MEADOW EVENT PARK 2023 SPONSOR OPPORTUNITIES







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2022 SUCCESS

2022 was a year of success and continued growth. While Hurricane Ian swept through our grounds during the final weekend of our State Fair, we still saw above average facility attendance growth for our many other events.

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491,000 CONTRACT OVERALL ATTENDANCE

Facility attendance for After Hours Concerts, rodeos, Illuminate Light Show, and public trade shows were above average with most all events seeing growth.

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Meadow Event Park

The Meadow Event Park in Caroline County, Virginia, was once a family farm and is now a multi-purpose venue it is home to the State Fair of Virginia and other notable events. The 331-acre property is rich in history and features a mixture of newly constructed facilities and original structures. Thoroughbred racing legend Secretariat was born here in 1970. Three years later he blazed his way into Triple Crown history. Today his birthplace is listed on the National Register of Historic Places and the Virginia Landmarks Register. Narrated tours have been suspended at this time.

This number continues to grow as the Meadow Event Park brand gains traction as the area's leading multi-purpose event venue!

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Situated just minutes from I-95, the Meadow Event Park offers a diverse setting for all types of events. The unique collection of facilities can accommodate a wide variety of events year-round.

Located along I-95 between Fredericksburg and Richmond, the Meadow Event Park is the home to major regional events such as the State Fair of Virginia, Illuminate Christmas Light Show, and the Virginia Farm Festival. It is also home to the birthplace of world famous, Triple-Crown winning racehorse, Secretariat.





MISSION

Our mission is to be a multi-purpose facility that generates regional and statewide economic impact.

VISION

Our vision is to excel in customer service, diversify rental activities, and maintain a strong brand reputation built on maintaining first class facilities and partner successes.



VALUES

PARTNERSHIP We want our partners to succeed.

INSPIRATION

We value our history, our picturesque setting, and our ability to build successful events.

STEWARDSHIP

We value our reputation and the reputation of our owner, Virginia Farm Bureau.





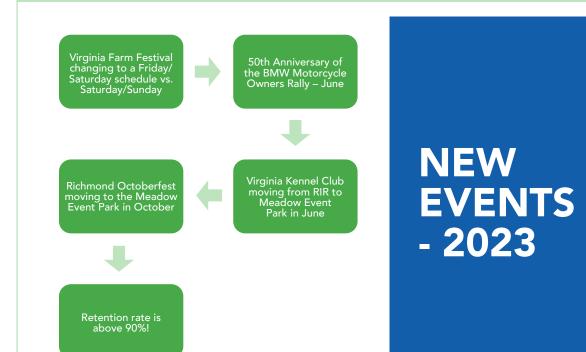


AVERAGE ATTENDANCE **500,000+**

Horse Shows RV Events Concerts Weddings Public Consumer Trade Shows Sports Competitions Outdoor Trade Shows

> State, Regional, and Local Reach

In 2022, we had 155 unique events.









CUSTOMER CONNECTION OPTIONS

- 1. Signage
- 2. Title Sponsor
- 3. Presenting Sponsors
- 4. Building Sponsors
- 5. Concerts
- 6. Social Media Giveaways
- 7. Mobile Tours and Sampling
- 8. Interactive Booths
- 9. VIP Experiences
- 10. Snapchat Filters
- 11. Meet and greet opportunities

OPTIONS FOR YOUR PACKAGE

- Guest Tram signage
- Facebook and Instagram contests
- 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





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SOCIAL MEDIA METRICS

• 14,500 followers on Meadow Event Park Facebook page

Meadow Event Facebook Audience

Women	. 79%
Men	20%

age 18–24	8%
age 25-34	
age 35-44	. 27%
age 45-54	. 20%
age 55-64	12%
age 65+	5%

State, Regional, and Local Reach

MEADOWEVENTPARK.COM — WEBSITE ANALYTICS

Contact Marlene Jolliffe to Learn More

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