



2023 State Fair
of Virginia®

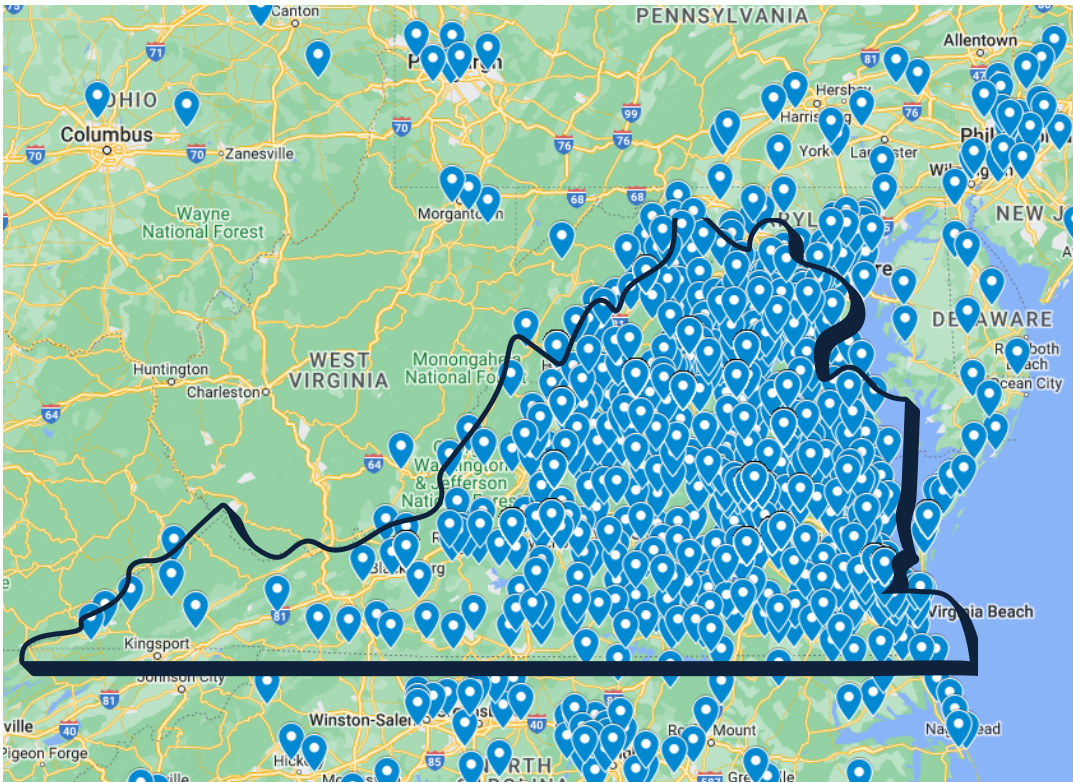
Make your support GIANT

From the Giant Veggie Weigh Off to new agricultural programming, the State Fair offers something for everyone, meaningful partnerships and a platform for agriculture like no other!



State Fair of Virginia
September 22 - October 1, 2023
13191 Dawn Blvd
Doswell, VA 23047

The Reach



2022 Advanced Sale Ticket Holder Zip Codes from Etix

SOCIAL MEDIA 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		Instagram Breakdown	
	Age 18-24	4%	Age 18-24	12%
	Age 25-34	24%	Age 25-34	33%
	Age 35-44	29%	Age 35-44	31%
	Age 45-54	21%	Age 45-54	15%
	Age 55-64	14%	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 2021

Why the State Fair of Virginia?

- Annually 250,000 guests attend the State Fair from all over the state.
- A jam-packed 10 days of your favorites- food, animals, competition, shopping, agriculture, music, history, family time and tradition.
- A platform to connect the general public to agriculture and natural resources through programs, exhibitions and competitions.
- We want to celebrate the best of Virginia and bring it all together, just up the road from our state's capital.



Our Team

MARLENE JOLLIFFE

Vice President of Operations

GLENN MARTIN

Director of Livestock & Equine Events

SARAH JANE THOMSEN

Manager of Ag Education & Strategic Partnerships

STACY LONGEST (DAVIS)

Manager of Business Operations

ALEXIS BOYD

Event Planning & Marketing Assistant

DOUG CREEKMORE

Maintenance & Event Operations Assistant II

JAMIE WORSHAM

Maintenance Technician

2023 Mission Project Partnership Opportunities

Be a title sponsor for one project or design your own sponsorship by sponsoring multiple projects at various levels.

