

# 2025 UTAH STATE FAIR SPONSORSHIP OPPORTUNITIES





The background of the slide is a photograph of a fair at night. In the upper right, a carousel is visible with bright red and yellow lights. In the lower right, a Ferris wheel is illuminated with blue and white lights. The sky is dark, and the overall scene is festive and brightly lit.

## ABOUT US

The Utah State Fair is the largest annual event in Utah. With an average attendance of over 300,000 visitors at the Fair and nearly one million annually at the Fairpark, it has been an unparalleled cultural asset to Utah since 1856.

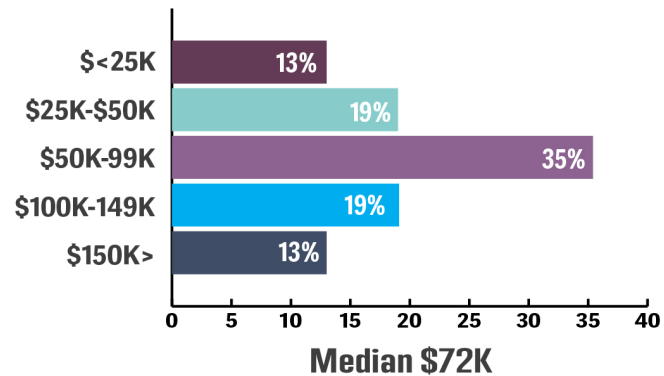
The Utah State Fair offers a wide array of attractions, live entertainment, agricultural and competitive art exhibits, exciting carnival rides, rodeos, motor sports, concerts, and of course, specialty fair foods.

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.

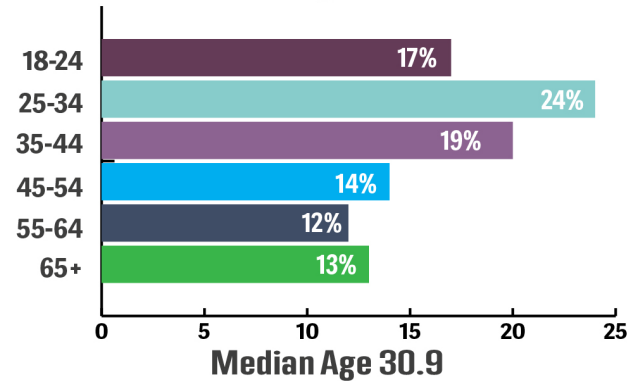


# 2024 DEMOGRAPHICS

## household income



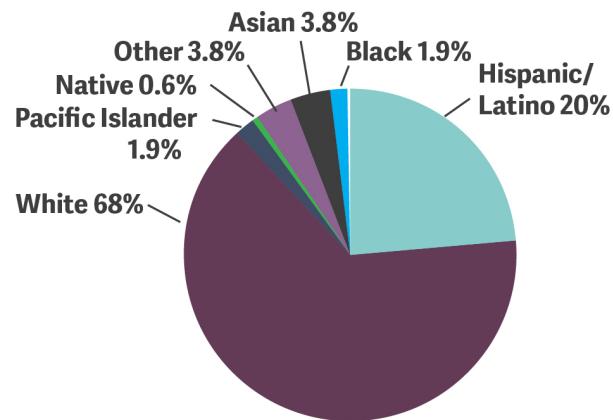
## age



## gender



## ethnicity



**61%** own their home



**52%** are married



**89%** live within fifty miles



**64%** have a college degree



**51%** have children under 18 at home

average dwell time **162** minutes



# 2024 FAIR BY THE NUMBERS

300,967	2024 Attendance
3,987	Competitive Art Exhibit Entries
2,729	Livestock Entries
31,210	Cars Parked
162	Minutes of Dwell Time
768,642	UNIQUE WEBSITE VISITS
57K	SOCIAL MEDIA FOLLOWERS
1.7M	Total Social Media Reach during Fair
46	# OF FOOD VENDORS
283	# VENDOR BOOTHS
5,279	# OF K-12 FIELD TRIPS

