



**STATE FAIR
OF
TEXAS**
2015 Sponsors Opportunities

24 Days. 277 Acres.

Millions of Chances to Make an Impression.

Sponsorship Opportunity	Packages start at	Description of Sponsorship Opportunity	Exhibit Space Included in Pkg*	Co-Sponsor Opp	Family Friendly	Includes Social Media Promos	Email MKT& Blog Includes
Marketing Programs							
On-Ticket Advertising							
Student Ticket Program	Sold for 2015	Advertising space on the Student Tickets the State Fair distributed to school districts.					
General Admission Ticket Backs	Sold for 2015	Advertising space on General Admission tickets distributed at the State Fair gates.					
Advanced Ticket Backs	Sold for 2015	Advertising space on the back of the General Admission tickets distributed at Kroger and through online sales at bigtex.com.					
State Fair of Texas: Discount Admission/Food Programs							
Thrifty Thursday - Discount Food Program	Sold for 2015	Promotional program offering sample-size portions at select concessioners on Thursdays. Program elements include: signage at entry gates and Information Centers; collateral (distributed at Information Centers) that include map of locations and details of the offerings; social media / PR campaign and signage at each of the concessioners designating them as a Thrifty Thursday partner.	NEW	X	X	X	X
Senior Days	Sold for 2015	FREE admission program for Seniors (over 60 years old) on Thursdays			X	X	X
State Fair of Texas: Marketing Inclusions							
Cotton Bowl Score Board Back	Sold for 2015	Highly-visible signage/branding opportunity on the back of the Cotton Bowl Score Board.	NEW	X		X	
Big Tex® Choice Awards - Contest and Passport Program	Sold for 2015	Interactive program that encourages Fair attendees to try all the Big Tex Choice finalists through on-site signage, collateral and social media. The collateral piece, available at the Information Centers, showcases the finalists, their locations on a map, encourages social media interaction (post your picture eating the XXX) and has "Enter to Win" / SFT data collection component. Fair attendees who try all the different foods that made the finals of the competition, can complete a form and be entered to win a SFT-themed prize. Program to be launched at the judging on Labor Day and included all press materials related to the contest.	NEW	X	X	X	X
Electronic Message Boards - (2) boards	Sold for 2015	The State Fair has (2) digital message boards located at on Nimitz and at Big Tex Circle. Program elements include: signage at the top of each of the message boards and additional digital signage in the slide rotation.				X	
Email Newsletter program - (3) emails packages	Sold for 2015	Inclusion in the State Fair e-newsletter with logo placement or content inclusion during pushes in the months of September and October. Email program sold in packages of (3) emails. Each package is \$18,000.			X	X	
SFT Specialty Blog Sponsorships	Sold for 2015	The State Fair will post highlights of various aspects of the Fair in a series of daily blog posts. The posts will be promoted on the Fair's social media channels. Sponsor recognition in the header image of the blog page and in the text as the end of the blog post. Blog post will be posted daily during the 24-day duration of the Fair.	NEW		X	X	X
Street Pole Banners - Exterior (200 banners)	Sold for 2015	Logo inclusion on Street Pole Banners placed throughout at Dallas high-traffic intersections promoting the State Fair from September throughout the run of the Fair.			X	X	
Street Pole Banners - Interior (25 banners)	Sold for 2015	Street pole banners featuring sponsor or inclusion on the creative that are placed within the park.			X	X	



