



2023 SPONSORSHIP OPPORTUNITIES



ABOUT US

The Utah State Fair is the largest annual event in Utah. With an average attendance of over a quarter million 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.

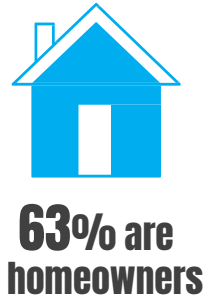
The Utah State Fair is operated by the Utah State Fair Corporation, a public, non-profit 501(c)3 corporation formed in 1995 that is responsible for managing, supervising and controlling all activities relating to the Utah State Fair and the Utah State Fairpark facilities.






DEMOGRAPHICS

Who attends Utah's largest annual event?




average
annual
household
income
\$85-100K

51% 
have children
under 18 years
old living in their
home.

64%
Are between
25-54
years old

 **88%**
live within
50 miles of
the Fairpark


61% have
a degree

WHAT BRINGS PEOPLE TO THE FAIR EACH YEAR?



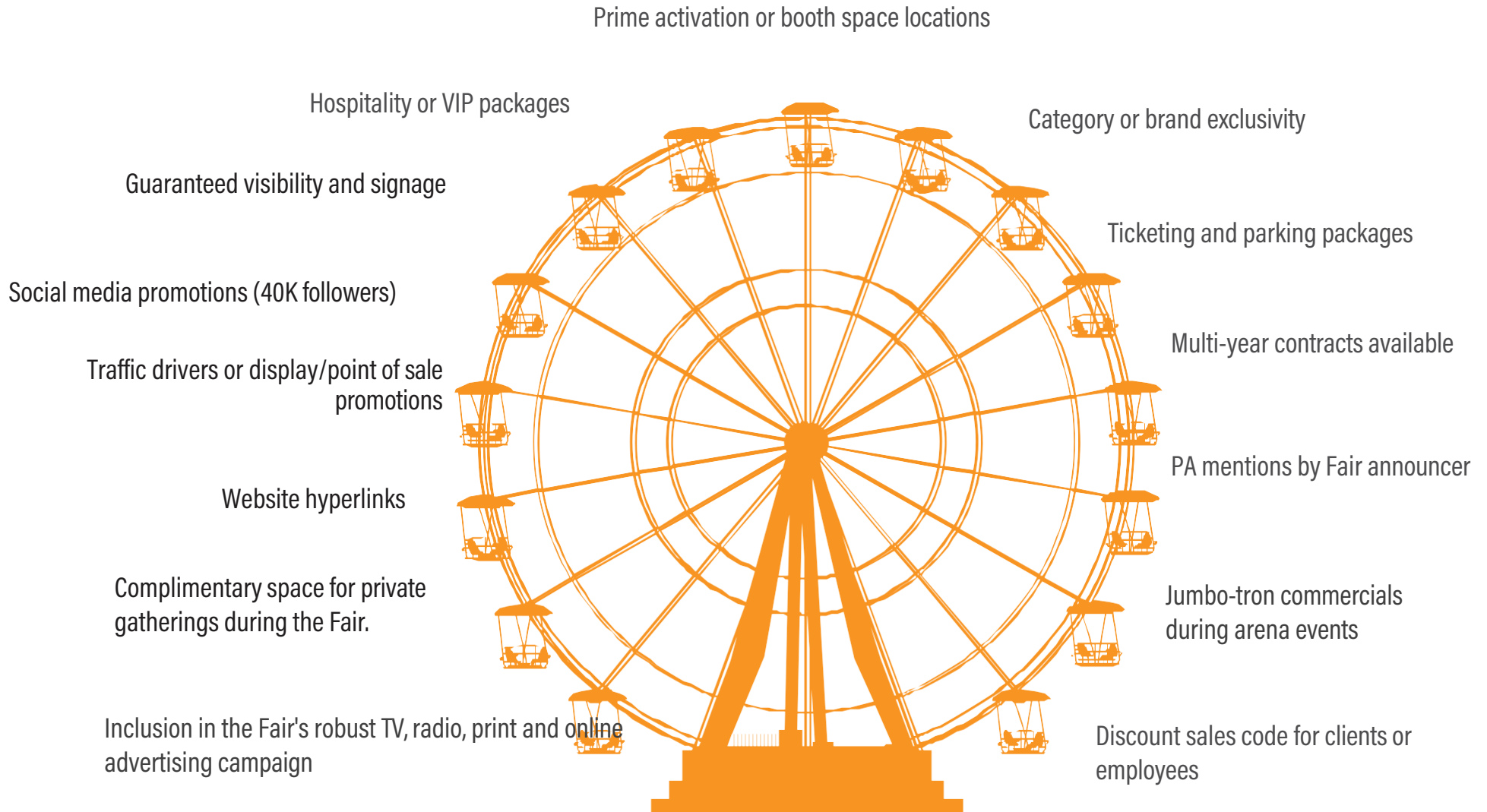
FAIR BY THE NUMBERS

301,177	2022 ATTENDANCE
4.5 hrs	AVERAGE STAY
339,583	UNIQUE WEBSITE VISITS DURING FAIR
46,600	SOCIAL MEDIA FOLLOWERS
1,995,036	FACEBOOK IMPRESSIONS DURING FAIR
65	# OF FOOD VENDORS
283	# VENDOR BOOTHS
5,279	# OF K-12 FIELD TRIPS



SPONSOR BENEFITS

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





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

FAIR TITLE SPONSOR

The title sponsorship provides naming rights to the 2023 Fair and 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. Ask for pricing

PRESENTING SPONSORSHIPS

Make your brand stand out by being a presenting sponsor for one of the dozens of exhibits, attractions, or events. 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. Annual attractions will vary, contact us for more information. \$6,000 & up Examples Include:

- Buildings & Barns
- VIP Area
- Beer Garden
- Family areas
- Gazebo Stage
- South Plaza Stage
- Little Hands on the Farm
- Barnyard Friends
- Demonstration Kitchen
- Competitions & Contests
- Midway & Rides
- Arena Events



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 fairgoers. 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.

- \$8,000 - \$15,000



GENERAL SPONSORSHIP

ACTIVATION SPACE/BOOTH

Prime booth and display spaces are reserved for our valued sponsors. Additional marketing exposure and traffic drivers make sponsor booths stand out. Various booth configurations can be accommodated from 10x10 and up. Power included upon request. Space is limited, call for availability. Brand and category exclusivities available.