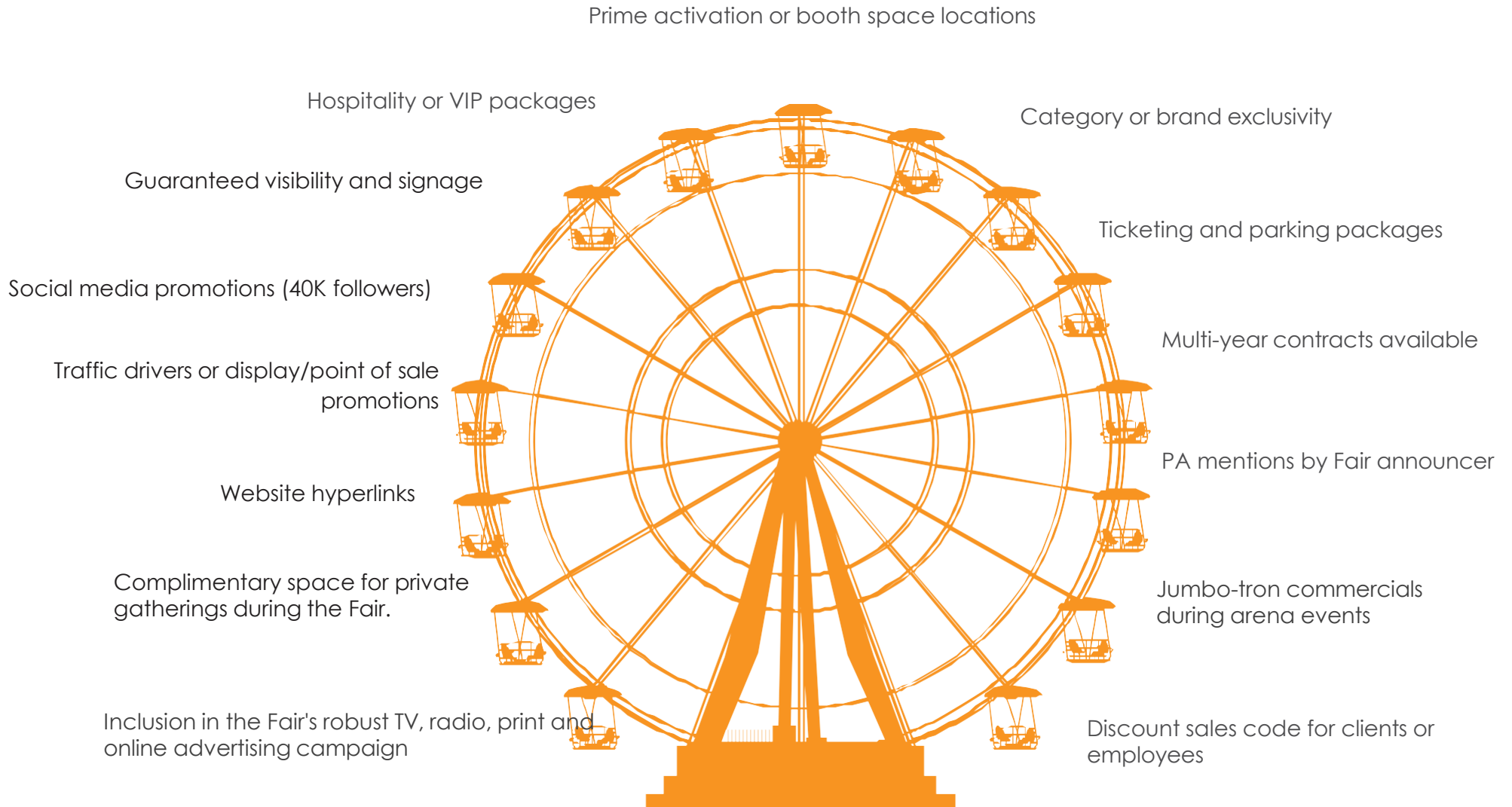
## WHAT BRINGS PEOPLE TO THE FAIR EACH YEAR?





