

# Be a Trading Card Partner!



Launched in 2023,  
State Fair of Virginia® "Super Ag"  
Trading Cards highlight Virginia's  
super ag, natural resources and  
skilled trades workers.



## Contact

Phone 804-994-2743  
Website <https://www.statefairva.org/p/getconnected/ag-trading-cards>  
Email [sthomsen@statefairva.org](mailto:sthomsen@statefairva.org)  
Address 13191 Dawn Blvd, Doswell, VA 23047

# 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.

## Vision

To bring the best of Virginia together in celebration, every year.

## Mission

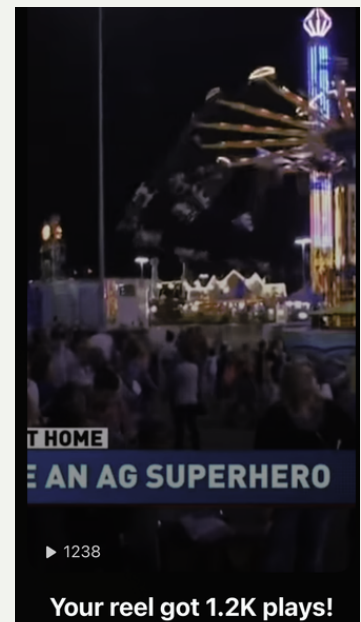
To nurture, preserve and celebrate the best of Virginia's culture, past, present and future.

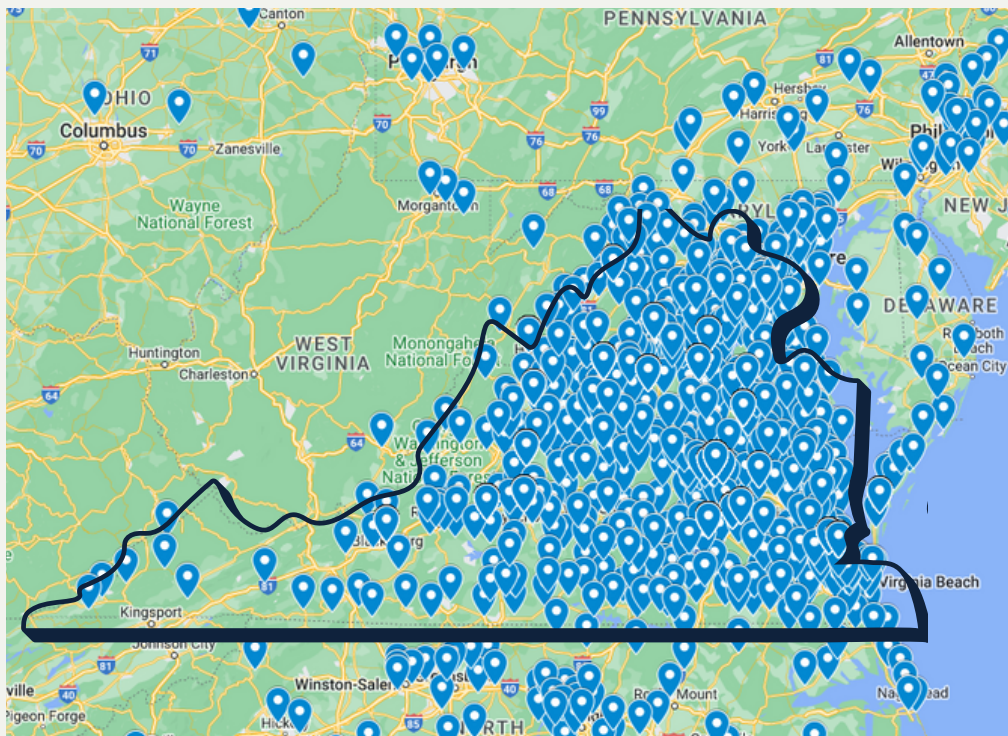
**250,000 AVERAGE  
ANNUAL ATTENDANCE**

---

## Trading Cards in the News

- [WDBJ7 Grown Here at Home Superhero Release](#)
- [Daily News Record](#)
- [WDBJ7 Grown Here at Home News Story Clip](#)
- [WDBJ Grown Here at Home Article](#)
- [The Free Lance Star](#)
- [The Virginian Review](#)
- [Independent Messenger](#)
- [Augusta Free Press](#)
- [Morning Ag Clips](#)
- [Virginia Farm Bureau](#)
- [Beaverdam Farm](#)





