STATE FAIR OF TEXAS
SPONSOR OPPORTUNITIES

2020
WE ARE COMMITTED TO:

• EDUCATION AND AGRICULTURE AS OUR FOUNDATION.
• OPERATING IN A FISCALLY CONSCIOUS MANNER.
• PROVIDING EXCELLENT CUSTOMER SERVICE.
• INVESTING IN THE FAIR PRODUCT, OUR FAIR PARK HOME, AND OUR COMMUNITY.
• RESPONSIBLE STEWARDSHIP TO ENSURE THE STATE FAIR OF TEXAS WILL THRIVE FOR FUTURE GENERATIONS.
• PRESERVING THE TRADITIONS OF OUR HISTORIC INSTITUTION.
• CONSTANT INNOVATION FOR FUTURE FAIRS’ SUCCESS.

THE STATE FAIR OF TEXAS IS A 501(C)(3) NONPROFIT ORGANIZATION WITH PROCEEDS HELPING TO PRESERVE AND IMPROVE OUR HOME, FAIR PARK; UNDERWRITE MUSEUMS, COMMUNITY INITIATIVES, AND SCHOLARSHIP PROGRAMS TO SUPPORT STUDENTS THROUGHOUT THE LONE STAR STATE PURSUING HIGHER EDUCATION; AND HELP IMPROVE STATE FAIR OPERATIONS.
Attendees of the State Fair of Texas are as diverse as the Fair itself. Fair attendees cover a wide range of ages and all walks of life.

Demographic data below was secured through research methodology conducted by EventCorp Services on property at the Fair.

**WHO ATTENDED THE STATE FAIR?**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44.8%</td>
</tr>
<tr>
<td>Female</td>
<td>55.2%</td>
</tr>
</tbody>
</table>

**Average Age**

- 17 & Under: 9.3%
- 18 - 24: 20.7%
- 25 - 34: 25.7%
- 35 - 44: 14.1%
- 45 - 54: 13.3%
- 55 - 59: 6.9%
- 60+: 9.8%

**Average Household Income**: $78,178

- Less than $25,000: 12.2%
- $25,000-$49,999: 17.8%
- $50,000-$74,999: 19.6%
- $75,000-$99,999: 13.5%
- $100,000-$149,999: 10.7%

**Average Household Income**: $78,178

**78.6% Live Less Than 50 Miles From Fair Park**

- 50-100 miles: 11.3%
- Over 100 miles: 10.1%

**48% College Graduates**

**60.5% of Attendees are Between Ages 18 & 44**

**Fairgoers Represent Diverse Ethnic Groups**

- 49.8% Caucasian
- 23.9% Hispanic/Latin
- 10.1% African American
- 4.0% Asian American
- 12.3% Other

- 6% of Attendees are Spanish speaking
Attendees of the State Fair of Texas are as diverse as the Fair itself. Fair attendees cover a wide range of ages and all walks of life. Demographic data below was secured through research methodology conducted by EventCorp Services on property at the Fair.

### WHILE AT THE FAIR, VISITORS:

**VISIT THE FAIR BETWEEN TWO & FIVE DAYS: 33.4%**
- ONE DAY: 60%
- TWO DAYS: 22.2%
- 3 TO 5 DAYS: 11.2%
- 6 TO 9 DAYS: 3.5%
- MORE THAN 10 DAYS: 3.2%

**TOP REASONS TO ATTEND THE FAIR**
- FOOD
- TEXAS AUTO SHOW
- MIDWAY
- SHOPPING
- DAILY SHOWS
- LIVESTOCK
- CHEVROLET MAIN STAGE
- SEEK VALUE WHEN BUYING ADMISSION
  - 50.4% UTILIZED DISCOUNTS TO PURCHASE TICKETS

**52.8% ATTENDED THE FAIR THE PAST 3 YEARS**

**PARTY SIZE**

<table>
<thead>
<tr>
<th>Party Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3.5%</td>
</tr>
<tr>
<td>2</td>
<td>18.5%</td>
</tr>
<tr>
<td>3</td>
<td>25.9%</td>
</tr>
<tr>
<td>4</td>
<td>16.1%</td>
</tr>
<tr>
<td>5</td>
<td>13.9%</td>
</tr>
<tr>
<td>5+</td>
<td>22.1%</td>
</tr>
</tbody>
</table>

**SPEND 4.9 HOURS AT THE FAIR**
- 7.8% 0–1 HOURS
- 12.7% 1–3 HOURS
- 37.9% 3–5 HOURS
- 30.8% 5–7 HOURS
- 15% 7+ HOURS

90% OF ATTENDEES VISITED TEXAS AUTO SHOW
Through quality entertainment in a family-friendly environment, the Fair continually looks for ways to tell our story and connect with Fair enthusiasts around the world. The State Fair had a major media footprint in 2019, receiving a record amount of coverage across local, national, and worldwide channels.
The 2019 State Fair of Texas was one to remember. For the 133rd year, the annual event brought people from all walks of life together – from iconic State Fair traditions to new innovative additions, fairgoers enjoyed their visit to the State Fair. As an annual celebration of all things Texan, the tradition continued with the Fair’s 2019 theme, “Celebrating Texas Creativity.” The State Fair of Texas welcomed more than 2.5 million people through the gates in 2019.