# 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.



# PRESENTING & NAMING RIGHTS

## UTAH STATE FAIR PRESENTING SPONSOR

Secure exclusive presenting rights to the Utah State Fair and maximize your brand's visibility across multiple media platforms. As the title sponsor, your business will benefit from: Comprehensive media coverage, TV, radio, print, social media, and digital promotions.

- Prominent on-site branding through signage
- Recognition at key Fair venues and events
- A high-impact social media campaign to amplify your brand presence
- Additional opportunities for custom activations and more

Position your brand at the forefront of Utah's most iconic event and enjoy unparalleled exposure. Contact us today for pricing details.



## DAY SPONSOR

Showcase your brand in a fun and engaging environment by sponsoring a dedicated day at the Fair. This unique opportunity allows your business to connect directly with a targeted community or support a local cause while engaging with fair attendees. Sponsorship benefits can include

- Direct interaction with visitors at the gate
- Prime booth placement for the entire day
- Recognition on promotional materials
- Public address (PA) announcements during the event
- Prominent signage and more

Position your brand at the heart of the Fair and create memorable connections that leave a lasting impression.

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





# PRESENTING SPONSORSHIPS & NAMING RIGHTS

## OTHER 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.

Examples Include:

- **Arena Events**
  - Concerts
  - Rodeo
  - Jaripeo
  - Demo Derby
  - Monster Truck Show
- **Stages:**
  - Gazebo Stage
  - So. Plaza Stage
  - The Oasis Stage
- **Grounds Entertainment**
  - Flying Fools High Dive
  - Flying Aces Pig Races
  - Mobile Dairy Classroom
  - BOOM! Percussion Hype Crew
  - Flying Umbrellas Ship
  - Wild West Fun Park
- **Attractions**
- **Educational Exhibits:**
  - Little Hands on the Farm
  - Barnyard Friends
- **VIP Areas**
- **Beer Gardens**
- **Family areas**
- **Midway & Rides**
- **Barns**
- **Competitive Arts Depts (see more on page)**
- **Live Competitions/Events**
  - Giant Pumpkins
  - Cookoffs
  - Cooking Demos
  - Jr Livestock Show
  - Open Show
  - Market Auction







# GENERAL SPONSORSHIP

## ACTIVATION SPACE/BOOTH

Premium booth and activation 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.

- \$5,500 & 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 - \$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:

- Staff Apparel
  - Fair Merchandise
  - Charging Stations
  - Photo Stations
  - Umbrellas
  - and more!
- \$2,000 & up

# TRAFFIC DRIVERS & CROSS PROMOS

Increase traffic to your store, website, or booth through Utah State Fair promotions and special opportunities. Your offers may also be featured in our annual marketing campaign, which can include app advertisements, digital coupons, in-store discount tickets, and more

## MOBILE TOURS

The Utah State Fair offers customized event spaces to accommodate traveling mobile promotions and activations of various sizes. Sampling rights are available upon request. Space is limited, so call ahead to secure your location.

	SMALL 10x20 & under	MEDIUM 10X30 – 20X20	LARGE 20X30 & UP
3-day weekend (Fri – Sun)*^	\$5,500	\$7,500	\$8,500
Single Day (Fri-Sun)	\$2,000	\$3,500	\$4,500
Single Day (weekday M-Th)	\$1,000	\$2,500	\$3,000

\* Add Thursday or Mon for \$800

^ 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).







# ARENA EVENT SPONSORSHIP

The 10,000-seat arena at the Utah State Fair hosts premier entertainment throughout the 11-day event, ranging from thrilling rodeos to crowd-pleasing concerts. With a captive audience, this venue provides an exceptional platform to promote your brand. Your arena event sponsorship may include:

- Corporate name mentions on select produced promotional materials and advertising campaigns
- PA mentions
- extensive on-site banner placement for maximum visibility
- Social media promotions and email marketing blasts
- Access to concourse activation space for direct audience engagement
- Jumbo-tron commercial spots to captivate attendees
- VIP ticket packages and more!