Superhero Ag Trading Cards

This new initiative will be introduced during the 2023 fair as a way to engage youth and expose fairgoers to the diversity of careers and individuals in the agricultural space. Trading cards feature Virginia's *super* ag, natural resources and related skilled trades workers. Cards will be distributed to youth during the State Fair and every student as part of our Ed Expo and new cards will be introduced annually.

Teachers will be provided lesson plans and activities to continue learning about agriculture throughout the year as students learn about some of the amazing individuals in Virginia who feed the world and steward the land.

Sponsor support will aid in production and distribution of the cards and teacher resources.



A Step into Nature: Natural Resources Beautification

Natural Resources partners moved from their former Dominion Classroom location into the interior of the Farm Bureau Center for the 2021 fair, significantly increasing their foot traffic!

Our next opportunity is to transform the open, concrete, metal space into a space where youth get excited about Virginia's outdoors. We are working with external design partners to create a transformative and imaginative experience among our educational partners and their exhibits similar to what one may find in a children's museum.



Dairy Days and The Milk Mustache Challenge

The 2023 State Fair of Virginia will be hosting our second annual Milk Mustache Contest as part of our 'dairy day/weekend' partnership with the Federation of Virginia Food Banks, Virginia State Dairymen's Association, and the Virginia Tech Dairy Science Club to highlight the Federation's "Milk for Good" campaign in coordination with the dairy shows happening during the opening weekend of the fair.

Milk is one of the most requested, yet least received items at the food bank. Established in 2019, Milk for Good has supported the distribution of over 200,000 half gallons of fresh, locally processed milk to Virginia families. During the 2022 SFVA Inaugural Dairy Days, over \$7,000 was raised for the program, providing over 3,000 half gallons of milk for families in need.

We are seeking sponsors to help make this event successful by introducing fun, interactive dairy programming to highlight all the good that Milk for Good does in Virginia, both in supporting farmers and families in need.



Giant Pumpkin Weigh-Off

Every year, our Giant Pumpkin and Veggie weigh-off and exhibit is a popular attraction for fairgoers, always captivating the crowd throughout the 10 days. However, during the actual weigh-off on the first Saturday, the interest wanes and the crowds disperse due to the time involved in moving the giants on and off the scale.

In 2022, we capitalized on the crowd by engaging the general public with Ag Trivia during the weigh-off as giant admirers had a chance to win fair tickets and goodies by showing off their ag knowledge.

In 2023, we are asking the ag community to help sponsor this adored exhibit so we can incentivize our growers with more competitive premiums and grow our programming.



State Fair of Virginia AG Ambassador Program

This new initiative will be introduced during the 2023 fair as a way to engage youth and expose fairgoers to the diversity of careers and individuals in the agricultural space. Trading cards feature Virginia's *super* ag, natural resources, and related skilled trades workers. Cards will be distributed to youth during the State Fair and every student as part of our Ed Expo and new cards will be introduced annually.

Teachers will be provided lesson plans and activities to continue learning about agriculture throughout the year as students learn about some of the amazing individuals in Virginia who feed the world and steward the land.

Sponsor support will aid in the production and distribution of the cards and teacher resources.



Other Agricultural, Educational & Competition Initiatives – Just Ask!

We are always looking for opportunities to grow our agricultural initiatives and better utilize our platform here at The State Fair of Virginia. From unique interactive builds to be displayed during the fair, hands-on demonstrations, field trip activities during our Ed Expo, or featured scholarships and competitions, we would love to work with you to showcase all aspects of the industry!





As a valued program partner, your company will be given brand visibility as we work with you to determine the best partnership to match your goals.

If you are interested in supporting some of our agricultural and educational initiatives, please contact Sarah Jane at:

sthomsen@statefairva.org or by calling (804)994-2743 (o), (540)589-8528 (c).

Building
bridges for
Agriculture
starts at the
fair.

Thank you, and we
look forward to
working with you.