<table>
<thead>
<tr>
<th>FAIR DAY #</th>
<th>DAY</th>
<th>DATE</th>
<th>DAILY ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FRIDAY</td>
<td>SEPTEMBER 27</td>
<td>83,573</td>
</tr>
<tr>
<td>2</td>
<td>SATURDAY</td>
<td>SEPTEMBER 28</td>
<td>128,635</td>
</tr>
<tr>
<td>3</td>
<td>SUNDAY</td>
<td>SEPTEMBER 29</td>
<td>64,374</td>
</tr>
<tr>
<td>4</td>
<td>MONDAY</td>
<td>SEPTEMBER 30</td>
<td>40,229</td>
</tr>
<tr>
<td>5</td>
<td>TUESDAY</td>
<td>OCTOBER 1</td>
<td>43,634</td>
</tr>
<tr>
<td>6</td>
<td>WEDNESDAY</td>
<td>OCTOBER 2</td>
<td>53,760</td>
</tr>
<tr>
<td>7</td>
<td>THURSDAY</td>
<td>OCTOBER 3</td>
<td>53,418</td>
</tr>
<tr>
<td>8</td>
<td>FRIDAY</td>
<td>OCTOBER 4</td>
<td>66,694</td>
</tr>
<tr>
<td>9</td>
<td>SATURDAY</td>
<td>OCTOBER 5</td>
<td>120,818</td>
</tr>
<tr>
<td>10</td>
<td>SUNDAY</td>
<td>OCTOBER 6</td>
<td>79,231</td>
</tr>
<tr>
<td>11</td>
<td>MONDAY</td>
<td>OCTOBER 7</td>
<td>82,665</td>
</tr>
<tr>
<td>12</td>
<td>TUESDAY</td>
<td>OCTOBER 8</td>
<td>80,595</td>
</tr>
<tr>
<td>13</td>
<td>WEDNESDAY</td>
<td>OCTOBER 9</td>
<td>63,753</td>
</tr>
<tr>
<td>14</td>
<td>THURSDAY</td>
<td>OCTOBER 10</td>
<td>74,149</td>
</tr>
<tr>
<td>15</td>
<td>FRIDAY</td>
<td>OCTOBER 11</td>
<td>101,283</td>
</tr>
<tr>
<td>16</td>
<td>SATURDAY</td>
<td>OCTOBER 12</td>
<td>226,094</td>
</tr>
<tr>
<td>17</td>
<td>SUNDAY</td>
<td>OCTOBER 13</td>
<td>167,712</td>
</tr>
<tr>
<td>18</td>
<td>MONDAY</td>
<td>OCTOBER 14</td>
<td>169,956</td>
</tr>
<tr>
<td>19</td>
<td>TUESDAY</td>
<td>OCTOBER 15</td>
<td>84,217</td>
</tr>
<tr>
<td>20</td>
<td>WEDNESDAY</td>
<td>OCTOBER 16</td>
<td>94,931</td>
</tr>
<tr>
<td>21</td>
<td>THURSDAY</td>
<td>OCTOBER 17</td>
<td>121,727</td>
</tr>
<tr>
<td>22</td>
<td>FRIDAY</td>
<td>OCTOBER 18</td>
<td>162,051</td>
</tr>
<tr>
<td>23</td>
<td>SATURDAY</td>
<td>OCTOBER 19</td>
<td>197,502</td>
</tr>
<tr>
<td>24</td>
<td>SUNDAY</td>
<td>OCTOBER 20</td>
<td>153,636</td>
</tr>
</tbody>
</table>

**TOTAL** 2,514,637

**2,514,637 VISITORS**

**THAT’S A LOT, Y’ALL!**
Sponsoring the State Fair of Texas provides a company with on-site branding, exposure and the opportunity to reach more than 2.5 million fairgoers through face-to-face interaction and activation over the course of 24 days. Silver and Gold level sponsorships are perfect for companies looking for short-term activation. Presenting and Title sponsorships provide custom opportunities for companies to build awareness and engage with attendees of the State Fair of Texas.

<table>
<thead>
<tr>
<th>DONOR BENEFITS</th>
<th>TITLE (Begins at $100,000)</th>
<th>PRESENTING (Begins at $50,000)</th>
<th>GOLD (Begins at $35,000)</th>
<th>SILVER (Begins at $25,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naming Rights to a Venue or Attraction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenting Recognition for a Venue or Attraction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily Mentions by Big Tex</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Inclusion on Collateral Pieces, Direct Mail, All Print Ads, and Outdoor Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Inclusion on DFW Entertainment Print Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Placement on SFT Website Sponsor Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Placement on Sponsor Page of Visitor’s Guide</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listing on Sponsor Page of Visitor’s Guide</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admission Ticket Package</td>
<td>Up to 1,000 tickets</td>
<td>Up to 500 tickets</td>
<td>Up to 200 tickets</td>
<td>Up to 100 tickets</td>
</tr>
<tr>
<td>Dedicated Online Sales Channel for Discounted Employee Tickets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated Online Sale for Discounted Food &amp; Ride Coupons for Employees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Exhibit Space for Short-Term Activation</td>
<td>Available upon request</td>
<td>Available upon request</td>
<td>2,500 sq. ft. for 3 to 14 days</td>
<td>1,200 sq. ft. for 3 to 7 days</td>
</tr>
<tr>
<td>Social Media and Digital Support for Short-Term Activation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listing on Daily Schedule for Each Day of Short-Term Activation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sponsorship packages for Title Sponsors are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

