

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

Facebook Breakdown

Age 18-24

4%

Age 25-34

24%

Age 35-44

29%

Age 45-54

21%

Age 55-64

14%

Instagram Breakdown

Age 18-24

12%

Age 25-34

33%

Age 35-44

31%

Age 45-54

15%

Age 55-64

7%

Highest numbers geographically from:

Richmond

Mechanicsville

Fredericksburg

Virginia Beach

Newport News

Midlothian

StateFairVa.org - Website Analytics

3,223,658 page views

2% increase from 2022



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

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 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.





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

- **Arts & Crafts Exhibition (\$5,000)** - 80' x 100'
- **Horticulture Pavilion (\$5,000)**
- **Blue Ribbon Pavilion (\$4,000)** - 60' x 120'
- **Best of Show Pavilion (\$4,000)** - 60' x 120'
 - 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"

CScarecrow 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

Ag Trivia Sponsor at the 2023 Giant Pumpkin Contest (\$3,500, title & general)

- Your name and logo printed on trivia cards for all trivia participants, trivia will be hosted in coordination with the 2022 Giant Pumpkin Contest on Saturday, September 22nd
- Name and logo recognition on SFVA competition webpage
- Name recognition in the 2022 Daily Thrill Guide as Ag Trivia Sponsor
- Opportunity to provide trivia prize(s)
- Table and display space for the day in the Blue Ribbon Pavilion
 - Ten (10) one-day promotion tickets
- You receive a State Fair Supporter Sign to Display

