




















2022 Sponsorship Opportunities

Big E Sponsorships at a Glance

SPONSOR BENEFITS	NAMING RIGHTS TO A VENUE OR ATTRACTION	INCLUSION ON SOCIAL MEDIA	LOGO IN COLLATERAL PIECES	MENTION IN COLLATERAL PIECES	COMMERCIAL EXHIBIT SPACE FOR ACTIVATION	MENTION ON MAIN SPONSOR BOARD	ADMISSION TICKET PACKAGE	LOCALIZED BRAND AWARENESS
PRESENTING Begins at \$150,000							UP TO 300 TICKETS	
PLATINUM Begins at \$100,000							UP TO 250 TICKETS	
GOLD Begins at \$50,000							UP TO 150 TICKETS	
SILVER Begins at \$25,000							UP TO 50 TICKETS	
BRONZE Begins at \$10,000							UP TO 25 TICKETS	



Presenting Sponsor – Begins at \$150,000

Year-Round Opportunity

- ESE year-round sponsorship for venue or attraction

On-Site Activation

- Premium vending space and custom on-site activation
- Designated project manager to service the relationship

Promotional Recognition

- Logo mention in The Big E advance brochures
- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Sponsorship signage at all public gates
- Public address announcements during the Fair
- Right to activate and sample products throughout duration of The Big E
- Right to conduct contests and sweepstakes with approval
- Right to conduct promotions or pre-approved marketing campaigns
- Right to use The Big E name and logo with approval
- Visible presence in The Big E advertising and promotional materials
- Listed as official sponsor on The Big E website
- Logo with live link on The Big E website

Admission and Credential Package

- 300 general admission tickets for The Big E
- Credentials for employees working the event
- Big E parking for employees working the event

Social Media

- Ability to cross promote on social media
- Six social media posts per year

Big E Presenting Sponsor Opportunities

- Naming Rights of Court of Honor Stage
- Naming Rights of The Big E Arena
- Naming Rights of Coliseum
- Naming Rights of Better Living Center
- Naming Rights of Mallery Agricultural Complex
- Naming Rights of Young Building



Platinum Sponsor – Begins at \$100,000

On-Site Activation

- Vending space and custom on-site activation
- Designated project manager to service the relationship

Promotional Recognition

- Logo mention in The Big E advance brochures
- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Public announcements during the Fair
- Right to activate and sample products throughout duration of The Big E
- Right to conduct contests and sweepstakes with approval
- Right to conduct promotions or pre-approved marketing campaigns
- Right to use The Big E name and logo with approval
- Visible presence in The Big E advertising and promotional materials
- Listed as official sponsor on The Big E website
- Logo with live link on The Big E website

Admission and Credential Package

- 250 general admission tickets for The Big E
- Credentials for employees working the event
- Big E parking for employees working the event

Social Media

- Ability to cross promote on social media

Big E Platinum Sponsor Opportunities

- The Big Parade
- Court of Honor Stage
- The Big E Arena
- The Midway
- The Giant Wheel
- Official Product of The Big E



Gold Sponsor – Begins at \$50,000

On-Site Activation

- Limited on-site vending space available
- Designated project manager to service the relationship

Promotional Recognition

- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Right to conduct contests and sweepstakes with approval
- Right to conduct promotions or pre-approved marketing campaigns
- Right to use The Big E name and logo with approval
- Visible presence in The Big E advertising and promotional materials
- Listed as official sponsor on The Big E website
- Logo with live link on The Big E website

Admission and Credential Package

- 150 general admission tickets to The Big E
- Limited credentials for employees working the event
- Limited parking credentials for employees working the event

Big E Gold Sponsor Opportunities

- Storowton Village
- First Aid Center
- The E Stage
- The Giant Slide
- The New England Center
- The Avenue of States
- The Big E Museum
- The Stroh Building
- The Big Top
- The Nursing Mothers Center
- The Moo-U Tours



Silver Sponsor – Begins at \$25,000

On-Site Activation

- Limited on-site vending space available
- Designated project manager to service the relationship

Promotional Recognition

- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Right to conduct contests and sweepstakes with approval
- Right to conduct promotions or pre-approved marketing campaigns
- Right to use The Big E name and logo with approval
- Listed as official sponsor on The Big E website

Admission and Credential Package

- 50 general admission tickets to The Big E
- Limited credentials for employees working the event
- Limited parking credentials for employees working the event

Big E Silver Sponsor Opportunities

- The Flag Plaza
- The Transportation Center
- The Jumbotron
- Storrowton Gazebo
- Swifty Swine Racing Pigs
- Zultar: Comedy Fortuneteller
- The Food Court
- Gate 9A
- Motorcycle Parking Lot
- \$8 after 5pm Ticket Program
- Senior Day Tickets
- People Movers in Lot 9
- Wine Café
- ESE Horse Show



Bronze Sponsor – Begins at \$10,000

Promotional Recognition

- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Right to use The Big E name and logo with approval
- Listed as official sponsor on The Big E website

Admission Package

- 25 general admission tickets to The Big E

Big E Bronze Sponsor Opportunities

- Collector Car Live
- Camel Kingdom Spectacular
- Light Poles
- The Butter Sculpture
- Military Appreciation Day
- Special Olympics Day
- New Hampshire Day
- Connecticut Day
- Vermont Day
- Maine Day
- Massachusetts Day
- Rhode Island Day
- Chicopee Day
- Westfield Day
- Agawam Day
- Storowton Herb Garden
- Horse Barn
- Flower Beds



Contact Information

Jill Larsen

Sponsorship Sales Coordinator

jlarsen@TheBigE.com

413-205-5017

Tim Garstka

Director of Sales

tgarstka@TheBigE.com





ES EASTERN STATES Exposition

“Expertise in events for over 100 years!”

- 175 acre campus in West Springfield, Massachusetts
- Located at the North-South (I-91) and East-West (I-90) crossroads of New England
- 355,000 square feet of ground level indoor exhibit space
- In 2019, over 120 varieties of non-fair events held
- 1,000,000 additional non-fair visitors
- 8,000 car parking capacity
- 620 horse stalls
- Multiple retail spaces and buildings to promote agriculture, education, and entertainment
- Storowton Village is located at the heart of our grounds offering a unique look at education and tradition within New England