

THE BIG E

SEPT. 17 - OCT. 3, 2021

2021 Sponsorship





A Message from Gene Cassidy

Never before in our 104-year history has it been more important to thank you, our sponsors, for your support and for being an important part of The Big E family. On behalf of our volunteer Board of Trustees, our leadership team and the staff and volunteers, we are grateful for your participation and the part you play in helping to make The Big E one of the most popular events in the Northern Hemisphere.

2020 brought all of us extraordinary challenges. Still, The Big E remains America's Premier Exposition, North America's fifth largest fair and the largest event of its kind on the Eastern seaboard.

Eastern States Exposition takes pride in educating the public about animals, farming best practices, and the important role of agriculture in our lives. We appreciate and value your efforts in helping us to fulfill our mission. What you do here matters in immeasurable ways across the country.

We look forward to welcoming our guests back to the Fair and have heard from many about how deeply they missed this autumn tradition. We hope you are with us as together we plan and produce our Best. Big E. Ever. September 17-October 3, 2021. Visit TheBigE.com and learn more about the Exposition's plans as they develop as well as the part we play in our regional economy.

A handwritten signature in black ink that reads "Eugene J. Cassidy". The signature is fluid and cursive, with a long, sweeping underline.

Eugene J. Cassidy
President & CEO



What is The Big E?

- 5th largest fair in North America
- 1.6 million guests in 17 days
- World's only multi-state fair, representing all 6 New England States
- Features live concerts, the finest and most competitive livestock shows, horse shows, shopping, rides, a circus, the Avenue of States and Storowton Village Museum

Who We Are:

Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.

With over 100 years of history, The Big E has become a New England experience like no other!



2019 – A Record Breaking Year!

BEST. YEAR. EVER.

2019

1,629,527

**ALL-TIME
ATTENDANCE RECORD**

THE BIG
E
SEPTEMBER
13-29

Record-Breaking
Overall Attendance

BEST. DAY. EVER.

9.21.19

176,544

RECORD-BREAKING
SINGLE DAY ATTENDANCE

THE BIG
E
SEPTEMBER
13-29

Highest Single-Day
Attendance 9/21

More daily records!

85,698 – Thursday 9/19

89,124 – Wednesday 9/25

112,988 – Friday 9/27

173,112 – Saturday 9/28



Demographic & Geographic Data

GUEST ORIGIN

MASSACHUSETTS	39.4%
CONNECTICUT	46.5 %
OTHER NEW ENGLAND & NY	11.2%
OUT OF THE AREA	2.9%



AGE

18 – 24	8%
25 – 34	11%
35 – 44	14%
45 – 54	27%
55 – 64	21%
65+	18%

INCOME

UNDER \$25,000	4%
\$25,000 - \$49,999	11%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	20%
\$100,000 +	44%



Head to Head in Dollar Value

1,629,527 fairgoers is a big number! Here's how that compares to yearly statistics of other major locations and events:

MassMutual Center – 300,000 visitors

Six Flags New England – 2 million visitors (4 month season)

Dunkin Donuts Park – 400,000 visitors

Fenway Park – 1.5 million visitors (before All-Star Break)

Gillette Stadium – 550,000 visitors

TD Garden Celtics – 764,000 visitors

TD Garden Bruins – 720,000 visitors

Boston Calling Music Festival – 40,000 visitors

Boston Marathon – 30,000 runners

The Big E is YOUR Best Value!



Time Spent at The Big E

- Most visitors have attended for years, many citing it as a long-standing tradition for friends and family
- Our guests state that they are likely to make multiple visits over the course of the 17 days for the following reasons
 - A family trip with children
 - A date night
 - A day/night trip with a friend
- 96% of visitors indicate that they are likely to return the following year
- Weekday \$6 after 5pm admission and the 17 Day Value Pass promote multiple visits



Your Impact on The Big E

How your sponsorship will make a difference in our Fair!

Agriculture:

- Secondary-school students learn about agricultural career paths in our year-long Agri-Experience program
- Over 6,000 agricultural youth organization members take part in an agricultural experience or competition (*Junior Achievement was founded on our grounds!*)
- 1,000 youth exhibit livestock in our ESE sponsored competitions during The Big E
- These competitions are live streamed during The Big E, drawing views internationally

Education:


- In 2019 we had 18 schools visit us for field trips, amounting to 1,100 children
- Approximately 1,000 families visit us for programming throughout the year

Storowton Village Museum:

- Intern opportunities for Collections, Programming, and Social Media
- Look Back Program activity booklet garnered 1st place in 2019 New England Museum Association Publication Awards Competition Category
- Historic preservation – the Storowton Meeting House clock tower has been repaired, and the North Center Schoolhouse chalkboards restored



The Big E Brand is Far & Wide

The amazing success of our revolutionary Golden Ticket release proves that people  and follow The Big E all year!

Our Facebook post announcing the Golden Ticket reached a total of **165,375** people. Also contributing to the success, Instagram had **4,700** interactions and Twitter had **100** interactions.

Other Big E Social Media “FUN FACTS”



eBlast Newsletter 84.3K subscribers



Facebook 235K Likes (more than Fenway Park)



Instagram 31.2K Followers (more than Hartford Yard Goats)



Twitter 12.2K Followers (more than MGM Springfield)



The Big E Approved Program

Consumers trust The Big E brand, our Big E Approved program validates our event and the quality of our products.

The Big E Approved program went live in September with over 10 participating local businesses and will continue to be a powerful tool that will touch millions of Big E fans!

What is The Big E Approved Program?

- Authentic use of The Big E brand to incorporate partners offsite
- Developed a standardized value for partnerships
 - *Similar to the “Good House Keeping” seal....Big E Approved validates quality!*

Big E Summer Weekends

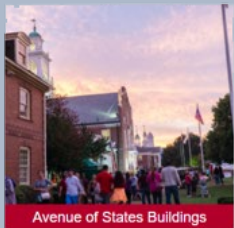
- Creation of a fun downtown atmosphere that encompasses all the delightful outdoor areas of Eastern States Exposition.
- The grounds continue relevance all year long, regardless of event schedule - your brand will be seen all year long

Big E Marketplace

A webpage that helps connect our fairgoers to their favorite vendors. This is an opportunity to support our dedicated vendors. Fairgoers can shop for the goods and services that make the Fair experience unique and exciting.

The Big E Marketplace operated from Sept. 18 – Dec. 31, 2020

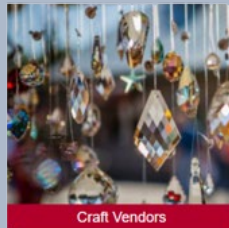
- One stop shopping for all 2020 Big E vending, by location
- 2021 development of the Marketplace is underway
 - Monthly partner highlight and focus
- The Marketplace will keep businesses relevant through our directional shopping platform ALL YEAR!



2020 VENDORS



2020 VENDORS



2020 CRAFTERS



SHOP



SHOP



2020 EXHIBITORS