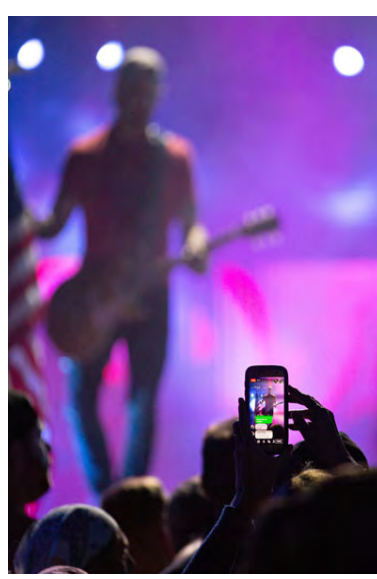




2021 SPONSORSHIP OPPORTUNITIES



ABOUT US

The Utah State Fair is the largest annual event in Utah. With an average attendance of nearly 300,000 people, it has been an unparalleled cultural asset to Utah since 1856. The Fair offers a wide array of attractions, live entertainment, agricultural and competitive exhibits, exciting carnival rides, rodeos, concerts, and specialty foods. This September will mark the 165th year.

The Utah State Fair is operated by the Utah State Fair Corporation, a public, non-profit 501(c)3 corporation formed in 1995 that is responsible for managing, supervising and controlling all activities relating to the Utah State Fair and the Utah State Fairpark facilities.





Why Sponsorship?

Sponsorship is great for business in that it allows a trusted influencer to tell your story to it's fans. It provides targeted marketing and promotion opp-ortunities that other marketing avenues simply can't match. Sponsorship is all about creating positive experiences, incorporating your brand into an inter-active, memorable and natural exchange with fans. Sponsorship offers a marketing strategy that:

- Builds rapport, trust and authority
- Creates irresistible experiences
- Creates consumer sentiment towards your brand.



Why the Fair?

The Utah State Fair is an event like no other in Utah. It's an experience affecting all of your senses; see bright colors, shining lights, and thousands of smiling faces. Hear exhilarated screaming coming from the thrill rides along with laughter and cheering rising from the multiple entertainment stages and grounds attractions. Smell the sweet and savory food from the seemingly endless number food vendors offering hundreds of mouth-watering options.

Each year hundreds of thousands of Utahns make the trip to Salt Lake City to visit the Utah State Fair to get their fix of fun, animals and entertainment. For the fair fanatics, the fair is a tradition they wait in anticipation for. A tradition often started from childhood, they wouldn't think of missing it. Each year they know they will find exciting rides, delicious food, a fantastic array of exhibits from local artisans, unique commercial vendors from all over the world, and of course, farm animals. But they also come looking for what is new each year: Different entertainment, new concerts, new vendors, and new and exciting Fair food creations.

Fair Fanatics help create new traditions for others by bringing family, friends and co-workers who have never experienced the Fair. Fair fanatics are renowned for supporting the brands that support their traditions.



HISTORIC 2020

2020 was an unprecedented year. COVID-19 forced the cancellation of countless events across the world. Amidst the chaos and uncertainty, the team at the Utah State Fair worked tirelessly to find a way to safely hold the annual event.

Working closely with the state and county health departments and government officials, we developed a plan allowing the show to go on. With 65 acres and a versatile setup, the Fairpark provides enough space for ample social distancing. By reducing gathering areas and building use, limiting attendance to only 6,000 visitors on the grounds at any one time, reducing the scale of entertainment and attractions, and increasing sanitation procedures, the Utah State Fair was a success.

The Utah community was given the opportunity to have some fun, during a time that was anything but. Scores of people were at the Fair laughing, screaming with delight, indulging in new and exciting Fair food and purchasing early Christmas gifts from a wide variety of vendors.

Sponsors were interacting with visitors with ease. Some sponsors reported their sales numbers were equivalent or even better than past years, despite a third of the regular attendance.

Excited to get out of the house, we saw many guests attending the Fair for the first time. As one woman from Salt Lake City stated, "If this is a scaled down version of the Fair, I'm excited to see what it's like next year in it's full glory."