- \$5,000 & up

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.

- Main Gates - \$750 & up
- Exterior Fence line - \$750 & up
- Arena Events - \$500 & up
- Exhibits, Buildings, & Barns - \$350 & up
- Showring - \$350-\$700
- Restroom Stalls - \$500 & up

CORPORATE BRANDING

Give your brand high visibility at popular stops in the Fair. Examples include your corporate logo on charging stations, social media photo stations, ATM's, souvenir cups, and more.

- \$2,000 & up





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, jumbo-tron commercial spot, VIP ticketing package and more!

2023 CONCERT SERIES

- Title Sponsor - **SOLD**
- Concourse Activation Space (non-food) 10x10 - \$600/night

UTAH'S OWN PRCA RODEO (3 nights)

- Presenting Sponsor - \$12,000
- One night Sponsor - \$5,000
- Chute Gates - \$2,500
- Event Sponsor - \$2,000
- Instant Replay - \$2,500
- Specialty Acts or Barrels - \$2,000
- Signage - \$500
- Concourse Activation Space (non-food)
10x10 - \$600/night, \$1500/3 nights



DAY OF 'WRECK'ONING DEMOLITION DERBY

- Presenting Sponsor - \$10,000
- Instant Replay - \$3,000
- Wreck of the Night - \$1,500
- Banner - \$250
- Concourse Activation Space (non-food) - 10x10 - \$500



MONSTER TRUCK INSANITY TOUR

- Presenting Sponsor - \$7,000
- Signage - \$250
- Concourse Activation Space (non-food) 10x10 - \$400



TRAFFIC DRIVERS & CROSS PROMOS

Drive traffic to your store, website, or booth with Fair promotions or other opportunities. The Utah State Fair may also promote these offers in our annual marketing campaign. Examples include ad or coupon on ticketing printouts or stubs, discount tickets in-store.

MOBILE MARKETING

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!

	SMALL 10x20 & under	MEDIUM 10X30 - 20X20	LARGE 20X30 & UP
3-day weekend (Fri - Sun)*^	\$3,000	\$4,000	\$5,000
Single Day (Fri-Sun)	\$1,250	\$2,500	\$3,500
Single Day (weekday M-Th)	\$900	\$1,250	\$1,750

* Add Thursday or Mon for \$700

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

SAMPLING

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





EDUCATION SPONSORSHIPS

EDUCATION PARTNER

Education Partners will help support the educational programming at our interactive exhibits during the Fair and will also receive year-round recognition in all publications, materials and at educational outreach events in the off season.

- \$3,500 & up

BARNYARD FRIENDS EXHIBIT

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.

