

**Be right in the middle of the action!**  
The best attraction on the fairgrounds.

As the presenting sponsor will have the opportunity to have banners, flags, and your logo included on all promotional marketing materials & included on all marketing for the Center Stage, artists, and acts.

You are welcome to announce the acts on the stage as your schedule allows.

“CENTER STAGE  
PRESENTED BY \_\_\_\_\_:”

**\$10,000**



## INCENTIVES

**6** MEGA PASSES  
*GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR*

**50** SINGLE DAY ADMISSIONS  
*(GOOD FOR ANY DAY OF THE FAIR)*  
*\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED*

**2** VIP PARKING PASS  
*(GOOD ANY DAY OF THE FAIR)*  
*\*\*MUST HAVE GATE ENTRY TICKET ALSO*

**3** MONTHS SOCIAL MEDIA  
INCLUSION IN ADVERTISING  
*(ON THE FAIR'S FACEBOOK, INSTAGRAM ACCOUNTS)*

**1** SIGN AT THE ACTIVITY  
*(CUSTOM SIGN PROVIDED BY THE FAIR)*



# BEER GARDEN

PRESENTING SPONSOR



The Fair is seeking (1) BEER GARDEN presenting sponsor for the 2024 St Lucie County Fair

As the presenting sponsor will have the opportunity to have banners, flags, and your logo included on all promotional marketing materials prominently displayed at each of our 5 locations on the fairgrounds during the 10-day fair.

- Partnership announcement shout out on social media
- Ability to place koozies at each location

**\$3,000**



## INCENTIVES

**4**

**MEGA PASSES**

*GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR*

**25**

**SINGLE DAY ADMISSIONS**

*(GOOD FOR ANY DAY OF THE FAIR)*

*\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED*

**2**

**VIP PARKING PASS**

*(GOOD ANY DAY OF THE FAIR)*

*\*\*MUST HAVE GATE ENTRY TICKET ALSO*

**3**

**MONTHS SOCIAL MEDIA INCLUSION IN ADVERTISING**

*(ON THE FAIR'S FACEBOOK, INSTAGRAM ACCOUNTS)*

**1**

**SIGN AT THE ACTIVITY**

*(CUSTOM SIGN PROVIDED BY THE FAIR)*



# FAMILY FUN ZONE

PRESENTING SPONSOR



The Fair is seeking (1) FAMILY FUN ZONE presenting sponsor for the 2024 St Lucie County Fair

Our newest attraction!

This new area features FREE interactive activities for kids & adults. Science Lab, Ag-Education, Robot Battles, Ham Radio experience and more!

As the presenting sponsor will have the opportunity to have banners, flags, and your logo prominently displayed in the Fun Zone and large signage on the Building

**\$3,000**



## INCENTIVES

**4** MEGA PASSES  
*GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR*

**25** SINGLE DAY ADMISSIONS  
*(GOOD FOR ANY DAY OF THE FAIR)  
\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED*

**2** VIP PARKING PASS  
*(GOOD ANY DAY OF THE FAIR)  
\*\*MUST HAVE GATE ENTRY TICKET ALSO*

**3** MONTHS SOCIAL MEDIA INCLUSION IN ADVERTISING  
*(ON THE FAIR'S FACEBOOK, INSTAGRAM ACCOUNTS)*

**1** SIGN AT THE ACTIVITY  
*(CUSTOM SIGN PROVIDED BY THE FAIR)*



# ENTERTAINMENT PRESENTING SPONSORS



The Fair is seeking entertainment sponsors for the 2024 St Lucie County Fair

The Entertainment sponsors will have the opportunity to have banners, flags, and be included in all marketing about each of our ground acts. Your banners and presenting sign will be placed at each attraction you sponsored.

