

MEADOW EVENT PARK

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.

The Meadow Event Park features:

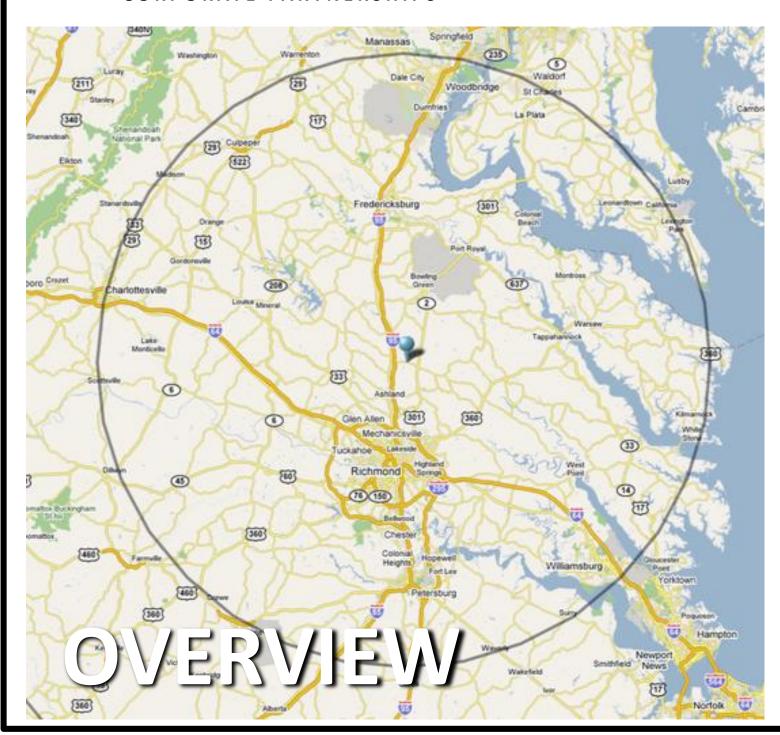
- 335 acres of property
- Meadow Pavilion, a 6,984 square-foot multipurpose facility
- Farm Bureau Center, a 63,354 square-foot Exhibition Hall
- First Bank & Trust Pavilion, a state of the art equestrian & livestock center
- Farm Credit Pavilion, a 42,000 square foot multipurpose facility (NEW in 2021)
- Dominion Conservation classroom
- RV campgrounds
- Meadow Hall, a mansion for corporate meetings or weddings
- Average attendance of roughly 600,00 guests each year.







CORPORATE PARTNERSHIPS



RICHMOND-FREDERICKSBURG AREA

Richmond-Fredericksburg region was founded in 1737 by British Settlers. Located in Northern Virginia, the area is known for having numerous historical sites from the Civil War.

Key Demographics:

- Population 1,284,315
- DMA Name/ Ranking Richmond-Petersburg/ 55
- Number of Households 564,510
- 48% Male, 52% Female

what it was 50 years ago.

• Median age – 38.2 years old

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, and the Virginia Horse Festival. It is also home
to the birthplace of world famous, Triple-Crown
winning racehorse, Secretariat. Caroline
County has a population of about 30,000
people which is more than double

THE MEADOW

New in 2021, The Meadow Event Park welcomes the Virginia Farm Festival. A two-day event filled with family friendly activities, farm animals, agriculture and good old fashioned fun on the farm. Children 12 and under are free.



VIRGINIA FARM FESTIVAL May 1-2, 2021





STATE FAIR OF VIRGINIA September 24 – October 3, 2021

Taking place at the Meadow Event Park in Caroline County, the State Fair of Virginia attracts over 250,000 visitors each year. At the fair, attendees are able to play games, listen to music, hop on rides, taste a variety of fair foods, and many more different activities. Thus, we are positive that there is something to do for everyone. We pride ourselves on our ability to create unforgettable experiences as well as increasing awareness about agricultural and natural resources in Virginia.