## JUMBO-TRON SPONSOR

- Multi-year sponsorship includes permanent signage above each screen.

## CONCERT SERIES

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

## UTAH'S OWN PRCA RODEO (3 nights)

- Presenting Sponsor - \$18,000
- One night Sponsor - \$9,000
- Chute Gates - \$2,500
- Event Sponsor - \$2,500
- Instant Replay - \$2,500
- Specialty Acts or Barrels - \$2,000
- Signage - \$500
- Concourse Activation Space (non-food) 10x10 - \$500/night, \$1250/3 nights

## DAY OF 'WRECK'ONING DEMOLITION DERBY

- Presenting Sponsor - \$15,000
- Instant Replay - \$3,000
- Wreck of the Night - \$1,500
- Banner - \$500
- Concourse Activation Space (non-food) - 10x10 - \$500

## "MONSTERS ARE REAL" MONSTER TRUCK SHOW

- Presenting Sponsor - \$10,000
- Pit Party Sponsor - \$2,000
- Ride Along Sponsor - \$2,000
- Signage - \$300
- Concourse Activation Space (non-food) 10x10 - \$400





# COMPETITIVE ARTS

A Fair tradition, competitive exhibit entries are created by the talented and passionate Utahns 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 ARTS DEPARTMENTS

### Creative Art

- Clay, Metal, Leather, Ceramic, Wood, Scrapbooking, and more

### Culinary

- Baked Goods, Canning, live food contests, and more!

### Fine Arts

- Oil Painting, Watercolor, Graphic Arts, Pastels, Bronze sculptures.

### Fiber Art

- Fiber & Fleece, Quilts, Handwork & Needlework, Sewing.

### Photography

- Fine art, Black & White, Cell Phone

### Agriculture/Horticulture

- Crops, Fruits & Vegetables, Honey

### Floriculture

- Floral Arrangements, Potted Plants, Fairy Houses, and more.

## COMPETITIVE ARTS BUILDINGS

Sponsoring one of the five buildings used for Competitive Arts may include corporate name mentions on produced promotional materials and advertising of competitive entries, Fair PA mentions all day, extensive on-site branded advertising, social media mentions, e-mail blasts, as well as onsite activation space, ticketing package and more! Building sponsorships start at \$4,000

- |                                       |  |
|---------------------------------------|--|
| • Bonneville Building – Fine Arts     | • Grand Building (upstairs) Photography        |
| • Zion Building – Culinary Arts       | • Ag/Hort Building – Agriculture, Horticulture |
| • Pioneer Building - Fiber Arts       | • Heritage Building - Floriculture             |
| • Promontory Building – Creative Arts |  |

## CULINARY ARTS \*\*EXPANDED in 2025\*\*

During the Fair, the Zion Building will now exclusively host the newly expanded culinary division, featuring an exciting lineup of food competitions, cooking demonstrations, and interactive exhibits. With new categories, the Zion Building will be the centerpiece of culinary creativity. Companies can sponsor the kitchen, appliances, expanded food events, and interactive experiences such as tasting stations and live culinary challenges. Sponsorships may include corporate name mentions, Fair PA announcements, web logo placement, social media features, e-mail blasts, and more, providing valuable exposure while supporting the growing culinary arts at the Fair.







# LIVESTOCK SPONSORSHIPS

Livestock sponsors support specific livestock exhibitions, competitions, educational programs, or other initiatives that involve the showcasing, care, and promotion of various farm animals. Sponsors play a crucial role in ensuring the success and quality of livestock-related activities by helping cover costs, facilitating educational components, or offering prizes and awards to participants.