- Presenting Sponsor - SOLD
- Animal Sponsor - (6-8 available) \$500 & up
- Signage - \$350 & up

LITTLE HANDS ON THE FARM EXHIBIT

Thousands of Utah children become a "farmer for a day" at this exhibit. 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. Sponsor a barn, chore, or donate products to help run our fun and interactive exhibit for kids. Avg. 50,000 visitors

- Presenting Sponsor - \$7,000
- Barn or Chore Sponsor- (10-12 available) \$500 & up
- Signage - \$250 & up

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 everyday 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.

- \$1,500





COMPETITIVE EXHIBITS SPONSORSHIP

A Fair tradition, competitive exhibit entries are created by the talented and passionate fairgoers of all ages and abilities. Sponsors can get their name in front of these talented individuals and Fairgoers through various means including signage, branding, awards, and more!. Competitive exhibits include but not limited to:

- Art
- Arts & Crafts
- Baked Goods
- Canning
- Clay Arts
- Crops
- Fine Arts
- Fiber & Fleece
- Flowers (Floriculture)
- Honey
- Handwork & Needlework
- Leatherwork
- Livestock
- Metal work
- Photography
- Pigeons & Poultry
- Quilts
- Rabbits
- Sewing
- Woodworking



SPECIAL EVENT SPONSORSHIP

Each year the Fair hosts multiple special events, from food festivals (Utah Cattleman's Beef Feast, Dairy Wests Ice Cream Festival) to events for specific groups (Special Friends Day). Sponsors can promote their industry or shine light on a cause by having an event at the Fair. Call for details.



YEAR-ROUND SPONSORSHIPS

The Fairpark hosts many festivals and events throughout the year, bringing hundreds of thousands of additional visitors to the grounds outside the Fair. Opportunities can be found all over the park to bring visibility to your brand or message.

INTERNATIONAL MARKET

The International Market launched in 2022, is a bi-monthly market with globally represented food, vendors, and entertainment. Sponsorships available for individual market days or the entire 2023 season and can include signage, booth space, branding, and more.

\$500 & up

VANS SKATEPARK

The Vans Utah Sports Commission Skatepark is a state-of-the-art Olympic grade skatepark built in 2019. Designed and built by California Skateparks, this premiere park terrain skatepark hosted the 2019 Vans Park Series World Championships. Two years later the park expanded to include a street course and held the Street League Series Championship Tour.

Fence Signage - 4x8 \$800; 4x12 \$1,100

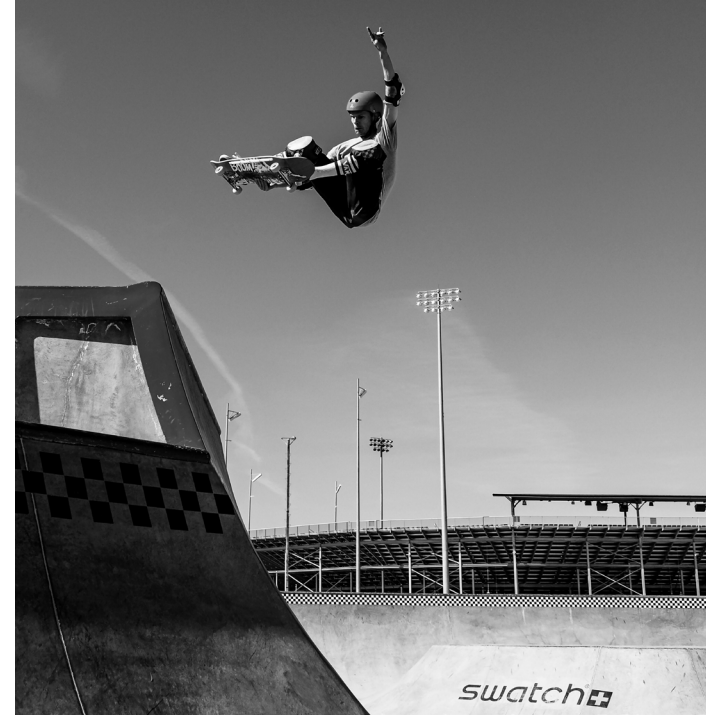
FAIRPARK SIGNAGE

Promote your brand year-round during all the festivals and events held at the Fairpark with onsite signage. Sizes vary. Call for details

BRANDED ELECTRICAL BOXES

These large boxes (roughly 6 ft high) are found all over the grounds in highly visible, high traffic areas of the Fairpark. Wrapped in your branding, they will be sure to stand out at all our events.

\$5,500





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.



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