**“THIS SHOW PRESENTED BY:**

**Your logo & name \_\_\_\_\_”**

## ACTS INCLUDE:

- Lew-e’s Comedy Circus
- FREE Laser Tag attraction
- Wood Carver demonstrations
- Blacksmith demonstrations
- CenterCircle Circus
- BMX Trickstars
- \*other acts may be added at any time

**\$2,500  
FOR EACH SHOW**



## INCENTIVES

**4 MEGA PASSES**  
*GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR*

**20 SINGLE DAY ADMISSIONS**  
*(GOOD FOR ANY DAY OF THE FAIR)*  
*\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED*

**2 SPONSOR CREDENTIALS**  
*(GOOD FOR EVERYDAY ADMISSION)*

**2 VIP PARKING PASSES**  
*(GOOD EVERY DAY OF THE FAIR)*

**1 SIGN AT THE ACTIVITY**  
*(CUSTOM SIGN PROVIDED BY THE FAIR)*

**3 MONTHS SOCIAL MEDIA INCLUSION IN ADVERTISING**  
*(ON THE FAIR’S FACEBOOK, INSTAGRAM ACCOUNTS)*



# PARKING LOT SPONSOR



The Fair is seeking (2) parking lot sponsors for the 2024 St Lucie County Fair.

The parking lot sponsor will have the opportunity to have banners, flags, and be included in all marketing about the FREE parking.

People will find their cars by remembering they are parked in “your” parking zone.

“FREE Parking at the St Lucie County Fair provided by: \_\_\_\_\_”

**\$2,000**



## INCENTIVES

**2** MEGA PASSES  
*GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR*

**16** SINGLE DAY ADMISSIONS  
*(GOOD FOR ANY DAY OF THE FAIR)*  
*\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED*

**1** VIP PARKING PASS  
*(GOOD ANY DAY OF THE FAIR)*  
*\*\*MUST HAVE GATE ENTRY TICKET ALSO*

**3** MONTHS SOCIAL MEDIA INCLUSION IN ADVERTISING  
*(ON THE FAIR'S FACEBOOK, INSTAGRAM ACCOUNTS)*

**1** SIGN AT THE ACTIVITY  
*(CUSTOM SIGN PROVIDED BY THE FAIR)*



# THE BIG SWIG

## BEER FESTIVAL



The Fair is seeking sponsors for the first St Lucie County Fair's beer festival DURING THE FAIR!.

Many IPA's and local breweries bring their products in for sampling. Patrons receive a commemorative sampling mug, and unlimited samples.



**ONE  
NIGHT ONLY**  
FRIDAY MAR 1

### SPONSOR BENEFIT:

- Brand placement inside the Sampling area.
- Inclusion in the Social media advertising campaign.
- Live announcer mentions of your partnership
- This is a "Behind the Gate" add-on event. You will receive VIP tickets for your company or family.

**\$1500**



**cold,  
smooth  
& tasty.**

### INCENTIVES

**2** MEGA PASSES  
*GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR*

**6** SINGLE DAY ADMISSIONS  
*(GOOD FOR ANY DAY OF THE FAIR)*  
*\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED*

**6** BIG SWIG VIP PASSES  
*((GOOD FOR UNLIMITED SAMPLING))*

**1** VIP PARKING PASS  
*(GOOD ANY DAY OF THE FAIR)*  
*\*\*MUST HAVE GATE ENTRY TICKET ALSO*

**1** SIGN AT THE ACTIVITY  
*(CUSTOM SIGN PROVIDED BY THE FAIR)*



# DEMOLITION DERBY

PRESENTING SPONSOR



The Fair is seeking sponsors for the St Lucie County Fair's "CRASH" Demolition Derby

CRASH Demolition Derby is smash, crash, and smoke non stop excitement! Standing room only crowds. Big bang for your buck!

**ONE  
NIGHT ONLY**  
**SATURDAY  
MAR 2**

## SPONSOR BENEFIT:

- Brand placement outside the Pit area.
- Inclusion in the Social media advertising campaign.
- Live announcer mentions of your partnership
- You will receive VIP Pit Pass tickets for your company or family.