## LIVESTOCK SHOWS

Livestock shows include 4H & FFA and Open Class in the following categories:

- Beef Cattle
- Dairy Cattle
- Sheep
- Goats
- Poultry
- Pigeons
- Rabbits

Showring signage (renewed annually) – 4x4 \$500 or 4x8 \$1,000

## JR. LIVESTOCK AUCTION

The auction is a great way to get your brand in front of buyers, exhibitors, and families. Held the second Saturday of the Fair.

- Presenting Sponsor
- Individual Species
- Livestream sponsor
- Branded Auctions Items (i.e. paddles, bid cards, etc.)
- Product donations for buyer baskets
- Signage

## BARN SPONSOR

Sponsor signs can be hung in various places in and around the four historic barns (Barn 8, 9, 10, 11) and the livestock area.

Barn Sponsorship start at \$4,000

# 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 - \$12,000
- Animal Sponsor - (6-8 available) \$600 & 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 - \$8,000
- Barn or Chore Sponsor- (10-12 available) \$600 & 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







## ‘FAIR FOOD’ FIGHT SPONSOR

The first weekend of the Fair is the Utah State Fair’s “Fair Food” Fight! Onsite Fair food vendors compete for the title of Fair Food Champ by submitting their best fair food item in one of two categories; sweet and savory. This competition not only promotes fun fair food for excellent media coverage, giving the vendors a chance to increase sales for the entirety of the Fair.

Sponsorship may include corporate name mentions on related promotional materials, Fair PA mentions, logo placement on signage, on-site banner advertising, social media mentions, e-mail blasts, ticketing package and more.



## ‘FAIR FOOD’ OF THE DAY

Sponsoring the "Fair Food of the Day" at the state fair is a high-visibility opportunity to engage with thousands of attendees in a fun and memorable way. Each featured food item generates excitement and buzz, drawing crowds eager to try the daily highlight, and sponsors benefit from direct brand association with this enthusiasm. With prominent signage, mentions in fair promotions, and potential social media engagement, sponsors gain extensive exposure to a diverse audience. Additionally, aligning with a beloved fair tradition fosters goodwill and positive brand recognition, making it an effective way to connect with the community while enhancing the fair experience.



## SPECIAL EVENTS AT THE FAIR

Each year the Fair hosts multiple special events from food festivals (I.E. Utah Cattleman’s Beef Feast, Unbottled’s 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.

## 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 \$1,200**

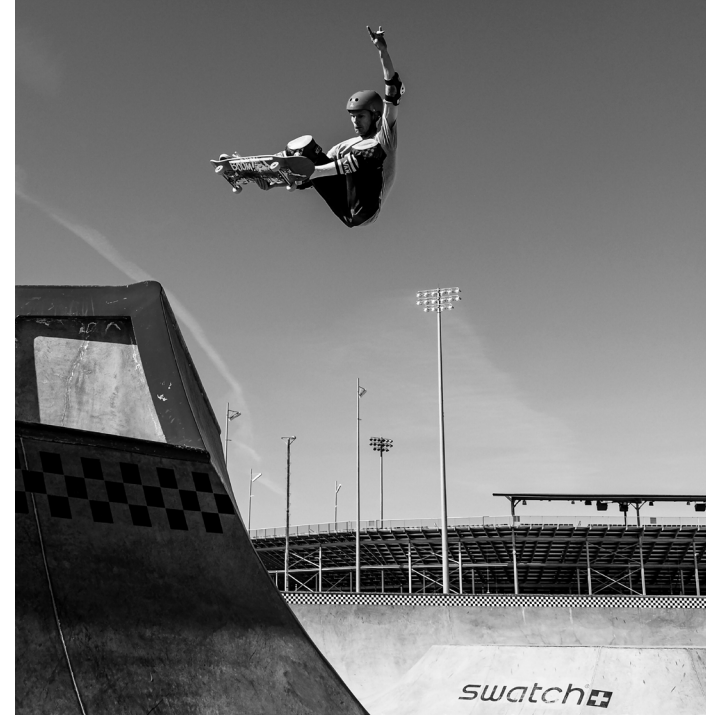
## FAIRPARK SIGNAGE

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 half 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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