Contact Sarah Jane at sthomsen@statefairva.org or (804)994-2743 Or visit www.statefairva.org for more information.

3,223,658 page views

2% increase from 2022

# State Fair of Virginia

**Competition & Education Sponsor Opportunities** 

SEPTEMBER 22, 2023 - OCTOBER 1, 2023

# Who are we?

- The State Fair of Virginia is a celebration that brings together the best of Virginia in one place to experience and celebrate who we are as a commonwealth.
- Annually, 250,000 guests attend the State Fair. The 10 day event is composed of food, animals, competition, shopping, agriculture, music, history, family time and tradition.
- We are led by our values of joy, inspiration and preservation, and we want you to be part of our story!

# **Promotion Highlights**

6.9M Facebook Impressions **115K** Instagram Impressions

822,623 Facebook Page Reach during the month of the fair 115,886 Instagram Reach during the month of the fair

110,244+ likes/followers on State Fair Facebook page 13,772+ likes on The Meadow Event Park Facebook page 12,565+ followers on State Fair Instagram 3.823+ followers on State Fair Twitter 4,167 new followers

## Reach the family decision-makers with spending ability:

67% Women | 33% Men -- Engaged 80% Women | 20 % Men -- Followers

Age 18-24	4%	Age 18-24	
Age 25-34	24%	Age 25-34	
Age 35-44	29%	Age 35-44	
Age 45-54	21%	Age 45-54	
Age 55-64	14%	Age 55-64	

StateFairVa.org - Website Analytics

Facebook Breakdown

#### Highest numbers geographically from:

Richmond Mechanicsville Fredericksburg Virginia Beach **Newport News** Midlothian





Instagram Breakdown

12%

33% 31% 15% 7%





Presenting Area Sponsor (Ask about multi-year deals) - limited to one (1) sponsor each

- Arts & Crafts Exhibition (\$5,000)
- Horticulture Pavilion (\$5,000)
- Blue Ribbon Pavilion (\$4,000)
- Best of Show Pavilion (\$4,000)
  - Your name or logo on signage entering sponsored area
  - Your name and logo on SFVA competition webpage
  - Blue Ribbon and Best of Show Pavilions are home to many of our student competitions during fair and various activities
  - Twenty (20) one-day promotional tickets; potential space for one 10' x 10' exhibit space

## Seed Packet Sponsor (\$5,000) - limited to one (1) sponsor

- Your name and logo printed on 5,000 seed packets that will be handed out to visitors in the Horticulture Pavilion
- Name and logo recognition on SFVA competition webpage and horticulture competition guides
- You receive a State Fair Supporter Sign to Display: "Grow a Blue Ribbon"

## Coloring Book Sponsor (\$3,500) - limited to one (1) sponsor

- Your name and logo printed on 3,000 educational coloring books to be handed out to visitors during the fair
- Name and logo recognition on SFVA competition webpage
- You receive a State Fair Supporter Sign to Display

## Educational Fair Scavenger Hunt Sponsor (\$2,000) - limited

- Your name and logo printed on educational scavenger hunt printouts for children
  A PDF version will also be uploaded and provided for teachers to use and print
- Name and logo recognition on SFVA Educational Expo webpage and in Ed Expo Teacher Guide
- You receive a State Fair Supporter Sign to Display

#### Scarecrow Contest Sponsor (\$1,500) - limited

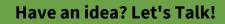
- Your name and logo printed on judging slips for this "People's Choice" competition
- Name and logo recognition on SFVA competition webpage
- Name and logo listed next to contest in competition guide
- You receive a State Fair Supporter Sign to Display

## Contest Sponsor (\$500-\$1,000 depending)

- Name and logo recognition on SFVA competition webpage
- Name and logo listed next to contest in competition guide
- You receive a State Fair Supporter Sign to Display

General and flexible sponsorship opportunities available!







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# **Competitions & the Ed Expo**

# **10 days of Youth and Adult Competitions**

- Creative Arts
  - I.e. 2D & 3D Mediums, Painting, Drawing, Quilting, Pottery, Woodwork, Etc.
- Culinary Arts
  - I.e. Cookies, Cakes & Decorating, Bread, Commodity Specific Recipe (egg competition, peanut competition, fried green tomatoes contest)
- Horticulture
  - I.e. Crops, Honey, Plants, Vegetables & the Giant Pumpkin contest
- Student Competitions
  - We work with a variety of partners to host competitions and offer scholarships with FFA, 4H, and SkillsUSA
- Livestock, Dairy & Equine
  - We offer a variety of youth and open competitions for dairy goats, dairy cattle, beef cattle, sheep, goats, swine, poultry and equine events

# 6 days of school field trips

We invite public, private, and home schools across the Commonwealth to spend a day in "Virginia's Largest Outdoor Classroom" during the State Fair. The Ed Expo is designed to educate youth about all Virginia has to offer as the Standards of Learning come alive as students experience agriculture, history, technology and natural resources outside of of their school's walls.



# Many competitions & scholarships are in coordination with the SFVA Youth Development Board

## The focus of the State Fair Youth Development Board is to:

- Expand leadership capacity and educational opportunities for youth participants in the annual State Fair of Virginia and other programs at The Meadow Event Park.
- Connect producers, teachers, leaders, industry and business in an effort to offer encouragement and recognition to Virginia's youth as they participate in competitions and educational programs.





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