**\$1500**



## INCENTIVES

**2** MEGA PASSES  
*GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR*

**16** SINGLE DAY ADMISSIONS  
*(GOOD FOR ANY DAY OF THE FAIR)*  
*\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED*

**1** VIP PARKING PASS  
*(GOOD ANY DAY OF THE FAIR)*  
*\*\*MUST HAVE GATE ENTRY TICKET ALSO*

**3** MONTHS SOCIAL MEDIA INCLUSION IN ADVERTISING  
*(ON THE FAIR'S FACEBOOK, INSTAGRAM ACCOUNTS)*

**1** SIGN AT THE ACTIVITY  
*(CUSTOM SIGN PROVIDED BY THE FAIR)*



# BLUE RIBBON OPPORTUNITIES



Robot Battles

\$5

**SOLD**

Entertainment Way

\$5

**SOLD**

Main Gate

\$4000

**4 left!**

Fair Queen Pageant  
& EVENTS DURING THE YEAR

\$3000

Family Fun Zone

\$3000

Ag Tivity Ctr

\$3000

Home Arts Bldg

\$3000

**SOLD**

Beer Garden

\$3000

Back Gate

\$2500

S.T.E.M. Lab

\$2500

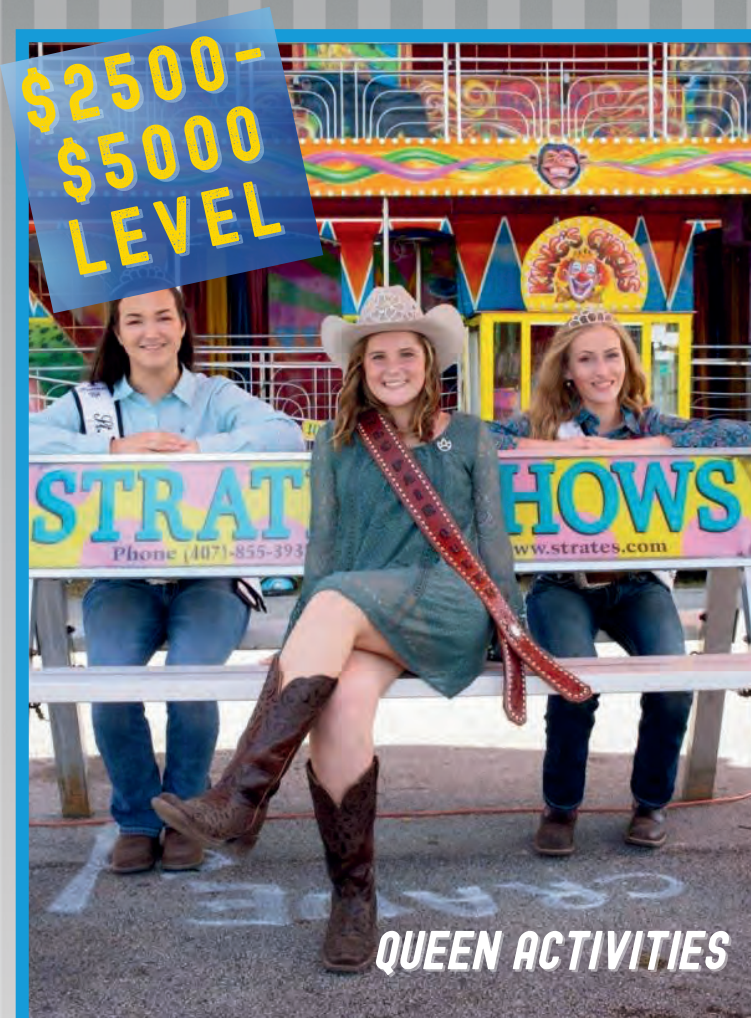
**SOLD**

Hosted Nights (ea)

\$2500

**3 left!**

SPONSOR TICKETS FOR TEACHERS,  
FOSTER FAMILIES, VETERANS, ETC.



