



# STATE FAIR OF TEXAS<sup>®</sup>



— SPONSOR OPPORTUNITIES —



2019



# 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.

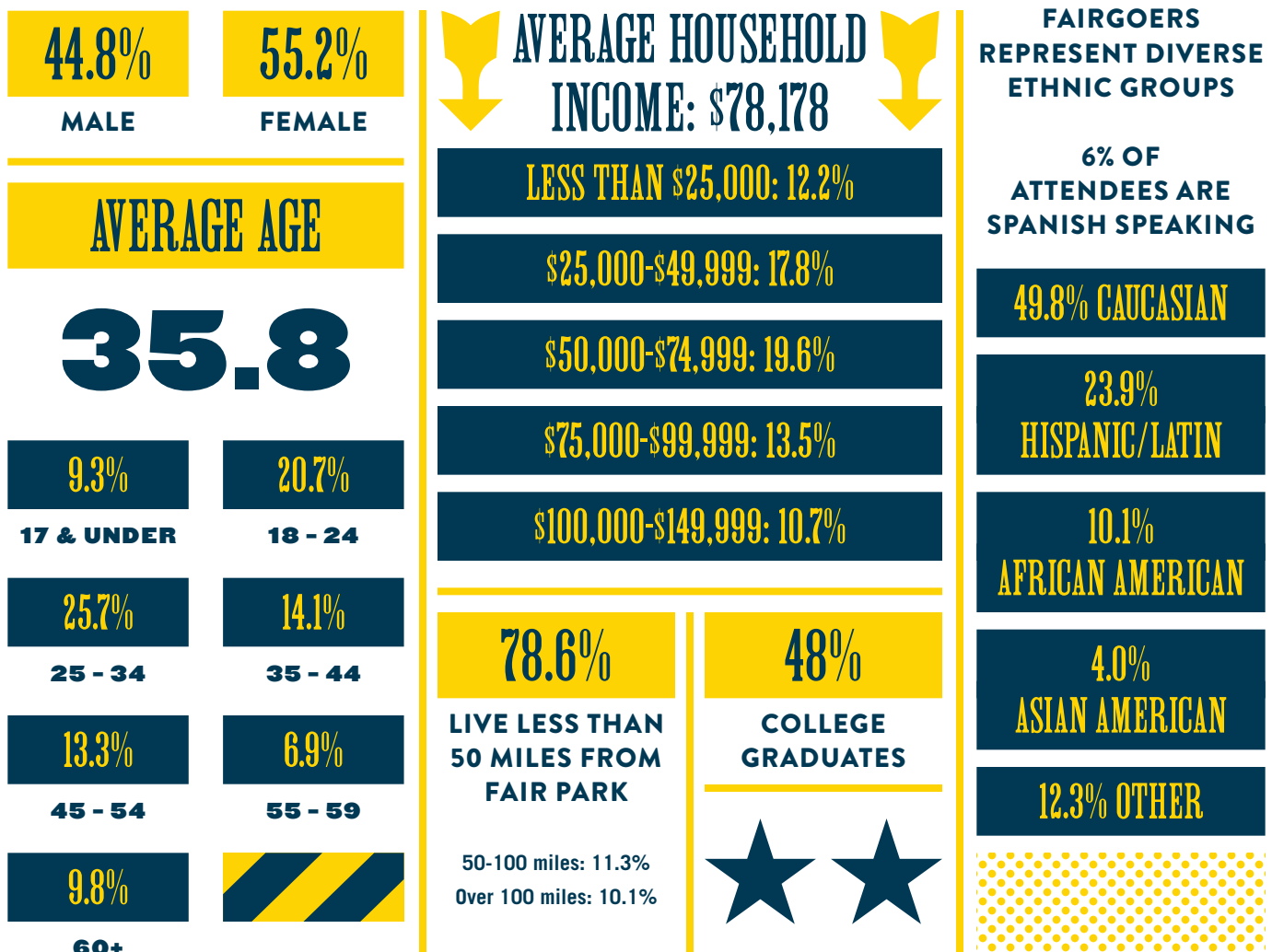


# DEMOGRAPHICS



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 ATTENDS THE STATE FAIR?