- **Naming rights to a venue or attraction** at the State Fair of Texas. Examples: *Chevrolet Main Stage* and *Mattress Firm Illumination Sensation*.
- **Promotional recognition** (logo placement when available) on all references by the Fair of the named venue or attraction. Including:
  - Website
  - Visitor’s Guide
  - Social media mentions/tag
  - Email features
- **Daily mentions by Big Tex** during the Fair recognizing Title Sponsors.
- **Logo inclusion on materials related to media plan:**
  - Newspaper and print ads promoting the Fair
  - Collateral and direct mail pieces promoting the Fair
  - Creative for digital outdoor campaigns
- **Sponsor recognition with logo placement on the Fair’s website.**
- **Sponsor recognition with logo placement on sponsor page of Visitor’s Guide.**
- **Admission Ticket Package** (up to 1,000 tickets) for distribution to employees, partners or for use in company promotions.
- **Dedicated online sales channel for discounted employee tickets.**
- **Dedicated discount* Food & Ride Coupon sale for employees** prior to the Fair. *Limited-time offer.
- **Access to commercial exhibit space for activation** throughout the Fair.

Sponsorship packages for Presenting Sponsors are customized to meet the marketing objectives of each sponsor. Benefits for sponsors at this level include the following:

- **Presenting recognition for a venue or attraction** at the State Fair of Texas. Example: *Midway Powered by Oncor*.
- **Promotional recognition** (logo placement when available) on all references by the Fair of the named venue or attraction. Including:
  - State Fair of Texas Website
  - Visitor’s Guide
  - Social media mentions/tag
  - Email features
- **Daily mentions by Big Tex** during the Fair recognizing Presenting Sponsors.
- **Logo placement on all local newspaper ads** in the entertainment section promoting the Fair.
- **Sponsor recognition with logo placement on the Fair’s website.**
- **Sponsor recognition with logo placement on sponsor page of Visitor’s Guide.**
- **Admission Ticket Package** (up to 500 tickets) for distribution to employees, partners or for use in company promotions.
- **Dedicated online sales channel for discounted employee tickets.**
- **Dedicated discount* Food & Ride Coupon sale for employees** prior to the Fair. *Limited-time offer.
- **Access to commercial exhibit space for activation** throughout the Fair.
GOLD SPONSOR OPPORTUNITIES BEGIN AT $35,000

Sponsorship packages for Gold Sponsors focus on meeting the needs of sponsors interested in short-term activation. Benefits for sponsors at this level include the following:

- Recognition as a Big Tex Education Partner. Logo placement on the Educators page on the Fair website and recognition on all communications to partner schools related to the State Fair of Texas school curriculum.
- Sponsor recognition with logo placement on the Fair’s website.
- Sponsor recognition with listing on sponsor page of Visitor’s Guide.
- Admission Ticket Package (up to 200 tickets) for distribution to employees, partners or for use in company promotions.
- Dedicated online sales channel for discounted employee tickets.
- Short-term activation opportunity. Access to outdoor commercial exhibit space (up to 2,500 sq. ft.) for a duration of 3 to 14 days during the Fair.
- Promotional support of short-term activation:
  - Listing on Daily Schedule for each day of activation
  - Blog post about activation on Fair’s website
  - Social media support of activation on the first day of activation (or as schedule permits) on Fair social media channels (Twitter, Instagram, and Facebook)

SILVER SPONSOR OPPORTUNITIES BEGIN AT $25,000

Sponsorship packages for Silver Sponsors focus on meeting the needs of sponsors interested in short-term activation. Benefits for sponsors at this level include the following:

- Recognition as a Big Tex Education Partner. Logo placement on the Educators page on the Fair website and recognition on all communications to partner schools related to the State Fair of Texas school curriculum.
- Sponsor recognition with logo placement on the Fair website.
- Sponsor recognition with listing on the sponsor page of the Visitor’s Guide.
- Admission Ticket Package (up to 100 tickets) for distribution to employees, partners or for use in company promotions.
- Dedicated online sales channel for discounted employee tickets.
- Short-term activation opportunity. Access to outdoor commercial exhibit space (up to 1,200 sq. ft.) for a duration of 3 to 7 days during the Fair.
- Promotional support of short-term activation includes listing on Daily Schedule for each day of activation.

Sponsorship Opportunities NOW AVAILABLE

For information on sponsorships at the State Fair of Texas, contact sponsorship@bigtex.com