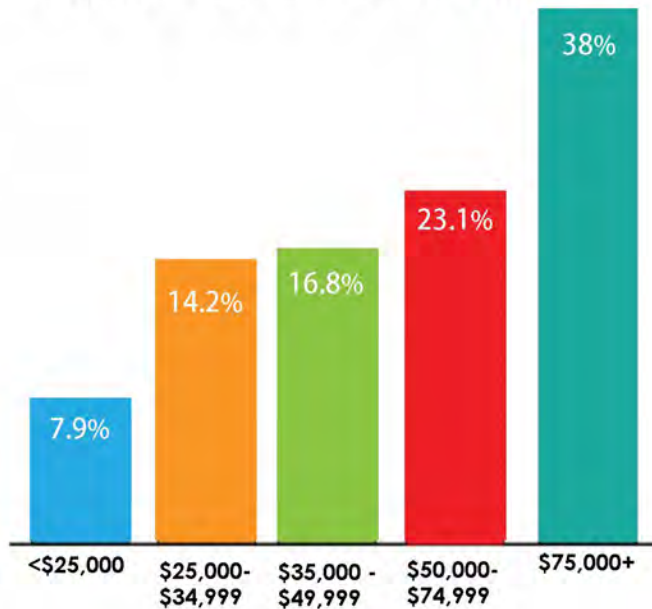




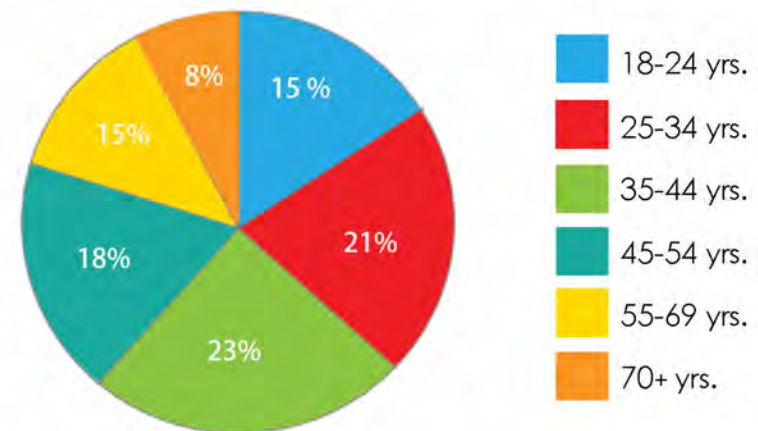
DEMOGRAPHICS

Who attends Utah's largest annual event?

ANNUAL HOUSEHOLD INCOME



AGE DISTRIBUTION



46%



54%



61% OWN
THEIR HOME



62% MARRIED



61% HAVE A
DEGREE



89% LIVE WITHIN
50 MILES OF THE
FAIRPARK

*Data based on 2018 on-site and post event surveys.



In the world of modern marketing, traditional advertising has taken the backseat to customer experience. Sponsorship marketing offers the unique opportunities you need to truly connect with your audience and expand the reach of your brand. Here's why partnering with the Utah State Fair will be good for your business:

Face to face with nearly 300,000 people

Connect and engage with a wide demographic of Utah consumers.

Increase and reinforce your company name and brand position.

Deliver marketing messages through our advertising and social media.

Showcase products and increase sales.

Reach consumers while they are engaged in fun-filled activities.

Align with an iconic and historic property.

Demonstrate community leadership.

Support existing community programs.

The Fair is an iconic, fun-filled, family-oriented event.



SPONSOR BENEFITS

As a Utah State Fair sponsor, your fully integrated package of benefits may include:

- Hospitality or VIP packages
- Admission tickets and parking packages
- Inclusion in the Fair's robust TV, radio, print and online advertising campaign
- Activation or booth space
- Jumbo-tron commercials during arena events
- Complimentary space for private gatherings during the Fair.
- Social media platform promotions
- Traffic drivers or display/point of sale promotions
- Inclusion in Utah State Fair marketing materials
- Website inclusions and hyper-links
- Guaranteed visibility and signage
- Daily PA mentions by Fair announcer
- Discount sales code for clients or employees
- Recognition as a Utah State Fair Education or Community Partner

We are your specialized promotional partner, connecting your brand with our fair community. Together, we will create, implement and activate a range of promotional strategies to generate leads and ultimately win new customers.

