



# 2018

## SPONSOR OPPORTUNITIES

STATE FAIR OF TEXAS®





# OUR MISSION

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization, with all proceeds helping to preserve and improve Fair Park; underwrite museum, community, and scholarship programs for inner-city youth and students pursuing agricultural careers; and improve State Fair operations.



# DEMOGRAPHICS

The State Fair of Texas funded a research<sup>1</sup> study on property during the 24 days of the 2017 Fair. More than 24,500 fairgoers responded to the survey at self-guided kiosks located in four buildings on the grounds: Automobile Building, Coliseum, Creative Arts and Grand Place.

## WHO ATTENDS THE STATE FAIR?



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%

\$150,000+: 11%

78.6%

LIVE LESS THAN  
50 MILES FROM  
FAIR PARK.

50-100 MILES: 11.3%  
100+ MILES: 10.1%

48%  
COLLEGE  
GRADUATES



60.5% OF ATTENDEES ARE BETWEEN AGES 18 & 44

FAIRGOERS REPRESENT DIVERSE ETHNIC GROUPS.  
SIX PERCENT OF ATTENDEES ARE SPANISH-SPEAKING.

49.8%  
CAUCASIAN

23.9%  
HISPANIC  
/LATINO

10.1%  
AFRICAN  
AMERICAN

4.0%  
ASIAN  
AMERICAN

12.3%  
OTHER

# DEMOGRAPHICS

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## WHEN ATTENDING THE FAIR, VISITORS:

RETURN TO THE FAIR  
BETWEEN 2-5 DAYS: 33.4%

1 DAY VISIT: 60%

2 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
- MIDWAY
- SHOPPING
- SHOWS
- LIVESTOCK

- CHEVROLET  
MAIN STAGE
- TEXAS AUTO  
SHOW

44.8%  
MALE

55.2%  
FEMALE

## PARTY SIZE

4.1

ON AVERAGE

3.5%

1

18.5%

2

25.9%

3

16.1%

4

13.9%

5

22.1%

5+

FAIRGOERS SEEK VALUE WHEN BUYING ADMISSION

50.4% UTILIZE DISCOUNTS TO PURCHASE TICKETS

## SPEND 4.9 HOURS AT THE FAIR

3.7%  
0-1 HOURS

12.7%  
1-3 HOURS

37.9%  
3-5 HOURS

30.8%  
5-7 HOURS

15%  
7+ HOURS

# 2017 MARKETING METRICS

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 2017, receiving a record amount of coverage across local, national, and worldwide channels.

21,600,000

PIECES OF  
PRINTED  
COLLATERAL

1053

COMMERCIALS

ACROSS 12  
BROADCAST STATIONS

MORE THAN 43,000 MEDIA  
MENTIONS GENERATED

*more than 355.5  
million impressions.*

345 PLACEMENTS OF  
INTEGRATED PRINT AND  
INTERACTIVE ADS WITH A

REACH OF  
51,460,000

3,088,000  
DIRECT  
MAIL  
PIECES  
DELIVERED

SOCIAL  
NETWORK

COMMUNITY OF

789,000  
PEOPLE

A 22%  
INCREASE

OVER 2016

5,120,000  
VISITS

12,310,000  
PAGE VIEWS

ON BIGTEX.COM

RADIO  
6,452  
SPOTS

8,300,000  
EMAILS

SENT TO A YEAR-END  
AUDIENCE OF 353,000

# 2017 ATTENDANCE

From first-time visitors to lifelong fans, people from all walks of life came to celebrate the Lone Star State at the State Fair of Texas. Attracting a grand total of 2,250,433 fairgoers throughout the 2017 event, we hosted an average daily attendance of more than 93,000 guests.

FAIR DAY #	DAY	DATE	DAILY ATTENDANCE
1	FRIDAY	SEPTEMBER 29	75,089
2	SATURDAY	SEPTEMBER 30	78,319
3	SUNDAY	OCTOBER 1	62,191
4	MONDAY	OCTOBER 2	40,393
5	TUESDAY	OCTOBER 3	31,684
6	WEDNESDAY	OCTOBER 4	50,103
7	THURSDAY	OCTOBER 5	54,754
8	FRIDAY	OCTOBER 6	66,181
9	SATURDAY	OCTOBER 7	156,904
10	SUNDAY	OCTOBER 8	100,151
11	MONDAY	OCTOBER 9	122,911
12	TUESDAY	OCTOBER 10	81,068
13	WEDNESDAY	OCTOBER 11	57,794
14	THURSDAY	OCTOBER 12	72,075
15	FRIDAY	OCTOBER 13	109,528
16	SATURDAY	OCTOBER 14	197,555
17	SUNDAY	OCTOBER 15	129,245
18	MONDAY	OCTOBER 16	82,424
19	TUESDAY	OCTOBER 17	89,781
20	WEDNESDAY	OCTOBER 18	71,530
21	THURSDAY	OCTOBER 19	100,943
22	FRIDAY	OCTOBER 20	132,705
23	SATURDAY	OCTOBER 21	144,560
24	SUNDAY	OCTOBER 22	142,545
<b>TOTAL</b>			<b>2,250,433</b>



  
**2,250,433 VISITORS**  
*That's a lot, y'all!*

# 2018 SPONSOR LEVELS

Sponsoring the State Fair of Texas provides a company with on-site branding, exposure and the opportunity to reach more than **2.2 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.

	<b>Title Sponsor</b> Begins at \$100,000	<b>Presenting Sponsor</b> Begins at \$50,000	<b>Gold Sponsor</b> Begins at \$35,000	<b>Silver Sponsor</b> Begins at \$25,000
Naming Rights to a Venue or Attraction				
Presenting Recognition for a Venue or Attraction				
Daily Mentions by Big Tex				
Logo Inclusion on Collateral Pieces, Direct Mail, all Print Ads, and Outdoor Digital				
Logo Inclusion on DFW Entertainment Print Ads				
Logo Placement on SFT Website Sponsor Page				
Logo Placement on Sponsor Page of Visitor's Guide				
Listing on Sponsor Page of Visitor's Guide				
Admission Ticket Package	Up to 1,000 Tickets	Up to 500 Tickets	Up to 200 Tickets	Up to 100 Tickets
Dedicated Online Sales Channel for Discounted Employee Tickets				
Dedicated Online Sale for Discounted Food & Ride Coupons for Employees				
Commercial Exhibit Space for Short-Term Activation	Available Upon Request	Available Upon Request	Up to 2,500 sq.ft. for 3 to 14 days	Up to 1,200 sq.ft. for 3 to 7 days
Social Media and Digital Support for Short-Term Activation				
Listing on Daily Schedule for Each Day of Activation				

# 2018 SPONSOR LEVELS

## ••••• TITLE SPONSOR - OPPORTUNITIES BEGIN AT \$100,000 •••••

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.

## ••••• PRESENTING SPONSOR - OPPORTUNITIES BEGIN AT \$50,000 •••••

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.



# 2018 SPONSOR LEVELS

## ••••• 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](mailto:sponsorship@bigtex.com)