

STATE FAIR OF VIRGINIA



2024 SPONSORSHIP OPPORTUNITIES
SEPTEMBER 27 - OCTOBER 6, 2024





2024 STATE FAIR OF VIRGINIA

Annually, 250,000 potential customers attend the State Fair. Food, animals, competition, shopping, agriculture, music, history, family time and tradition fill the 10 day event. The mission of the State Fair is to increase agricultural and natural resource awareness, interest and education in Virginia through programs, exhibitions and competitions.



"Our customers from Southwest Virginia and the Shenandoah Valley attend and participate in the State Fair each year. These customers and their families look forward to spending time together at this treasured event. First Bank and Trust is glad to support our customers as they travel to compete, be entertained and enjoy. The fair is a perfect avenue to connect with our customers in one of the most important arenas—making memories with family."

**Nicole Franks, Vice President,
Marketing—First Bank & Trust Co.**

MISSION

Our mission is to **nurture, preserve and celebrate the best of Virginia's culture:** Past, present and future.

VISION

Our vision is to bring the best of Virginia together in celebration, **every year.**

VALUES

JOY

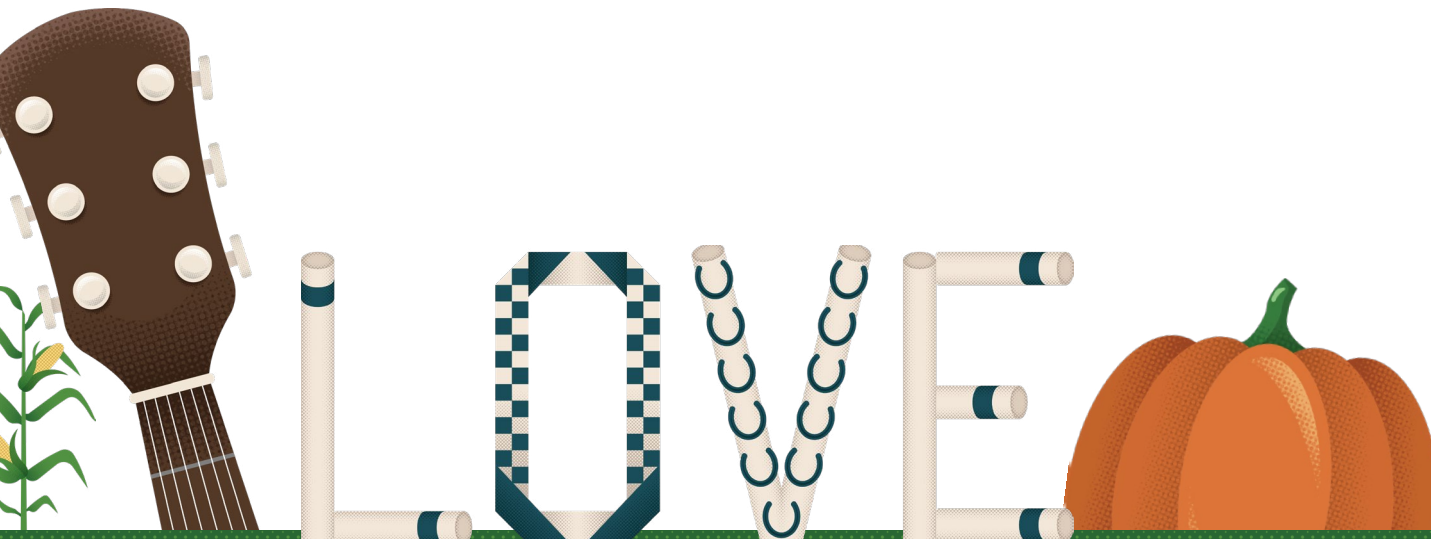
We are here so families can have fun and create beautiful memories that will last a lifetime.

INSPIRATION

Through education, entertainment and live experiences, we bring the Best of Virginia to life.

PRESERVATION

We connect with our past, celebrate the present, and sow the seeds for the future, as we honor the hard work and talent of all Virginians.



AVERAGE ATTENDANCE
250,000

Female **77%**
 Male **23%**

Under 24 **3.5%**
 24–32 **10.5%**
 33–50 **38.4%**
 51–69 **38.3%**
 70–86 **9.4%**