## INCENTIVES

**4**

**MEGA PASSES**

GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR

**30**

**SINGLE DAY ADMISSIONS**

(GOOD FOR ANY DAY OF THE FAIR)

\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED

**2**

**SPONSOR CREDENTIALS**

(GOOD FOR EVERYDAY ADMISSION)

**2**

**VIP PARKING PASSES**

(GOOD EVERY DAY OF THE FAIR)

**3**

**MONTHS SOCIAL MEDIA**

**INCLUSION IN ADVERTISING**

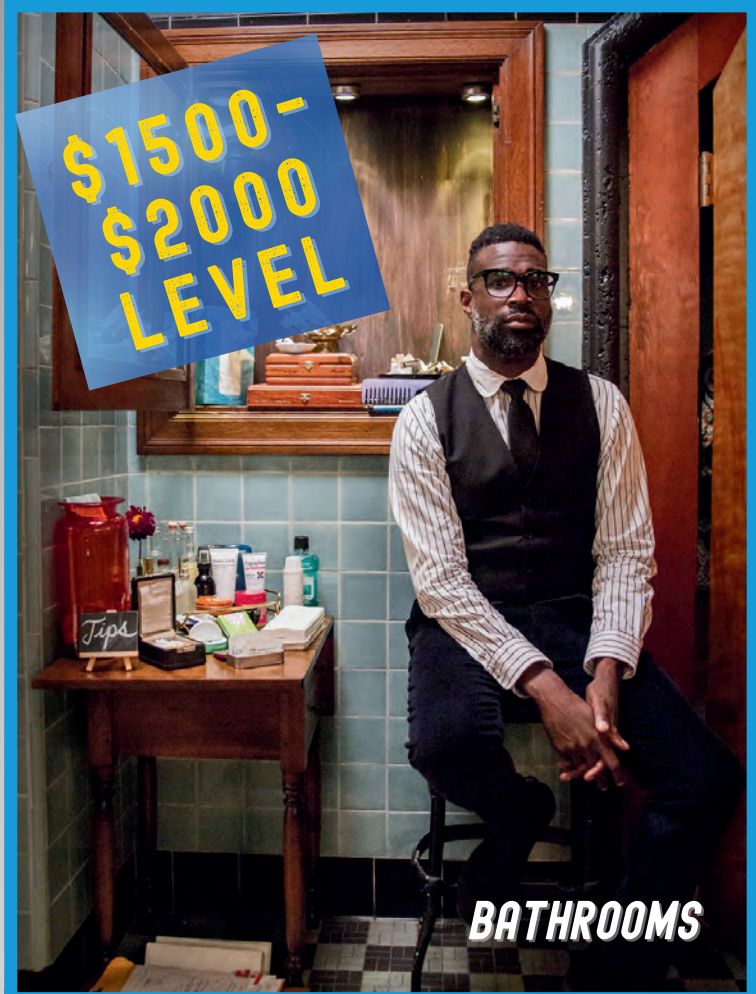
(ON THE FAIR'S FACEBOOK, INSTAGRAM ACCOUNTS)