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State Fair of Texas: Onsite Convenience Programs							
SFT Trams	Sold for 2015	The State Fair operates a tram system to bring fairgoers from the parking lots to the gates. Additionally on some weekdays, the trams operate within the grounds. Program elements include: signage on top of each car in the fleet of (12) trams - there are (3) cars per tram and (4) signs per car and at the different tram stops located in the parking lots.	X	X	X	X	
Information Centers	\$ 50,000	The State Fair operates (7) Information Centers located at select gates and throughout the fairgrounds in high-traffic areas like Cotton Bowl Plaza and Big Tex Circle to assist fairgoers with any questions. The program elements include: logo recognition on the front of each of the Information Centers and the opportunity to have promotional materials available for distribution.	X	X	X		
SFT Recycling Program	Sold for 2015	On premise recycling program to encourage attendees of the State Fair to recycle their drink bottles and paper products. Program elements include: on-site signage promoting recycling, branded recycling receptacles and promotional pushes via Big Tex, the e-message boards and the Big Tex Radio Network.	NEW	X	X	X	X
Safe Kids Program	Sold for 2015	Wrist band identification program and safe location where lost children can wait for their parents. Program elements include: 100,000 branded wrist bands and signage on the Safe Kid Corral located on the Midway.			X	X	
Big Tex Mobile Charging Stations	\$ 22,000	Designated area for patrons to recharge their mobile phones.	NEW	X	X	X	
SFT Trash Can Covers (6 Zoned Areas)	\$ 18,000	Co-branded trash can covers with the State Fair of Texas. Sponsor would have one side, the State Fair logo would be on the other. Program is sold in packages of 100 cans in a zoned area around the park that targets a slightly different State Fair attendee. Each package begins at \$18,000.	NEW	X	X		
Baby Care Stations	\$ 18,000	The State Fair has (3) baby changing stations located on the grounds to provide mother with young children a clean, private location for diaper changing, nursing and relaxing. Program elements include: exterior signage at each of the stations.			X		
First Aid Stations	\$ 18,000	The State Fair has (2) First Aid stations located on the grounds. Program elements include: interior and exterior signage at each of the stations and signage on the mobile ambulances that service the grounds.			X		
Venues - Buildings/Spaces							
Pan Am Arena - Dog Shows / Pig Races	Sold for 2015	The Pan Am Arena is a show venue that hosts (10) daily, family-friendly performances featuring animals of all types. Average attendance per performance is approximately (3,000.) Program elements include: interior and exterior signage, plus sponsor integration into the performances.	X	X	X	X	X
Food Court	\$ 75,000	The Food Court is home to (27) different concession operations with indoor seating (600 to 800) fairgoers. Program elements include exterior signage and interior branding opportunities. Package could also include activation space within the footprint of the Food Court.	X	X	X	X	X
Creative Arts / Contest Kitchen	Sold for 2015	The Creative Arts offer more than (1,100) competition categories that are judged prior to the State Fair and (24) daily contests during fairtime. Program elements include: exterior and interior signage in the Creative Arts building and within the Contest Kitchen and recognition on the Creative Arts Handbook. Sponsor's brand could also be integrated into select pre-fair competitions and up to (4) of the daily competitions in the Contest Kitchen. There is also an opportunity for daily demonstration in the Contest Kitchen to promote product/service. The program sponsor will also be recognized on all State Fair multi-media content produced in association with the daily contests.	NEW	X	X	X	X
Celebrity Kitchen	Sold for 2015	Celebrity Kitchen at the State Fair host (5) daily demonstrations by local and regional celebrity chefs. The Celebrity Kitchen is located in the Creative Arts Building. Program elements include: interior signage on the kitchen, messaging on the kitchen's TV's before and after the demos and the opportunity to integrate products into select demos throughout the duration of the Fair. The program sponsor will also be recognized on all State Fair multi-media content produced in association with the kitchen.	X		X	X	X