Caucasian **73%**
 African-American **15%**
 Hispanic **3%**
 Other **9%**

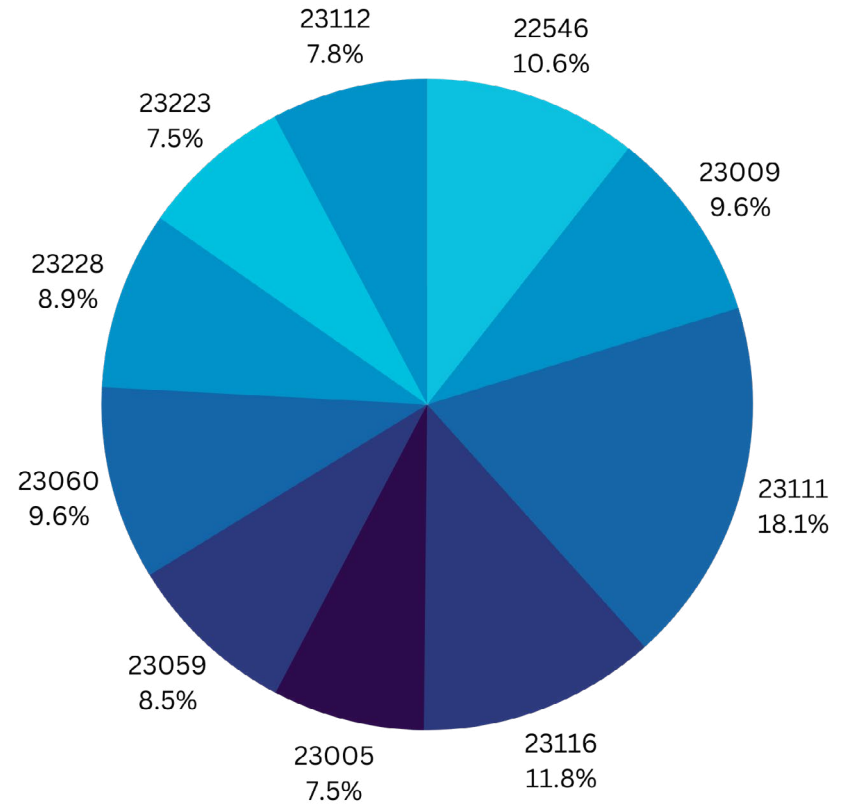
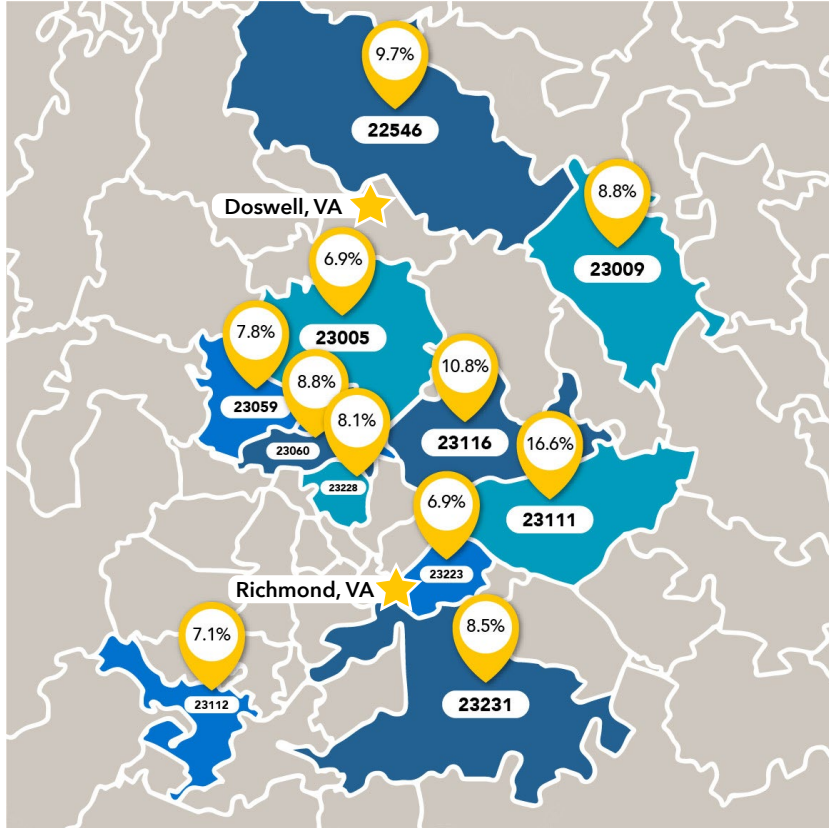
HOUSEHOLD INCOME

Less than \$25,000 **3.3%**
 \$25,000–\$34,999 **4.3%**
 \$35,000–\$49,999 **6.4%**
 \$50,000–\$74,999 **15.0%**
 \$75,000–\$99,999 **14.0%**
 \$100,000–\$149,999 **18.3%**
 \$150,000 or more **11.2%**
 Prefer Not to Answer **27.4%**

AMOUNT OF TIME SPENT AT THE FAIR

1–2 Hours **5.2%**
 3–4 Hours **41.3%**
 5–8 Hours **37.0%**
 All Day **15.6%**

ZIP CODE MAP



CUSTOMER CONNECTION OPTIONS

1. VIP experiences
2. Day sponsorships
3. Title sponsorships of venues such as the Thrill Pit, Young MacDonald's Farm, Festival Loop, and the Festival Trail
4. Presenting **sponsorships of shows & entertainment acts** (music stage and concerts, racing Pigs, demolition derby, aerial shows, ground attractions, and rodeos)
5. Presenting **sponsorships of public services** (nursing moms station, information booth, recycling, phone charging stations, handwashing stations, trash cans)
6. Mobile tours and sampling
7. Philanthropic promotions

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

- **114,882 followers** on *State Fair* Facebook page
- **15,774 followers** on *Meadow Event Park* Facebook page
- **14,059 followers** on *State Fair* Instagram

STATE FAIR FACEBOOK AUDIENCE

Women	81%
Men	17%
Age 18–24	2.5%
Age 25–34	18%
Age 35–44	29%
Age 45–54	25%
Age 55–64	15%

HIGHEST GEOGRAPHIC LOCATIONS

Richmond	Midlothian
Mechanicsville	Chesterfield
Fredericksburg	

STATEFAIRVA.ORG — WEBSITE ANALYTICS

Website page views for 2023 **1.4 million page views**

TO START A CONVERSATION, CONTACT MARLENE JOLLIFFE

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