# RED RIBBON OPPORTUNITIES



<i>Parking Lots</i>		<b>\$2000 EAST SIDE</b>	
<i>Parking Lots</i>		<b>\$2000 WEST SIDE</b>	
<i>Horse Barn</i>		<b>\$2000</b>	<b>SOLD</b>
<i>Cattle Barn</i>		<b>\$2000</b>	<b>SOLD</b>
<i>Swine Barn</i>		<b>\$2000</b>	<b>SOLD</b>
<i>Chicken Barn</i>		<b>\$2000</b>	<b>SOLD</b>
<i>Bathrooms*</i>		<b>\$1500 WEST SIDE</b>	<b>SOLD</b>
<i>Bathrooms*</i>		<b>\$1500 EAST &amp; ARENA</b>	
<i>Bathrooms</i>		<b>\$1500 (3) TEMP TRAILERS</b>	
<i>Front Porch Stage</i>		<b>\$1500 MUSIC/DINING</b>	
<i>Ag Tivity Ctr</i>		<b>\$1500 EDUCATION AREA</b>	
<i>Dining Tents</i>		<b>\$1500 EATING AREA</b>	
<i>What's Happening at the fair?</i>		<b>\$1500</b>	
<i>DAILY SOCIAL MEDIA BLASTS</i>			



## INCENTIVES

**2** MEGA PASSES  
 GOOD FOR GATE & UNLIMITED RIDES FOR ALL 10 DAYS OF THE FAIR

**16** SINGLE DAY ADMISSIONS  
 (GOOD FOR ANY DAY OF THE FAIR)  
 \*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED

**1** VIP PARKING PASS  
 (GOOD ANY DAY OF THE FAIR)  
 \*\*MUST HAVE GATE ENTRY TICKET ALSO

**3** MONTHS SOCIAL MEDIA INCLUSION IN ADVERTISING  
 (ON THE FAIR'S FACEBOOK, INSTAGRAM ACCOUNTS)

**1** SIGN AT THE ACTIVITY  
 (CUSTOM SIGN PROVIDED BY THE FAIR)





# WHITE RIBBON OPPORTUNITIES



*Trams* | \$1000  
(3) FREE TRANSPORTS

*Planter Boxes* | \$1000  
DECOR AROUND THE GROUNDS

*What is it? game* | \$1000  
ANTIQUE FARM TOOLS

*Veteran's Circle* | \$1000  
MAIN ENTRANCE ACCESS

*Sun Protection Program* | \$1000  
FREE LOTION & GIVEAWAYS

*Daily Schedule* | \$1000  
WEBSITE & POSTERS

*Horticulture Tent* | \$1000  
PLANTS AND GARDENING

*Information Booth* | \$1000 **SOLD**  
INFO & SHOP FOR MERCH

*Crafty-Men* | \$750  
MAKES WOOD PUZZLES FOR KIDS

*Wood-Turners* | \$750  
MAKES FREE TOPS FOR KIDS

*Autism Quiet Corner* | \$600  
SENSORY SAFE ROOM

*Picnic Table* | \$600  
W/ FAMILY PLAQUE ON IT

*Benches (ea)* | \$600  
W/ FAMILY PLAQUE ON IT

*Recycling Program* | \$600  
LOGOS ON RECYCLE CONTAINERS



**\$600-\$1000 LEVEL**

**LIMITED OFFER**



**SUN PROTECTION**

## INCENTIVES

- 1** BANNERS DISPLAYED  
(PROMINENT ON FAIRGROUNDS)

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- 8** SINGLE DAY ADMISSIONS  
(GOOD FOR ANY DAY OF THE FAIR)  
\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED

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- 1** SIGN AT THE ACTIVITY  
(CUSTOM SIGN PROVIDED BY THE FAIR)

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- 1** YEAR ON OUR WEBSITE  
(YOUR LOGO & WEBSITE LINK)

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- 1** VIP PARKING PASS  
(GOOD ANY DAY OF THE FAIR)  
\*\*MUST HAVE GATE ENTRY TICKET ALSO



# YELLOW RIBBON OPPORTUNITIES



Add a little extra sparkle, and extra wow! factor setting you apart from the rest. Unique options available but not limited to:

<i>Fair Fan Foto of the Day</i> SOCIAL MEDIA CONTEST	\$500
<i>Sunset Photo Spot</i> BEAUTIFUL LAKE PHOTO SPOT	\$500
<i>Sandbox</i> POPULAR PLACE FOR LITTLES	\$500
<i>Mother's Room</i> NURSING MOMS PRIVACY	\$500
<i>First Aide Station</i> FOR THOSE BUMPS AND BRUISES	\$500
<i>Recycling Program</i> LOGOS ON RECYCLE CONTAINERS	\$500
<i>Fire Pits (ea)</i> CHILLAXING BY THE FIRE	\$500
<i>Selfie Spots</i> FUN PHOTO OPS	\$250
<i>Hand Sanitizer Stations</i> GET THOSE GERMS OFF	\$250
<i>Goat Play Yard</i> FAMILY FAVORITE!	\$250
<i>Single Banner on Grounds</i> BRAND RECOGNITION	\$250
<i>Food Eating Contests (ea)</i> THRILL IN EVERY BITE	\$250



## INCENTIVES

- 1** BANNER DISPLAYED  
(PROMINENT ON FAIRGROUNDS)

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- 4** SINGLE DAY ADMISSIONS  
(GOOD FOR ANY DAY OF THE FAIR)  
\*\*PURCHASE EXTRA IN ADVANCE DISCOUNTED

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- 1** SIGN AT THE ACTIVITY  
(CUSTOM SIGN PROVIDED BY THE FAIR)

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- 1** YEAR ON OUR WEBSITE  
(YOUR LOGO & WEBSITE LINK)

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- 1** VIP PARKING PASS  
(GOOD ANY DAY OF THE FAIR)  
\*\*MUST HAVE GATE ENTRY TICKET ALSO



# "WIDE OPEN"

## PRCA RODEO

FEB 23 & 24



DURING THE  
ST LUCIE COUNTY FAIR

**\$10,000**

## GOLD BUCKLE



- (10) General admission passes each night of the rodeo
- (10) VIP tickets each night
- (10) Mega Passes / unlimited admission & rides at the fair all 10 days
- Announcer recognizes you as the "Presenting Sponsor"
- (1) Banner on Main Bucking Chute
- (2) Banners on inside arena railing
- (2) Banners on outside of arena
- Logo on Flags carried by riders between events

## SILVER SPUR



- (4) General admission passes each night of the rodeo
- (4) VIP tickets each night
- (4) Mega Passes / unlimited admission & rides at the fair all 10 days
- Prominent Announcement from EmCee
- (1) Banner on any Bucking Chute 2 - 6
- (2) Banners on inside arena railing
- (2) Banners on outside of arena
- (2) VIP-Experience access both nights
- Logo on Flags carried by riders between events
- Optional 10x10 Booth inside arena

**\$5,000**

**3 left!**

\*VIP Tickets include (3) drink tickets, catered dinner, and premium seats

\*\*50% proceeds from the "Wide Open" Rodeo benefit the Tunnel to Towers Foundation.



**Tunnel to Towers  
Foundation**







- (4) General admission passes each night of the rodeo
- (2) VIP tickets each night of Rodeo
- (2) Mega Passes / unlimited admission & rides at the fair all 10 days
- Prominent Announcement from EmCee

**\$2,500**



**\$1,000**



**\$500**

# SLINGER

Choose your event:

- Bareback -
- Saddle Bronc -
- Bull Riding -
- Tie-Down Roping -
- Steer Wrestling -
- Team Roping -
- Logo on Flag carried by riders before your event
- (2) Banners on arena fence

# CHUTE FIGHTER

VIP AREA SPONSOR

- (2) Banners on arena fence (\*\*Fair will make you a 2x8 banner)
- Recognition in Fair Social Media
- (2) General admission Fair passes
- each night of the rodeo

# DOUBLE KICKER

BANNER SPONSORS

- (1) Banner on arena fence (\*\*Fair will make you a 3x8 banner)
- (2) General admission Fair passes each night of rodeo
- Recognition in Fair Social Media

**\*Extra VIP Tickets may be purchased for \$125. Includes (3) drink tickets, catered dinner, and premium seats location.**