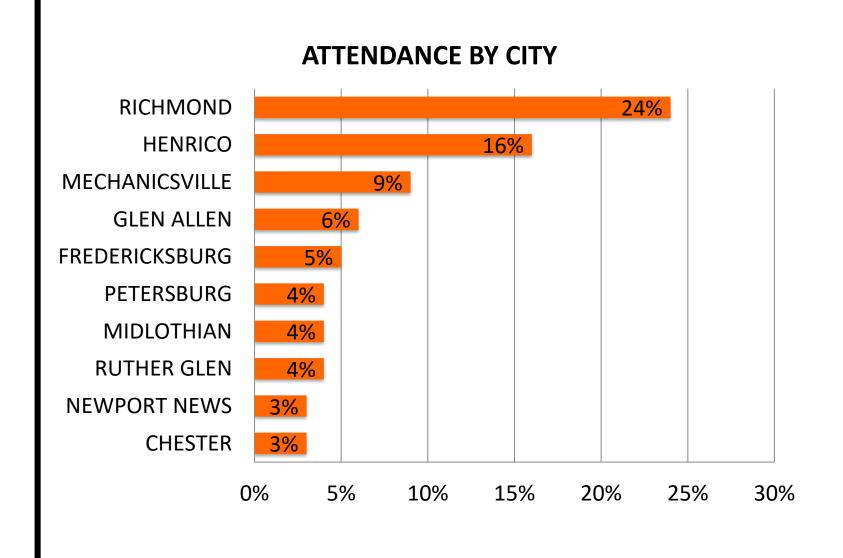


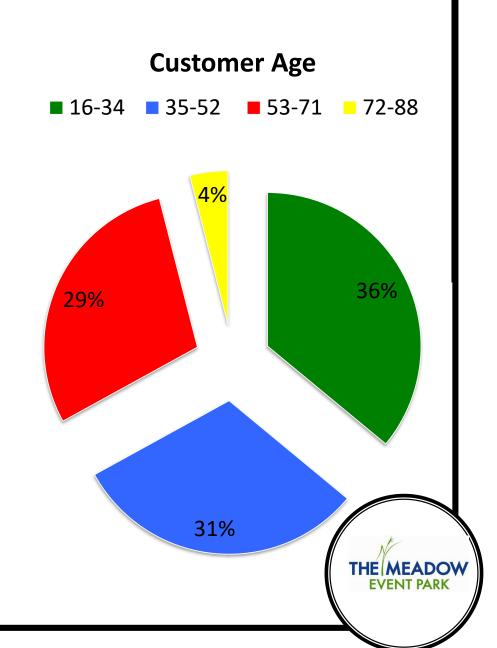






TARGET AUDIENCE





SPONSORSHIP OPPORTUNITIES

At the Meadow Event Park, sponsors are able to reach a broad audience within our market and get to interact with the public in a meaningful way that will help develop their brand.

These sponsorships are a great way to build awareness of your brand throughout Virginia. We offer incredible opportunities to engage with prospective customers and are confident that we will be able to exceed all expectations..

All of the sponsorship packages are customized in order to align with your company's marketing strategy and goals. Some packages include benefits such as; category exclusivity, social media inclusion, event tickets and VIP packages, and many more.



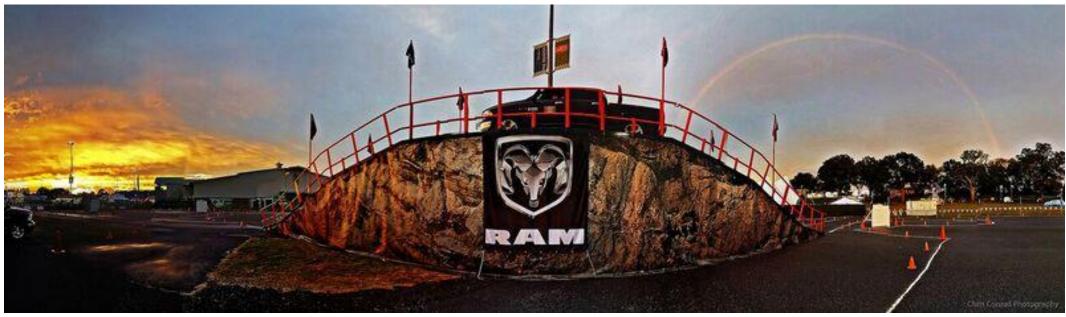






BRANDING OPPORTUNITIES

- SIGNAGE
- TITLE SPONSOR
- PRESENTING SPONSORSHIPS
- MUSIC STAGE
- CONCERTS
- FARMERS MARKET











CORPORATE PARTNERSHIPS

- SOCIAL MEDIA GIVEAWAYS
- MOBILE TOURS & SAMPLING
- INTERACTIVE BOOTHS
- VIP EXPERIENCES
- SNAPCHAT FILTERS
- MEET AND GREET OPPORTUNITIES

CUSTOMER ENGAGEMENT











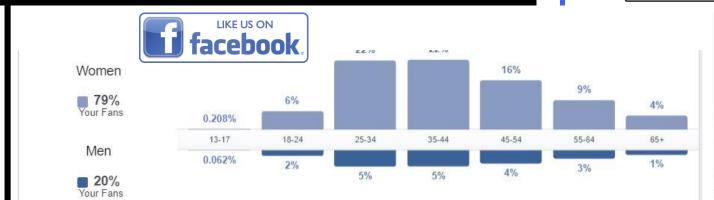


CORPORATE PARTNERSHIPS

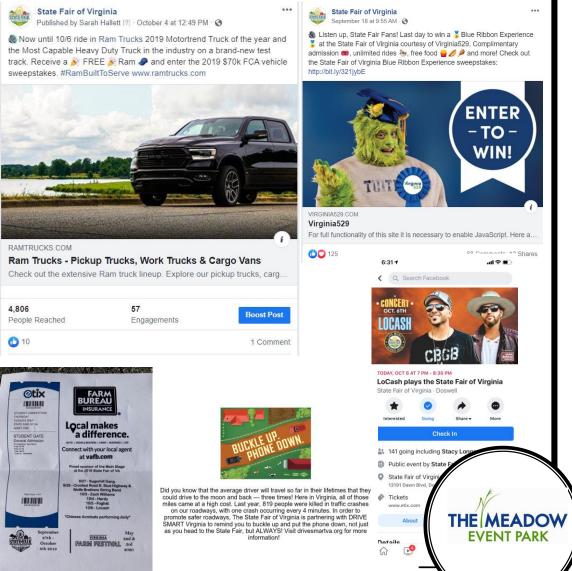
CALL TO ACTION

- TICKET BACKS
- PA ANNOUNCEMENT
- ATM RECEIPTS
- COUPONING

- SOCIAL MEDIA INTEGRATION
- PROMOTIONAL GIVEAWAYS
- PRINT-AT-HOME TICKETS







HOSPITALITY

Located on the Meadow Event Park property, Meadow Hall is the perfect place to entertain guests. The Southern-style mansion was built in the 1800s and now showcases the Meadow Champions Galleries, the Triple Crown Room and the Museum of the Virginia Horse. Other Meadow Event Park hospitality opportunities include:

- 2 ballrooms
- Marble gas-fueled fireplace and bar
- 824 square-foot gallery
- Meadow Pavilion

- Breakout Rooms
- Fair hospitality
- Hospitality Tents
- Farm Bureau Center







THANK YOU FOR YOUR INTEREST!

IF YOU ARE INTERESTED IN ANY OF THE SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT US!

CONTACT INFORMATION

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