Advanced Sale Ticket Holder Zip Codes from Etix

## SOCIAL MEDIA PROMOTION HIGHLIGHTS

**12.1M** Facebook Impressions

**715K** Instagram Impressions

**8,659,201** Facebook Page Reach during the month of the fair

**478,799** Instagram Reach during the month of the fair

**7,571** TikTok Reach during the month of the fair

**115,051+ likes/followers on State Fair Facebook page**

**16,820+ likes on The Meadow Event Park Facebook page**

**14,078+ followers on State Fair Instagram**

**8,652 new followers**

**Reach the family decision-makers with spending ability:**

67% Women | 33% Men -- Engaged

80% Women | 20 % Men -- Followers

### Facebook Breakdown

Age 18-24	4%
Age 25-34	24%
Age 35-44	29%
Age 45-54	21%
Age 55-64	14%

### Instagram Breakdown

Age 18-24	12%
Age 25-34	33%
Age 35-44	31%
Age 45-54	15%
Age 55-64	7%

**Highest numbers geographically from:**

Richmond  
Mechanicsville  
Fredericksburg  
Virginia Beach  
Newport News  
Midlothian

**StateFairVa.org - Website Analytics**

1,374,667 page views

# Transforming the Face of Ag

As part of our 2023 State Fair of Virginia Ed Expo, we launched "Superhero" trading cards featuring 15 of Virginia's super Ag, Natural Resources and related skilled trades workers. With one twist, we made your favorites into modern superheroes-- because feeding the world and being a steward of the land is a superpower!

Selected individuals are made into tradable cards and distributed to Virginia's youth through various methods, including but not limited to during the State Fair of Virginia and its Ed Expo. Trading cards have also been distributed and requested at various agricultural industry events.

Lesson plans and interactive activities with correlated SOLs are available online for parents and teachers to take their lessons to the next level back in the classroom as they learn all about the amazing and unique people that make up our industry, take care of the land and put food on the table! Learn how you can help below!





# Partnership Opportunities



## Super Cape Partner

Presenting sponsor of the trading cards. "Super Ag presented by Your Company"

---

Limited to 1 sponsor

---

Your name and logo in all trading card communication as presenting sponsor and at least one press release

---

Logo on all related lesson plans

---

PA Announcement during school days highlighting trading cards presenting sponsor

---

Ability to send brochure or promo item in trading card boxes to schools

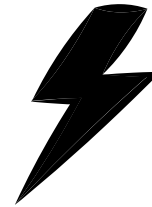
---

Opportunity to have a 1-day 10'x10' event space at Fair

---

75 State Fair Tickets

**\$13,000**



## Special Power Partner

Trading card series partner

---

Limited to 6

---

Your logo in trading card communication and in Ed Expo Guide

---

Logo listed and linked to your website on the trading card landing page website

---

Ability to send brochure or promo item in trading card boxes to schools

---

Logo on an interactive educational activity

---

40 State Fair Tickets

**\$8,000**

# Partnership Opportunities



## Sidekick Partner

Single card sponsor of one of our dynamic dozen

Limited to 12 partners

Your logo on one of the twelve trading cards printed and distributed throughout fair

Your logo listed as a partner on the trading cards landing page website

**\$4,000**



## General Partner

Trading card general partner

Your name listed on the trading cards landing page website

Additional potential benefits depending on value

**Any \$ > \$250**



**Thank you! Help us  
showcase Virginia's  
Super AG!**

## **Contact**

**Phone** 804-994-2743  
**Website** <https://www.statefairva.org/p/getconnected/ag-trading-cards>  
**Email** [sthomsen@statefairva.org](mailto:sthomsen@statefairva.org)  
**Address** 13191 Dawn Blvd, Doswell, VA 23047