

Celebrating *all things Texas!*



24 Days. 277 Acres.
MILLIONS OF CHANCES TO MAKE AN IMPRESSION.

Be a part of the largest State Fair in the country.

The State Fair of Texas is a spectacular showcase of exhibits, shopping, live entertainment, food and competition presented each Fall at the historic Fair Park. All just two miles east of downtown Dallas. **Become a sponsor today.**



Mission Statement

The State Fair of Texas

**CELEBRATES ALL THINGS TEXAN BY
PROMOTING AGRICULTURE,
EDUCATION, AND COMMUNITY
INVOLVEMENT THROUGH QUALITY
ENTERTAINMENT IN A
FAMILY-FRIENDLY ENVIRONMENT.**



Fair Facts

The State Fair of Texas is located in Fair Park, a **277-acre entertainment and recreation complex** owned by the City of Dallas, located two miles east of downtown. The State Fair of Texas is **the largest and longest State Fair in the United States**. And contributes **approximately \$610 million annually to the DFW economy**.

The State Fair of Texas annually hosts two to three college games in the Cotton Bowl® Stadium during the course of the 24-day Fair.



The State Fair Auto Show is the largest new car auto show in the Southwest where auto makers debut new models each year.



The Big Tex® Choice Awards garner international media coverage for the Fair and the state of Texas each year.



The State Fair of Texas presents 24 days of music on the Chevy Main Stage - from regional acts to 14 headliner concerts of all genres. All concerts are included with admission.



Fair Facts

The State Fair of Texas strives to be a **family-friendly destination for quality entertainment at an affordable price**. Each day of the Fair, there are hundreds of daily shows and activities that are included in admission to the State Fair. In addition each year, there are **thousands of ways to participate in the State Fair of Texas** through the Creative Arts Contests and the Livestock Programs.

Each day there are 110 daily shows at the State Fair of Texas. All the shows and family activities are included with admission to the Fair.



Participants from all over Texas, submit their entries in 1,100 different categories to compete for a blue ribbon in Creative Arts.

5,900 students from across the state of Texas participate in the Youth Livestock Scholarship and Auction program.



Music is key to the entertainment offering at the State Fair of Texas. Musical acts are presented on four stages throughout the Fair with 20+ daily performances all included with admission to the Fair.

Media Impact

The State Fair of Texas utilizes an integrated approach to its marketing communications. **The communications plan is a combination of partnership marketing, paid placement, public relations and utilization of the State Fair channels – website, email and social media.**

Beginning in March 2014, the Fair has taken a new approach to its communication which resulted in a dramatic increase in exposure for the Fair.



State Fair Website

3.1 million VISITORS TO SITE
17.5 million PAGE VIEWS



Email Marketing

844,561 EMAILS SENT BETWEEN MARCH AND NOVEMBER. **81% increase** IN THE EMAIL DATABASE.



Marketing Plan

21.6 million COLLATERAL / PROMOTIONAL PIECES PRODUCED.
25.6 million PAID IMPRESSIONS.



Public Relations

43,030 MEDIA MENTIONS
355.5 million IMPRESSIONS



Social Media

101.4 million IMPRESSIONS GENERATED ON *Facebook*.
1.1 million LIKES, SHARES, CLICKS.
1.3 million ENGAGED USERS.



Social Media

25.9 million IMPRESSIONS GENERATED ON *Twitter* ACCOUNT.
13,811 @MENTIONS & RETWEETS.
59,994 LINK CLICK THRU'S.

Who attends the State Fair of Texas?

The State Fair of Texas has an extremely loyal following who support our sponsors.

50% OF VISITORS ATTEND THE FAIR EACH YEAR.

87% ARE LIKELY TO ATTEND THE FOLLOWING YEAR.

73% WOULD PURCHASE A STATE FAIR SPONSOR'S PRODUCT OVER A NON-SPONSOR (ALL OTHER FACTORS BEING EQUAL).