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Magnolia Beer Garden	Sold for 2015	The State Fair's Magnolia Beer Garden features draft beer from all over the world. Program elements include: signage throughout space including directional signage in walkways, large-wall graphics and railing banners. Opportunity to promote product/service on table tents place throughout the seating area. Package could also include activation space within footprint of the Beer Garden.		X			X	
State Fair Wine Garden	Co-Spon Avail	The State Fair Wine Garden allows fairgoers an opportunity to sample Texas wine and craft beer. Program elements include: directional signage in walkway and large-wall graphics throughout the garden. Opportunity to promote product/service on table tents place throughout the seating area. Package could also include activation space within footprint of the Wine Garden.		X	X			X
Kidway Area of the Midway	\$ 25,000	The family-friendly area of the State Fair Midway with rides for our young fair goers. Program elements include: (4) double-sided signage on entry points of the area.		X		X		
Classic Corral	\$ 20,000	Part of the State Fair Auto Show, the Classic Corral features collections of mint-condition vehicles for fairgoers each weekend and select weekdays of the Fair. The outdoor space is located by Gate 5. Program elements include: signage along the fencing of the Classic Corral and recognition on the posted weekly schedules. Package could include activation space adjacent to the corral.				X		
Greenhouse on the Midway	\$ 20,000	Located on the Midway, the state-of-the-art greenhouse has various dail, family-friendly, activities and features the Texas Garden Railway.				X		X
Sleepy Hollow	\$ 15,000	Sleepy Hollow is a shaded rest area (with seating) off Gateway Plaza for fairgoers to sit down and rest or enjoy something to eat. Program elements include: directional signage at a high-traffic intersection.	NEW			X		
Tree House Garden	\$ 15,000	The Tree House Garden is a shaded rest area off Cotton Bowl Plaza for Fair attendees to sit down and enjoy some fantastic State Fair food. Program elements include: directional signage at the corner of Cotton Bowl Plaza and 1st Ave.	NEW			X		
Venues - Stages								
Marine Corps Square	\$ 40,000	Marine Corps Square is an outdoor performance venue with bleacher seating. The square is located near the main (DART) entrance of the State Fair and used for a variety of different types of performances throughout the Fair. Program elements include: large-format signage and recognition by the different acts performing in the space.		X	X	X	X	X
Attractions - Rides								
Top 'O Texas Tower	Sold for 2015	Newest addition to the State Fair, the Top O' Texas Tower carries (100) passengers up 500 feet in an air conditioned, glass-enclosed seating area for 360 degree views of Dallas. The ride is equipped with a \$1 million LED lighting package that can be seen throughout the fair grounds and the southern areas of Dallas. Program elements include: branding on all signage around the ride and integration into the LED lighting program.		X		X	X	X
Texas Skyway	\$ 75,000	The Texas Skyway is a gondola-style, aerial transportation system. The high-visibility attraction soars 60 feet above the Midway and transports up to (4,500) fairgoers per hour. Program elements include: signage at each of the loading stations, opportunity to brand each of the 34 gondola cars and branding on the operating staff's apparel.		X		X	X	X
Log Flume	Sold for 2015	The Log Flume is one of the State Fair's popular attraction. The water ride is one of the center pieces of the Midway and 65,000 fairgoers make a splash. Program elements include: signage at the entrance and over the water fall. Additionally, there is activation space located on the deck that overlooks the splash zone.		X		X	X	X
Carousel Ride	\$ 20,000	The 1949 Dentzel carousel is the crown jewel of the State Fair Midway. This rare ride is a top attraction for fairgoers of all ages. Program elements include: (4) banners hung on the front of the ride, facing the Midway.				X		X



