

Be a Trading Card Partner!



State Fair of Virginia to launch our inaugural 2023 "Super Ag" Trading Cards to 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
 Address 13191 Dawn Blvd, Doswell, VA 23047

2023 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

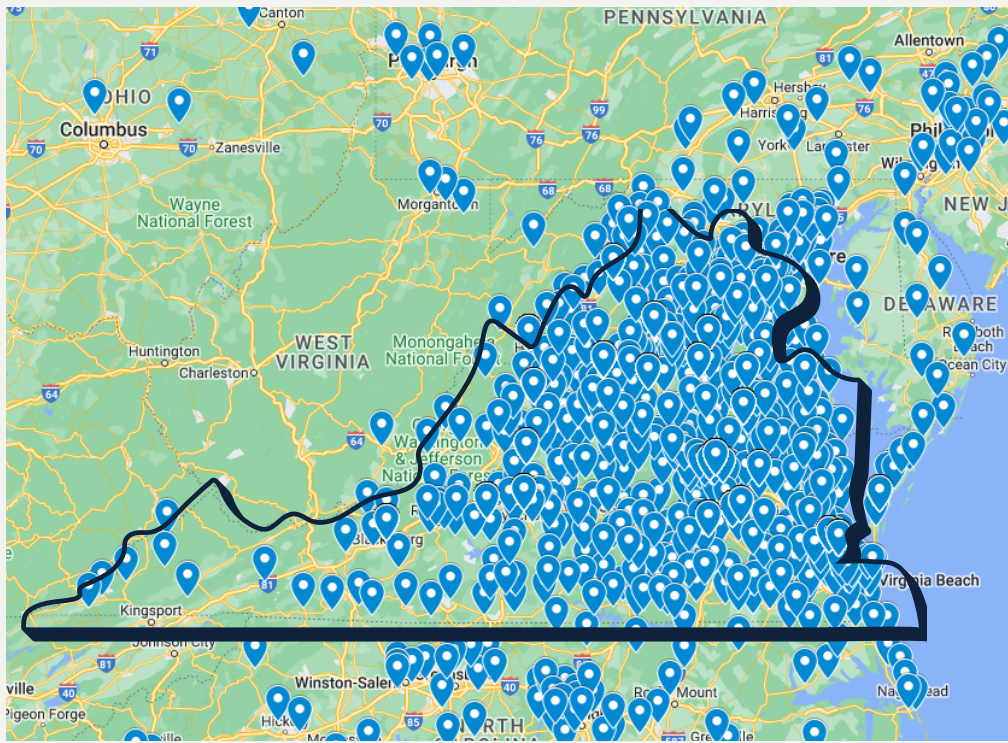
To nurture, preserve and celebrate the best of Virginia's culture, past, present and future.

**250,000 AVERAGE
ANNUAL ATTENDANCE**

Trading Cards in the News

- [WDBJ7 Grown Here at Home 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](#)





2022 Advanced Sale Ticket Holder Zip Codes from Etix

SOCIAL MEDIA PROMOTION HIGHLIGHTS

6.9M Facebook Impressions

115K Instagram Impressions

822,623 Facebook Page Reach during the month of the fair

115,886 Instagram Reach during the month of the fair

110,244+ likes/followers on State Fair Facebook page

13,772+ likes on The Meadow Event Park Facebook page

12,565+ followers on State Fair Instagram

3,823+ followers on State Fair Twitter

4,167 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

3,223,658 page views
2% increase from 2021

Transforming the Face of Ag

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

Selected individuals will be 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.

Teachers and parents will be provided with activities and lesson plans 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

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

Logo on an interactive educational activity

40 State Fair Tickets

\$8,000



**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 |
| Address | 13191 Dawn Blvd, Doswell, VA 23047 |