



# Sponsorship Opportunities at the 2020 State Fair of Virginia





## MISSION

**TO NURTURE,  
PRESERVE AND  
CELEBRATE THE  
BEST OF  
VIRGINIA'S  
CULTURE: PAST,  
PRESENT  
AND FUTURE.**



September 25 - October 4, 2020

## VISION

TO BRING  
THE BEST OF  
VIRGINIA  
TOGETHER IN  
CELEBRATION,  
EVERY YEAR.

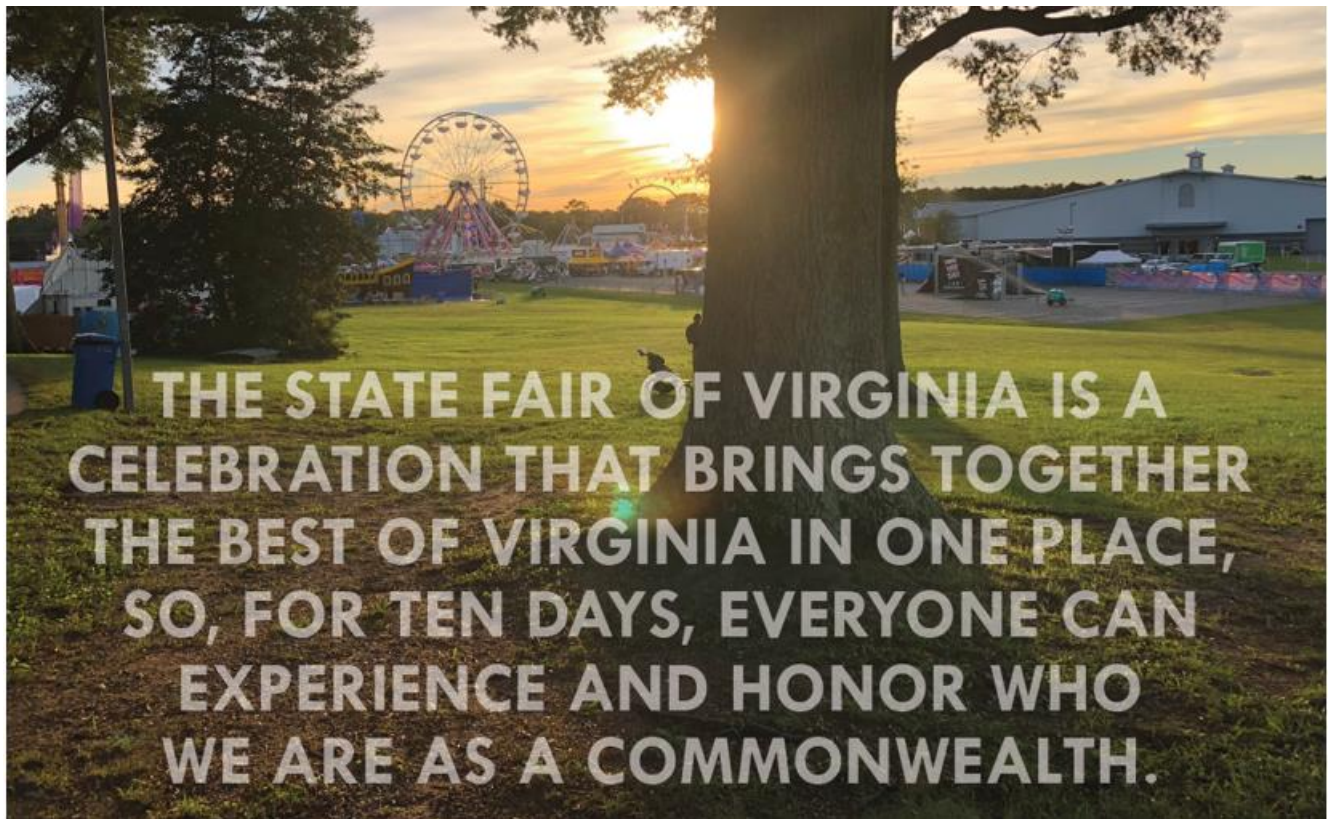


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## 2020 State Fair of Virginia

September 25—October 4, 2020

The Meadow Event Park

Doswell, VA

just off I-95 near Kings Dominion  
in Caroline County—

*Birthplace of famed Triple-Crown-  
winning racehorse, Secretariat*

Annually, 250,000 potential customers attend the State Fair. Food, animals, competition, shopping, agriculture, music, history, family time and tradition fill the 10 day event. The mission of the State Fair is to increase agricultural and natural resource awareness, interest and education in Virginia through programs, exhibitions and competitions.



*The State Fair of Virginia has been a great partner for EMG3 to include on our 2018 Ford Tour. The venue was ideal for us to showcase our vehicles, and **reach a broad audience within our demographic**. We gained great exposure for our client and were able to **interact with the public in a meaningful way**. The State Fair **staff went above and beyond** the call of duty to make us feel welcomed, and appreciated. They helped us assemble and break down event sets, and were readily available with any issues or questions that arose. Overall, we were able to put our best foot forward to the marketplace through this meaningful partnership."*

**Jesse P. Colferm, Assistant Manager,  
Activation—EMG3, a TideSmart Company**





*Virginia529 has partnered with Meadow Event Park and the State Fair of Virginia for many years. The opportunity to reach a wide range of Virginia residents in a fun, family-filled environment offers **great awareness building** opportunities for our brand. We attend hundreds of events throughout Virginia each year and without question, **the State Fair offers one of the best opportunities for engaging with prospective customers.** It's a partnership that we strongly value and look to continue for a long time."*

