

# THE MEADOW EVENT PARK

2025 SPONSOR OPPORTUNITIES

THE MEADOW  
PAVILION



545,235

OVERALL ATTENDANCE IN 2024

150

UNIQUE EVENTS

356

EVENT DAYS

AVERAGE ATTENDANCE  
500,000+

STATE,  
REGIONAL, AND  
LOCAL REACH

## The 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.*

## LET'S START A CONVERSATION

We are excited to explore a partnership! Our first step is understanding your goals and current marketing strategies. To provide feedback and explore sponsorship opportunities **click the link below to take our survey!**

[LINK TO SPONSORSHIP GOALS & RESEARCH SURVEY](#)

## SOCIAL MEDIA METRICS

**19,329 followers** on The Meadow Event Park Facebook & Instagram pages.

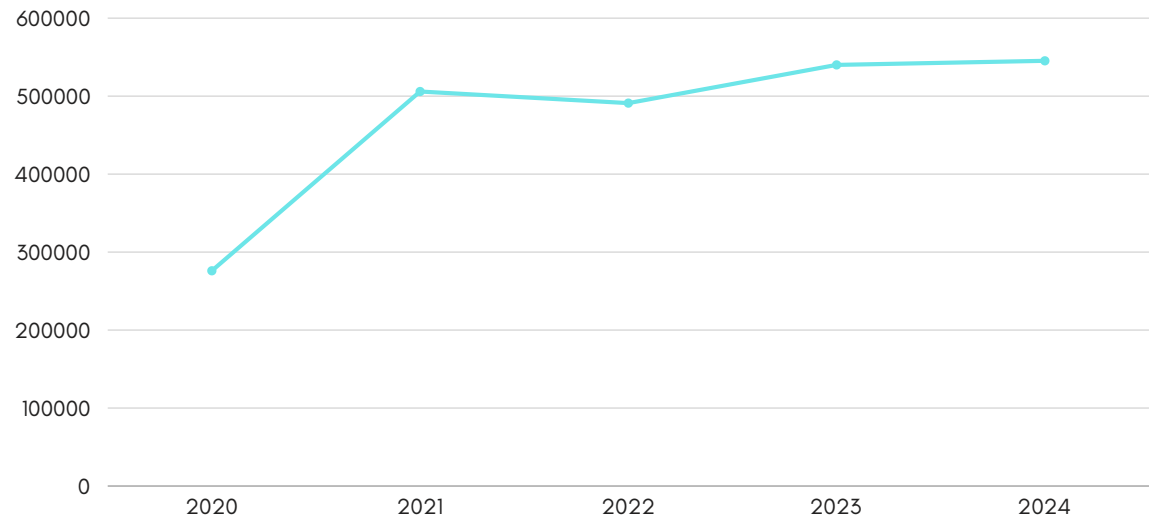
## MEADOW EVENT FACEBOOK AUDIENCE

Women	<b>82.4%</b>
Men	<b>17.6%</b>
Age 18-24	<b>2.8%</b>
Age 25-34	<b>16.3%</b>
Age 35-44	<b>30.2%</b>
Age 45-54	<b>25.4%</b>
Age 55-64	<b>16.8%</b>
Age 65+	<b>8.5%</b>

## MEADOWEVENTPARK.COM – WEBSITE ANALYTICS

# 219K PAGE VIEWS

## AVERAGE ATTENDANCE 2020-2024



# IN 2024, WE HAD *150 UNIQUE EVENTS.*

## EQUINE

- Back The Blue
- BLM - Wild Horse & Burro Adoption Program
- Equine Auction (Circle H Equine)
- Farm Credit Ag Day
- Farm Credit Picnic
- Fredericksburg 4H Livestock Show and Sale
- Goat & Lamb Show
- Gypsy Vanner Show
- CMSA
- HS Rodeo
- Cowboy Mounted Shooting
- NBHA Barrel Race
- Paso Fino Horse Show
- Poultry Show
- Quarter Horse Show
- Silver Star Hunter Show & 4-H District Show
- VCA Finals
- Tack Sale (1st Annual Cowboy Christmas)
- Virginia Pigeon and Dove Association

## EVENTS & FESTIVALS

- Beer, Bourbon & BBQ Festival
- State Fair of Virginia
- Illuminate Light Show and Santa's Village
- Oktoberfest
- Revenge Roughstock Rodeo

## TRADE SHOWS

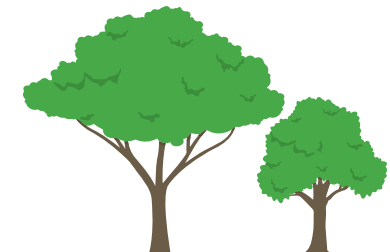
- Asphalt Angels Car Show
- Civil War Relic Show
- Hot Tub Spa Blowout Sale - Signature Productions
- Mid Atlantic RV
- National Civil War And Antique Arms Show
- Richmond Fishing Expo
- Intergalactic Beadshows (AB Working 11/9)
- Rva Home Show
- SGK Gun Show
- Virginia Sportsman Show, Inc.
- Vex Robotics VA State Championship
- Virginia Flyfishing

## AKC SHOWS

- American Pointer National - During Blue Crab Cluster
- Canaan Dog Club Of American National Specialty
- Canadian Armed Forces Medical Wilderness Training
- Blue Crab Cluster Dog Show
- Celebrate Virginia Cluster Akc Show (Fredericksburg & Northern Neck Clubs)
- First Colony Cluster (Gloucester Kennel Club & Virginia Kennel Club) (Mark Floor On Tuesday)
- Langley Cluster Show
- Middle Peninsula Kennel Club (Home Stretch Cluster)
- Tidewater Kennel Club (Dogwood Cluster)
- Warrenton Kennel Cluster/Virginia Shows (Hunt Country Cluster)

## BROADBAND ADVISORY

- Caroline County - Jowanda - Award Ceremony - 2nd Hold (MPJ Working Event)
- Caroline's Promise Young Entrepreneur Expo (MH Working)
- Cascades Christmas Party (AB Working)
- Lightwave Dental
- Colonial Webb (Some Setup On 12/11, Event Date 12/12)
- Rappahannock River Basin Commission Meeting (Ab Working)
- Young Farmer Expo Dinner
- VDOT Conference
- Stihl University Training Event
- RAS Entertainment Party (A Very Merry Soulful Christmas)
- Southern States Field Day Event
- VA Cooperative Extension Northeast District
- VFB - Regional Legislative Breakfast Meeting (AB Working)
- Virginia Agribusiness Council Board Meeting
- Virginia Manufacturers Association - Craft Brewers Gala
- VSP - Briefing Meeting and Lunch
- VSP Crowd Control





## CUSTOMER CONNECTION OPPORTUNITIES

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

## A SAMPLE OF ASSETS AVAILABLE

1. Guest Tram signage
2. Facebook and Instagram contests
3. Marketing material inclusion
4. Social media inclusion
5. Category exclusivity
6. Indoor or outdoor, static or staffed, small or large premiere exhibit space including test drive locations
7. Public address announcements
8. Event tickets and VIP packages
9. Corporate hospitality
10. Product promotions
11. Signage



## 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.

**FOR MORE INFORMATION, CONTACT:** *Marlene Jolliffe, VP of Operations*

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