MEADOW EVENT PARK 2024 SPONSOR OPPORTUNITIES





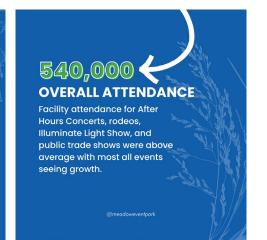






continued growth. While a Tropical Storm swept through our grounds during the first weekend of our State Fair, the fair set a new attendance milestone on the final Saturday by reaching capacity for the first time in the fair's history. We saw above-average facility attendance growth for our many other events.

@meadoweventpark







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.

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.

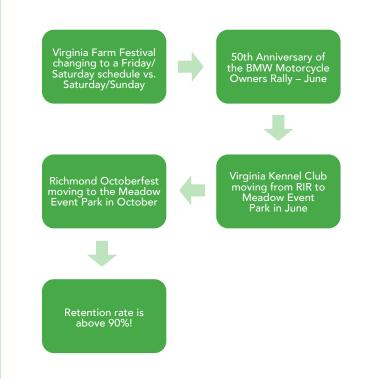


AVERAGE ATTENDANCE

500,000+

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

State, Regional, and Local Reach In 2023, we had 182 unique events.



NEW EVENTS - 2024





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







SOCIAL MEDIA METRICS

 16,837 followers on Meadow Event Park Facebook & Instagram pages

Meadow Event Facebook Audience

| Men | 20% |
|-------------|--------------|
| age 18–24 | 8 % |
| age 25-34 | 27 % |
| 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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