**Scott Ridgely, Director of Marketing  
Virginia 529 College Savings Plan**

### **Sponsorship opportunities include:**

- Guest Tram Signage
- Facebook & Instagram contests
- Mobile tours & sampling
- Welcome signage
- VIP experiences
- Seating areas
- Day sponsorships
- Title sponsorships of venues such as the Thrill Pit, Young MacDonald's Farm, Festival Loop, the Festival Trail
- Presenting sponsorships of shows & entertainment acts (Racing Pigs, demolition derby, aerial shows, ground attractions, and rodeos)
- Presenting sponsorships of public services (nursing moms station, information booth, recycling, phone charging stations, handwashing stations, trash cans)
- Music stage and concerts

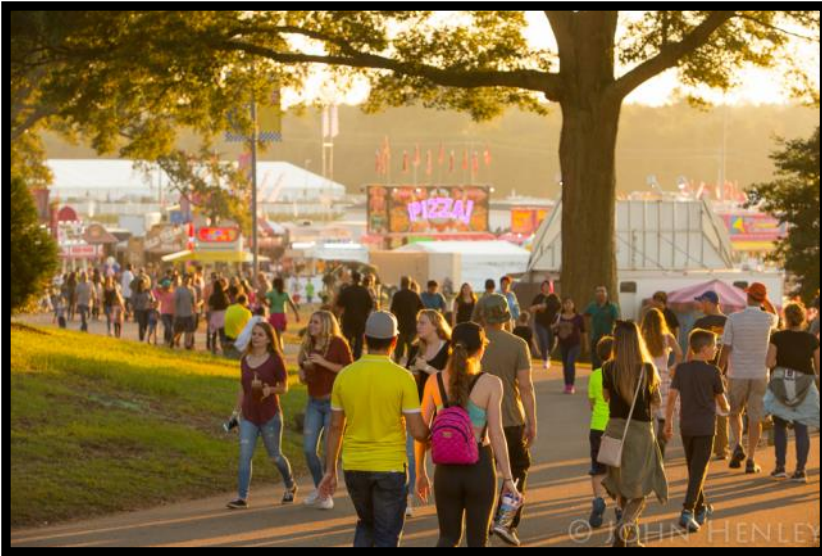
***Sponsorship packages are customized  
to your company's marketing strategy and goals.***

**Packages may include benefits such as:**

- Branding associated with an above opportunity
- Marketing material inclusion
- Social media inclusion
- Category exclusivity
- Indoor or outdoor, static or staffed, small or large premiere exhibit space including test drive locations
- Public address announcements
- Event tickets and VIP packages
- Corporate hospitality
- Product promotions
- Signage







*Our customers from Southwest Virginia and the Shenandoah Valley attend and participate in the State Fair each year. These customers and their families look forward to spending time together at this treasured event. First Bank and Trust is glad to support our customers as they travel to compete, be entertained and enjoy. **The fair is a perfect avenue to connect with our customers** in one of the most important arenas—making memories with family.”*

**Nicole Franks, Vice President,  
Marketing—First Bank & Trust Co.**

## **Demographic Highlights**

*Updated January 2020 - includes information from onsite surveys at the 2019 State Fair of Virginia.  
(sample size of 1,130 participants)*

### **Customer Gender**

73% Female / 26% Male

### **Customer Age**

Under 24	4%
24-32	15%
33-50	40%
51-69	35%
70-86	5%
87 and older	1%

### **Customer Ethnic Origin**

Caucasian	73%
African-American	15%
Hispanic	3%
Other	9%

### **Household Income**

Less than \$25,000	4%
\$25,000—\$34,999	5.5%
\$35,000—\$49,999	11.2%
\$50,000—\$74,999	16.2%
\$75,000—\$99,999	13.8%
\$100,000—\$149,999	18.7%

### **Average amount of time spent at State Fair of Virginia**

1—2 Hours	5%
3—4 Hours	43%
5—8 Hours	41%







## StateFairVA.org—Website Analytics

Desktop site: 596,087 total page views

Mobile site: 1,008,554 total page views

## Promotions Highlights

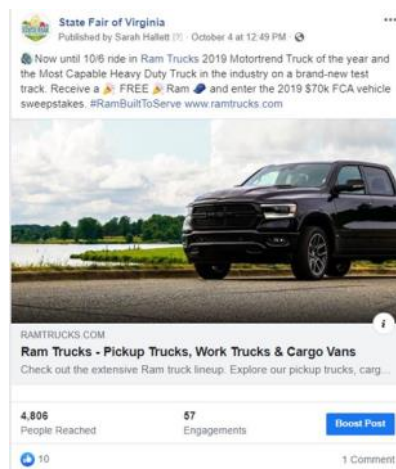


**104,856 likes /followers on State Fair Facebook page**

**8,162 + likes on Meadow Event Park Facebook page**

**9,141 + followers of State Fair Instagram**

**4,051 + followers of State Fair Twitter**



**Reach the family decision-makers with spending ability through the State Fair Facebook audience:**

78% women | 22% men

9% age 18 to 24

22% age 25 to 34

20% age 35 to 44

15% age 45 to 54



**Highest numbers geographically from:**

Richmond  
Virginia Beach  
Mechanicsville  
Midlothian  
Newport News

**To start the conversation, contact:**

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