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Attractions - Shows / Exhibits							
Illumination Sensation	Sold for 2015	Daily show at 8 PM that features fireworks, high-tech video projections, dancing fountains and computer-generated images all choreographed to a musical montage. Program elements include pole banner signage around the Esplanade, brand integration into the video screens starting 15 minutes prior to the performance, signage on video screens and recognition with pre and post show announcements.			X	X	X
Starlight Parade	\$ 125,000	The Starlight Parade is a nightly, illuminated parade that makes its way through the fair grounds. With colorful floats, glittering costumes, giant puppets and marching bands, the parade begins each night at 7:15 PM. Program elements include: corporate themed lead float and logo placement on (9) additional floats.	X	X	X	X	X
Hall of State Exhibit	Sold for 2015	Each year, the State Fair hosts an family-friendly, interactive exhibit in the Hall of State. Program elements include: exterior branding on large format banners promoting the exhibit, interior signage and the opportunity to display company related materials in adjacent exhibit space.		X	X	X	X
Little Hands Farm / General Store	Sold for 2015	Little Hands on the Farm is an interactive/educational program geared to families with small children (ages 3 to 10.) Kids become farmer for the day and learn how products get from the farm to the store. Program elements include signage on exterior and the interior of the exhibit.		X	X	X	X
BMX Bike Stunt Show	Sold for 2015	The BMX Bike Stunt Show thrills fairgoers with (3) daily shows. Professional BMX Stunt riders jump, flip and fly through the performance area showing off their amazing skills. Program elements include: branded jerseys for the riders, signage on the stunt ramps and along the fencing around the space and recognition with pre and post performance announcements.	X	X	X	X	X
Backyard Circus	Sold for 2015	The ringmaster for the Backyard Circus selects children from the audience to help them act out an imaginary circus. The performance is geared toward families with small children (ages 3 to 10.) Program elements includes: signage on interior and exterior of the performance space and recognition with pre and post performance announcements.			X	X	X
Children's Barnyard	Sold for 2015	The Children's Barnyard is an interactive exhibit that allows children of all ages to get up close and personal with a wide variety of animals. Located off Nimitz Drive, it is one of the most popular attractions for families with small children (ages 3 to 10.) Program elements include: exterior signage on building awnings facing Nimitz Drive, directional signage, interior branded banners hanging from the ceiling and signage within the animal enclosures and a branded photo opp area.			X	X	X
Kid's Pedal Tractor Pulls	Sold for 2015	Interactive attractions where children (ages 4 to 12) can test their pedaling skills with the crowd cheering them on to win a prize. Program elements include: directional signage to the performance space and recognition with pre and post performance announcements.			X	X	X
Pee Wee Stampede	\$ 35,000	The Pee-Wee Stampede allows children from (ages 3 to 6) to compete in a "mock rodeo" complete with stick horses, chaps, cowboy hats and rodeo numbers. Program elements include: large format signage on the back of the arena, logo placement on the rodeo numbers and award ribbons, recognition with pre and post performance announcements.			X	X	X
Texas Garden Railway	\$ 30,000	The Texas Garden Railway is a unique model train exhibit. Large-gauge model trains rumble through tunnels, over trestles and past Texas landmarks made from plant and other natural materials. Located in the Greenhouse on the Midway, the exhibit is an attraction for kids of all ages. Program elements includes: (12) recognition signs placed throughout the exhibit and directional signage on the exterior of the Greenhouse.	X	X	X		
Fall Garden Exhibition	Sold for 2015	Fair Park is transformed with the help of more than 50 landscaping companies who create 100 mini-gardens on the median strips, traffic aisles and fountain bases throughout the grounds. Program elements include: logo recognition on signage in each of the 100 mini-gardens, logo recognition on a special page in the State Fair Visitor Guide and in targeted advertising.			X	X	X
Marionette Show - World on a String	\$ 25,000	Master puppeteer John Hardman's marionette revue is a State Fair favorite for kids. With (6) daily performances in the Showplace Theater, a "World on a String" showcases several different types of puppetry techniques. Program elements include: signage on the stage and pre and post performance announcements.			X	X	X



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African Acrobats	Sold for 2015	With a stage in the middle of the Truck Zone area of the Auto Show, the MAPAPA African Acrobats perform (4) daily shows of amazing acrobatic tricks. Program elements include: directional signage and signage on the exterior of the performance area.			X		X
Butter Sculpture	Sold for 2015	Each year, the State Fair commissions a butter sculpture based on the theme of the Fair. The sculpture is on display in the Creative Arts Building for the duration of the Fair. Program elements include: signage with logo recognition within the case of the Butter Sculpture.			X	X	X
Bufford the Buzzard Show	\$ 15,000	Bufford the Buzzard has been entertaining fairgoers on the Midway for years. He has now found a new home in the Greenhouse on the Midway and performs (8) daily shows. Program elements include: directional signage in front of the Midway, signage at the performance site and pre and post performance announcements.	NEW		X	X	X
Social Media Opportunities							
SFT Pic of the Day	\$ 25,000	Daily picture depicting some aspect of the State Fair of Texas selected and posted by the State Fair staff on the Fair's social media channels. Sponsor recognition in the body of 24 daily posts running for the duration of the Fair.		X	X	X	X
Big Tex Picture of the Day	Sold for 2015	Daily picture of Big Tex selected and posted by the State Fair staff on the Fair's social media channels. Sponsor recognition in the body of 24 daily posts running for the duration of the Fair.		X	X	X	X
Throwback Thursday (#TBT)	\$ 22,000	Weekly, historical picture depicting some aspect of the State Fair of Texas selected and posted by the State Fair staff on the Fair's social media channels. Sponsor recognition in the body of 10 weekly posts running from the 1st week in September through the end of October.		X	X	X	X

* (1) Outdoor exhibit location included in package. Exhibit space in mutually agreed upon location/duration and up to 1,200 square feet in size.