There are many opportunities to promote your brand directly to our fair patrons. The aim is to enrich and add value to the fair experience. The following pages list current available opportunities.





NAMING RIGHTS & PRESENTING SPONSORSHIPS



TITLE SPONSOR

The title sponsorship provides naming rights, extensive media value with inclusion in all network and cable TV, radio, newspaper, social media and magazine media promotion of the event. The title sponsor also receives additional logo inclusion on-site with banners, t-shirts, recognition at special venues, large social media campaign and much more.

ATTRACTION SPONSOR

Make your brand stand out by being a presenting sponsor for one of the dozens of exhibits or attractions. Sponsorship includes your logo or company name on relevant marketing materials, logo inclusion on-site with company banners or signage, website and social media coverage, recognition at the venue or attraction, and much more. 2020 attractions will vary, contact us for more information.



STAGE SPONSOR

The most visible areas at the Fair are the entertainment stages, where non-stop live entertainment occurs all eleven days. A stage sponsorship includes corporate name mentions from stage, in produced promotional Utah State Fair materials, PA mentions, and on-site signage.

Stage Options:

- Gazebo Stage (high-caliber variety acts)
- South Plaza (Various local music acts, dance groups, etc.)

GENERAL SPONSORSHIP

ACTIVATION SPACE/BOOTH

Prime booth and display spaces (both indoor and outdoor) are reserved for our valued sponsors. Various booth configurations can be accommodated from 10x10 and up. Power included upon request. Call ahead for available space limitations!

PROMO-DAY SPONSOR

Align your brand with fun by sponsoring a day at the Fair. A promo-day allows your company align with a specific segment of the community or local cause and to interact directly with fair-goers. Sponsorship may include gate interaction with visitors, prime booth space for the day, name mentions on specific promotional material, PA mentions, banner advertising, and more.

TRAFFIC DRIVERS & CROSS PROMOTION

Drive traffic to your business with Fair promotions or other opportunities. The Utah State Fair may also promote these offers in our annual marketing campaign.

SPONSORED STATIONS

Give your brand and message high visibility at popular stops in the Fair, such as charging stations, social media photo stations, ATM's, restrooms, and more.

SIGNAGE & BANNERS

Market your business at the Fair with your own creative signage. Space is available in various places on our 65 acre property including inside the fairgrounds, at the gates, or on the exterior fence.





ARENA EVENT SPONSORSHIP

Our 10,000+ seat arena hosts some of the best entertainment in the state during the 11-day Fair. From a rodeo one day to concerts the next, the arena is an ideal place for sponsors to market to a captive audience. An arena event sponsorship may include corporate name mentions on produced promotional Fair materials and advertising throughout event, Fair PA mentions all day, extensive on-site banner advertising, social media mentions, e-mail blasts, as well as concourse activation space, jumbotron commercial spot, VIP ticketing package and more!

UTAH'S OWN PRCA RODEO

The Utah's Own Rodeo at the Utah State Fair has been Professional Rodeo Cowboys Association (PRCA) approved for 33 years. Some of the PRCA & WPRA's best cowboys and cowgirls will compete in sponsorable events such as Bareback Bronc Riding, Team Roping, Saddle Bronc Riding, Tie-down Roping, Steer Wrestling, Barrel Racing and the fan favorite, Bull Riding! We also feature the crowd-pleasing Mutton Bustin' competition, a rodeo clown and barrel man, and specialty acts.

2020 CONCERT SERIES

Our arena hosts national and international acts from all genres of music from country to rock to Latino. Past concerts have included award winning acts such as Dan & Shay, Old Dominion, Foreigner, Kansas, Blue Oyster Cult, 3 Doors Down, Prince Royce, and Collective Soul.

ACTION EVENTS

Thousands of thrill seekers fill the arena at the Utah State Fair to experience the heart pounding, action-packed excitement! Past events have included the 'Day of Wreckoning' Demolition Derby, Monster Truck Insanity Tour, Knights of Mayhem Jousting Tournament, and more!



EDUCATION SPONSOR

Sponsors will help support the educational programming at our interactive exhibits. In addition, we are developing outreach programs, and other agricultural and health related educational opportunities for children and the community that will occur year round. Education Partners will receive year-round recognition in all publications, materials and at educational outreach events.

