

STATE FAIR OF VIRGINIA



2025 SPONSORSHIP OPPORTUNITIES
SEPTEMBER 26 - OCTOBER 5, 2025





2025 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 experience at the State Fair of Virginia was fantastic and provided a great opportunity to build brand awareness for Maola. Sampling our products allowed us to connect with new consumers and showcase the quality of our Maola Milk and Maola Eggnog—perfect timing ahead of the holiday season!"

**Rebecca Pfeffer, Brand Manager
Maola Local Dairies**

STATE FAIR OF VIRGINIA SOCIAL MEDIA



FOLLOWERS

133,476

ENGAGEMENT

51,258

IMPRESSIONS

8,147,689

* Social media data from January 1, 2024 - December 31, 2024

THE MEADOW EVENT PARK SOCIAL MEDIA



FOLLOWERS

17,908

ENGAGEMENT

12,260

IMPRESSIONS

5,386,050

* Social media data from January 1, 2024 - December 31, 2024



77%

OF FAIRGOERS VIEW THE
STATE FAIR OF VIRGINIA AS
AN IMPORTANT TRADITION

60% OF FAIRGOERS
ARE MORE LIKELY

TO CONSIDER STATE FAIR OF VIRGINIA
SPONSORS FOR FUTURE PURCHASES

56%

OF FAIRGOERS HAVE
AT LEAST ONE CHILD

AVERAGE
ATTENDANCE **250,000**

DEMOGRAPHICS

Female **77%**

Male **23%**

Under 24 **3.5%**

24 - 32 **10.5%**

33 - 50 **38.4%**

51 - 69 **38.3%**

70 - 86 **9.4%**

HOBBIES OF STATE FAIR OF VA FAIRGOERS

Traveling within Virginia **21.8%**

Going to the Movies **17.6%**

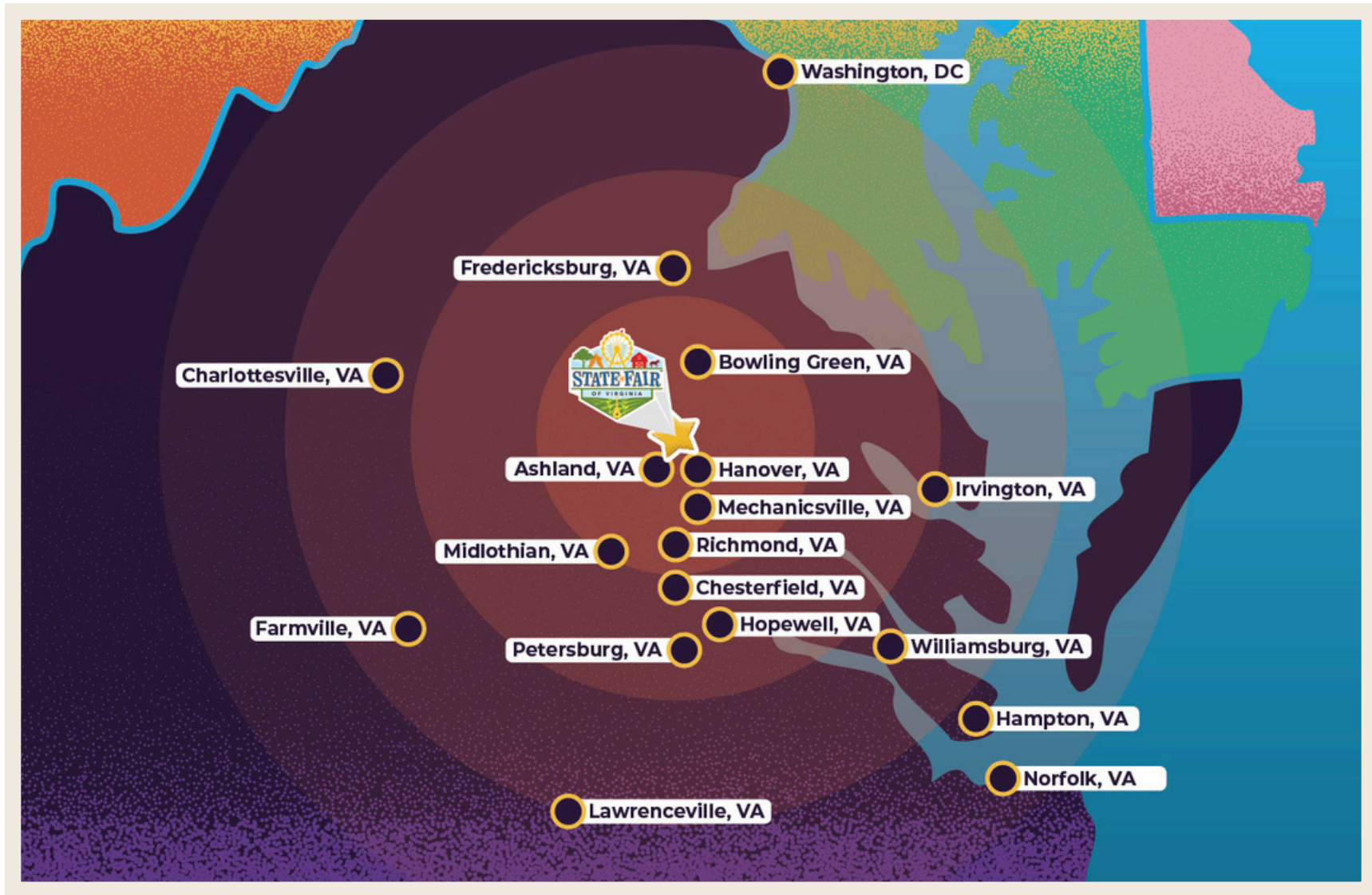
Baking **17.2%**

Exercising **15.1%**

Watching Sports **14.7%**

Attending Concerts **13.6%**

THE MAJORITY OF VISITORS RESIDE WITHIN AN HOUR AND A HALF OF THE VENUE



SPONSORSHIP OPPORTUNITIES

CUSTOMER CONNECTION OPPORTUNITIES

1. VIP experiences
2. Day sponsorships
3. Title sponsorships of venues within the facility
4. Presenting sponsorships of shows & entertainment acts
5. Presenting sponsorships of public services
6. Mobile tours and sampling
7. Philanthropic promotions

A SAMPLE OF ASSETS AVAILABLE

- 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



SPONSORSHIP OPPORTUNITIES

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

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

TO START A CONVERSATION, CONTACT:

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