

THE MEADOW EVENT PARK



2026 SPONSOR OPPORTUNITIES



465,000

OVERALL ATTENDANCE IN 2025

170

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

21,917 followers on The Meadow Event Park Facebook & Instagram pages.

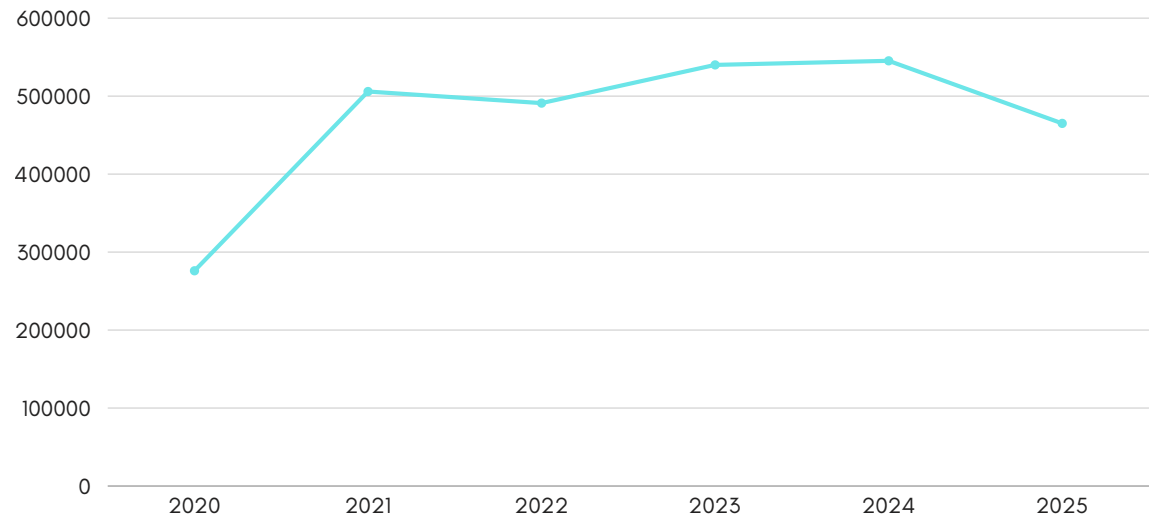
MEADOW EVENT FACEBOOK AUDIENCE

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

MEADOWEVENTPARK.COM – WEBSITE ANALYTICS

198K+ PAGE VIEWS

AVERAGE ATTENDANCE 2020-2025



IN 2025, WE HAD 170 UNIQUE EVENTS.

EQUINE

- Back The Blue Barrel Race
- Barrel Race Clinic
- BLM Wild Horse & Burro Adoption
- CMSA Banquet
- Cowboy Mounted Shooting
- East Coast Stock Horse Association
- Farm Credit Ag Days
- Goat & Lamb Show
- Gypsy Vanner Horse Show
- NBHA Barrel Race
- Poultry Show
- Quarter Horse Show
- Silver Star Farm and 4-H Horse Show
- VAHA Horse Show
- VCA Finals
- Virginia Pigeons & Doves Show
- Working Equitation East - Holly Linz Horse Show

AKC SHOWS

- Blue Crab Cluster Dog Show
- Celebrate Virginia Cluster AKC Show
- First Colony Cluster
- Langley Cluster Show
- Middle Peninsula Kennel Club
- Standard Schnauzer Club Banquet & Business Meeting
- The B.O.B. Cluster AKC Dog Show
- Tidewater Kennel Club (Mattaponi Kennel Club)
- Warrenton Kennel Cluster/Virginia Shows (Hunt Country Cluster)

TRADE SHOWS

- Aerial East Gymnastics - VA Xcel Bronze & Silver State Championships
- Asphalt Angels Car Show
- Carter Caterpillar Carter Con
- Chandler Concrete Truck Rodeo - Chaney Enterprises
- COPA Jiu Jitsu Tournaments - Dimitri Chrisos
- Gaff N Go Rodeo
- Intergalactic Bead Shows
- Jerrell Steele Gymnastics
- Mid-Atlantic RV Show
- National Civil War And Antique Arms Show
- Richmond Fishing Expo (Bass & Saltwater)
- Richmond Olympiad Gymnastics Club, Inc.
- Richmond Open (Tabletop Gaming Event)
- RVA Home Show
- SGK Gun Show
- Southern States Field Day
- Stihl
- VDOT District Rodeo
- VDWR Archery
- Virginia Flyfishing
- Virginia Motor Sports Club
- Washington D.C. Region (WDCR) Of The Sports Car Club Of America (SCCA) Solo Program
- American Grappling Federation

EVENTS & FESTIVALS

- American Grappling Federation
- Beer And Bourbon
- Billy Currington & Kip Moore - AH Concert
- Chase Rice W/ Drake White - AH Concert
- Civil War Relic Show
- Cole Swindell - AH Concert
- Darius Rucker - AH Concert
- Dustin Lynch - AH Concert
- Foreigner - AH Concert
- Fredericksburg 4-H Livestock Show & Sale
- Illuminate Light Show And Santa's Village
- Jake Owen W/ Guest Uncle Kracker - AH Concert
- John Fogerty - AH Concert
- NBHA Barrel Race
- Neal Shaner & Crew
- Quinn Xcii & Chelsea Cutler - AH Concert
- Revenge Rodeo
- Russell Dickerson - AH Concert
- Sam Hunt - AH Concert
- Secretariat For Virginia
- State Fair Of Virginia
- The Driver Era Obsession Tour (Presented By Ross Lynch) - AH Concert
- Yung Gravy - AH Concert



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*

EMAIL: mjolliffe@meadoweventpark.com

PHONE: 804-994-2802

ADDRESS: 13191 Dawn Blvd, Doswell, VA 23047