88% WOULD RECOMMEND ATTENDANCE TO OTHERS.

State Fair of Texas visitors are:

Married.

(54% Married / 46% Single)

Majority Female.

(59% Female / 41% Male)

Between the Ages of 18 and 44.

(18% 12-17 yr / 15% 18-24 yr / 20% 25-34 yr / 20% 35-44 yr / 16% 45-54 yr / 7% 55-64 yr / 4% over 65 yr)

College Educated.

61% are attending or completed college and advanced degrees.

Average Household Income Between \$25,000 and \$100,000.

(19% under \$25K / 30% \$25-\$50K / 19% \$51-\$75K / 13% \$76-\$100K / 9% \$101-\$150K / 9% over \$150K)

Ethnically Diverse.

(51% Caucasian / 25% Latino/Hispanic 15% African American)

Live within 50 Miles of Downtown Dallas.

A trip to the State Fair is a family experience.

• **92%** of visitors consider the State Fair to be a "Family Friendly" experience.

Top reasons visitors attend:

Tradition / Auto Show / Shopping
Entertainment (Midway, music, shows)
Food

• **Visitors attend in a groups of 4.2 people and stay at the Fair for an average of 6 hours.**

Build a partnership with the State Fair

The State Fair of Texas has an extremely loyal following who support our sponsors.

Reach millions of current and potential customers through:

On-site branding and exposure AT THE FAIR'S HIGHLY VISIBLE AND POPULAR ATTRACTIONS.

Face-to-face interaction and activation OF YOUR PRODUCT OR SERVICE.

Sponsorship opportunities include:

- Top o' Texas Tower and various Midway rides
- Nightly Starlight Parade
- State Fair Trams System
- Pan-Am Arena, home to the featured animal shows and attractions
- Five Entertainment Stages
- Safe Kids (Lost Children) Program
- Celebrity Chef and Competition Kitchens
- Food Court and Big Tex Choice Awards
- Pee Wee Stampede and other kids attractions
- BMX Bike Stunt Show
- Marine Corps Square
- State Fair Wine Garden
- Magnolia Beer Garden
- E-Newsletter Program

The State Fair will work closely with you to develop a program designed to:

- Drive In-Store Traffic
- Generate Sales Leads
- Increase Product Sales & Awareness
- Create Face-to-Face Customer Interaction
- Enhance Your Corporate Image

SPONSORSHIP PACKAGES VARY AND RANGE FROM \$20,000 TO OVER \$100,000.

Sponsorship benefits at the State Fair

The State Fair of Texas has an extremely loyal following who support our sponsors.

PROMOTIONAL BENEFITS WILL VARY DEPENDING ON THE CUSTOMIZED SPONSORSHIP PACKAGE TAILORED TO MEET YOUR COMPANY'S MARKETING GOALS.

Sponsor benefits may include:

- **24 days of targeted sampling & display**
(additional fees may be required.) Outdoor exhibit space can be arranged for your company to display and sell products, sample, conduct research/feedback surveys, and build your database through lead generation.
- **Promotional rights**
to develop effective promotions in conjunction with State Fair.
- **Category exclusivity**
to capture customer's undivided attention
- **Content integration opportunities**
with State Fair email marketing and social media programs.
- **On-site signage**
at sponsored venue.
- **Pre and post-show announcements**
at sponsored venue.
- **Complimentary tickets & VIP parking**
for employee and client use.
- **Listing in official State Fair Visitor Guide**
600,000+ distributed at gates and information booths throughout Fair.
- **Logo inclusion on McDonald's State Fair trayliners & bag stuffers.**
Major attractions and sponsors are listed on 825,000 trayliners and 1.1 million bag stuffers.
- **Logo Inclusion in Newspaper advertising.**
- **Daily mentions by Big Tex[®]**
about attractions and shows.
- **Daily logo inclusion on electronic message boards**
located on the Fairgrounds.
- **Clickable logo**
on www.bigtex.com.

