

# State Fair of Virginia:

## Competition & Education Partnership Opportunities

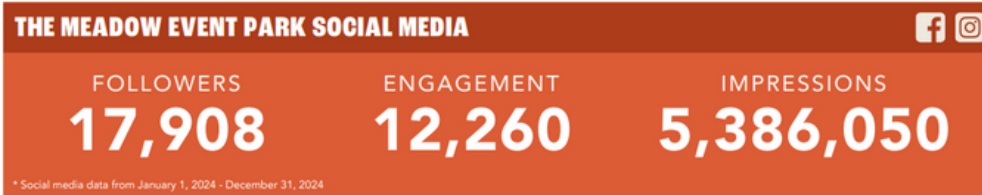
SEPTEMBER 26, 2025 - OCTOBER 5, 2025



### 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!

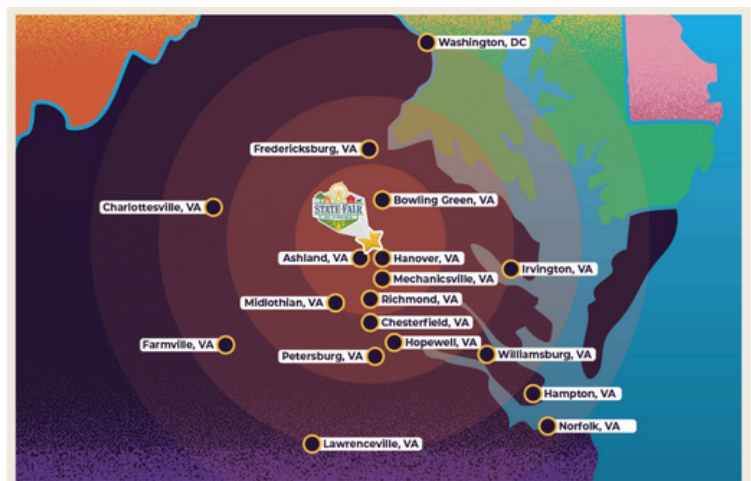
### Promotion Highlights



**77%**  
OF FAIRGOERS VIEW THE  
STATE FAIR OF VIRGINIA AS  
AN IMPORTANT TRADITION

**60%** OF FAIRGOERS  
ARE MORE LIKELY  
TO CONSIDER STATE FAIR OF VIRGINIA  
SPONSORS FOR FUTURE PURCHASES

### Primary Visitors Reside in:



Contact Sarah Jane at [sthomsen@statefairva.org](mailto:sthomsen@statefairva.org) or (804)994-2743  
Or visit [www.statefairva.org](http://www.statefairva.org) for more information.



**Superhero Ag Trading Cards Presenting Sponsor: "Super Cape Partner" (\$13,000)**

- Presenting sponsor, your name and logo in trading card communication and one press release
- Logo on 8' x 8' "2025 Meet Your Superheroes" trading card photo backdrop
- Logo on all lesson plans
- Opportunity for a 1-day 10' x 10' event space at fair, invitation to opening day kick-off
- 75 State Fair Tickets

**Dairy Days at the Fair Milk Truck Title Sponsor (\$8,000)**

- Milk Mustache Contest naming rights
- Promotion through social media channels (i.e. Facebook, Instagram)
- Continuous recognition throughout the sponsored day(s) on the PA system as the day sponsor

**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
  - Thirty (30) 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

**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

**Contest Sponsor (\$500–\$2,500 depending)**

- Name and logo recognition on SFVA competition webpage
- Name and logo listed next to contest in competition guide
- Opportunity to have a single day or multi-day exhibit in competition area

General and flexible sponsorship opportunities available!

**Have an idea? Let's Talk!**