★★ **60.5% OF ATTENDEES ARE BETWEEN AGES 18 & 44** ★★

# DEMOGRAPHICS



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## 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

52.8% ATTENDED  
THE FAIR

THE PAST 3 YEARS

PARTY SIZE

4.1  
PERSONS

3.5%

1

18.5%

2

25.9%

3

16.1%

4

13.9%

5

22.1%

5+

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

SEEK VALUE WHEN BUYING ADMISSION

50.4% UTILIZED DISCOUNTS TO PURCHASE TICKETS



# 2018 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 2018, receiving a record amount of coverage across local, national, and worldwide channels.

**26,607,365**

PIECES OF  
PRINTED  
COLLATERAL

**1,810**

COMMERCIALS

ACROSS 13  
BROADCAST STATIONS

THE PUBLIC RELATIONS  
EFFORTS GARNERED

*5.1 billion earned  
media impressions  
in 2018*

372 PLACEMENTS OF  
INTEGRATED PRINT AND  
INTERACTIVE ADS WITH A

REACH OF  
**43,461,822**

**58,852,232**

OUTDOOR  
BILLBOARD  
IMPRESSIONS



**4,978**

RADIO SPOTS



SOCIAL  
NETWORK

COMMUNITY OF

**863,337 PEOPLE**

**A 9% INCREASE**

OVER 2017

LAUNCHED ALL-NEW  
BIGTEX.COM AND SAW  
INCREASED ENGAGEMENT  
WITH SITE VISITORS

REACH OF

**3,038,035**

**19,817,338**

PAGE VIEWS

**64%**

INCREASE IN  
PAGEVIEWS  
OVER 2017

**9,523,650**

EMAILS

SENT TO A YEAR-END  
AUDIENCE OF 406,000







# 2018 ATTENDANCE



The 2018 State Fair of Texas was one to remember. For the 132nd 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 2018 theme, “Celebrating Texas Innovation.” Despite the 11 rainy days experienced during the Fair’s 24-day run, the State Fair of Texas welcomed more than 2 million people through the gates.

FAIR DAY #	DAY	DATE	DAILY ATTENDANCE
1	FRIDAY	SEPTEMBER 28	91,933
2	SATURDAY	SEPTEMBER 29	122,708
3	SUNDAY	SEPTEMBER 30	67,736
4	MONDAY	OCTOBER 1	43,756
5	TUESDAY	OCTOBER 2	47,620
6	WEDNESDAY	OCTOBER 3	57,858
7	THURSDAY	OCTOBER 4	62,387
8	FRIDAY	OCTOBER 5	84,354
9	SATURDAY	OCTOBER 6	190,490
10	SUNDAY	OCTOBER 7	93,636
11	MONDAY	OCTOBER 8	129,050
12	TUESDAY	OCTOBER 9	35,092
13	WEDNESDAY	OCTOBER 10	65,434
14	THURSDAY	OCTOBER 11	96,792
15	FRIDAY	OCTOBER 12	91,290
16	SATURDAY	OCTOBER 13	59,309
17	SUNDAY	OCTOBER 14	104,649
18	MONDAY	OCTOBER 15	28,237
19	TUESDAY	OCTOBER 16	26,136
20	WEDNESDAY	OCTOBER 17	39,946
21	THURSDAY	OCTOBER 18	81,652
22	FRIDAY	OCTOBER 19	45,345
23	SATURDAY	OCTOBER 20	199,405
24	SUNDAY	OCTOBER 21	184,303

**TOTAL 2,049,118**

## 2,049,118 VISITORS



**THAT'S A LOT, Y'ALL!**



























# 2019 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.

DONOR BENEFITS	TITLE Begins at \$100,000	PRESENTING Begins at \$50,000	GOLD Begins at \$35,000	SILVER 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				





# 2019 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.







# 2019 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)