BARNYARD FRIENDS

Sponsor an animal pen or agriculture activity in this popular exhibit which features displays of live baby farm animals. Watch a chick hatch, see baby lambs, goats, calves, and piglets. Visitors will learn about the habits and proper care of farm animals, meet farmers, and gain a better understanding of their role in local agriculture.

LITTLE HANDS ON THE FARM

Sponsor a barn or chore, or donate products to help run our fun and interactive exhibit for kids. At Little Hands on the Farm, tens of thousands of Utah children become a "farmer for a day". They will tend to farm animals, milk a cow, plant a seed, ride a tractor and sell their goods for a treat at the grocery store. All visitors learn about agriculture production and manufacturing, to help them better understand where their food comes from.

AG DISCOVERY ZONES

Specifically designed to educate the public on agriculture, zones can be found in all areas of the Fair. These points of interest will allow the public to gain a better understanding of how important agriculture is in their every day lives. Sponsor's logo will be featured on the educational signage at the zone(s) of your choice, as well as any materials relating to the Ag Discovery Zones.

K-12 FIELD TRIPS

K-12 Educators can enhance class curriculum through an educational experience at the Fair. Teachers can create a unique self-guided experience by visiting specific exhibits and attractions that compliment their classroom curriculum. In 2019 nearly 7,000 K-12 students visited the Fair. Sponsoring field trips will help schools pay for buses that enable them to visit the Fair.



FOOD SPONSORSHIPS

State Fairs are known for fun, extreme food. Sponsors are invited to be a part of the food fun by partnering up in our culinary events! The Utah State Fair is increasing it's showcase of Utah's local foods, locally made products, and agricultural resources, giving hundreds of thousands of visitors a better understanding of where their food comes from and the benefits of supporting Utah products.

FOOD DEMONSTRATIONS

The Kitchen at the Utah State Fair is the premier location for food bloggers, chefs from Utah's hottest restaurants, bakeries, food trucks, and culinary schools to show off their culinary skills and educate thousands of Fairgoers in cooking techniques, food products, and other culinary skills.

FOOD COMPETITIONS

Promote your brand, food product, or company at one of our exciting food competitions. Over 100 competitors enter the food and culinary competitions at the Fair vying for the championship title and cash prize.

FAIR FOOD CONTEST

Fair concessionaires are invited to enter a unique food creation to win the Utah State Fair Food title, giving them specialized marketing and media coverage.

FOOD FESTIVALS

These highly anticipated food festivals during the Fair highlight local agriculture and local food producers. These events are an excellent way for organizations to promote a food product or brand! Annual events include the Utah Cattleman's Beef Feast and DairyWest's Ice Cream Festival. Past events also include Utah Pork Producers PorkFest, Utah Pork Producers BaconFest, and more!

MOBILE MARKETING & SAMPLING

MOBILE TOURS

The Utah State Fair caters to and designs event space around accommodating traveling mobile promotions & activations. We can accommodate various size footprints. Sampling rights can be included. Call ahead for available limited space locations!

SAMPLING

We provide high visibility and traffic volume, the Fair is a great place to drive brand interest via a sampling campaign. Sampling allowed for most product categories (call for more info). Provide take-away samples of your products at all exits of the Fair.

	SMALL 10x20 & under	MEDIUM 10x30-20x20	LARGE 20x30 & up
Weekend 3-day (Fri-Sun)*†	\$3,000	\$4,000	\$5,000
Single Day (Fri-Sun)	\$1,300	\$2,000	\$3,000
Single Day (Weekday, M-Th)	\$600	\$1,000	\$1,500

* Add Thursday or Mon for \$500

† Add 2nd weekend for discounted price, call for details. Prices subject to change based on availability





Leverage the Utah State Fair's marketing platform and allow us to bring over a quarter million customers to you. There is no limit to the potential return on investment! Get your customized sponsor package started today.

Ask about year round sponsorship opportunities for our additional two hundred thousand visitors who visit the Fairpark Event Center annually.



Nicki Claeys

Sponsorship & Programming Director

155 North 1000 West

Salt Lake City, Utah 84116

Office: 801.538.8454 | Cell: 801.550.0228

Email: nicki@utahstatefair.com