



STATE FAIR OF TEXAS[®]



— SPONSOR OPPORTUNITIES —



2021





OUR MISSION



The State Fair of Texas celebrates all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment.

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.



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 ATTENDED THE STATE FAIR?

44.8%

MALE

55.2%

FEMALE

AVERAGE AGE

35.8

9.3%

17 & UNDER

20.7%

18 - 24

25.7%

25 - 34

14.1%

35 - 44

13.3%

45 - 54

6.9%

55 - 59

9.8%

60+

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%

78.6%

LIVE LESS THAN
50 MILES FROM
FAIR PARK

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

48%

COLLEGE
GRADUATES



FAIRGOERS
REPRESENT DIVERSE
ETHNIC GROUPS

6% OF
ATTENDEES ARE
SPANISH SPEAKING

49.8% CAUCASIAN

23.9%
HISPANIC/LATIN

10.1%
AFRICAN AMERICAN

4.0%
ASIAN AMERICAN

12.3% OTHER

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



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.

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

25.9%

3

13.9%

5

18.5%

2

16.1%

4

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

2019 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 2019, receiving a record amount of coverage across local, national, and worldwide channels. Due to COVID-19, the 2020 Fair was canceled. The metrics shown represent the last Fair of record.

24,415,000

PIECES OF
PRINTED
COLLATERAL

1,328

COMMERCIALS

ACROSS 13
BROADCAST STATIONS

THE PUBLIC RELATIONS
EFFORTS GARNERED

*7 billion earned
media impressions
in 2019*

409 PLACEMENTS OF
INTEGRATED PRINT AND
INTERACTIVE ADS WITH A

REACH OF
44,861,405

67,531,761
OUTDOOR
BILLBOARD
IMPRESSIONS



6,147

RADIO SPOTS



SOCIAL
NETWORK

COMMUNITY OF

955,183 PEOPLE

A 11% INCREASE

OVER 2018

CONTINUED
ENHANCEMENTS OF
BIGTEX.COM TO IMPROVE
CUSTOMER EXPERIENCE.

REACH OF
3,717,823

23,630,017
PAGE VIEWS

19.7%

INCREASE IN
PAGEVIEWS
OVER 2018

10,286,324
EMAILS

SENT TO A YEAR-END
AUDIENCE OF 560,000



2019 ATTENDANCE



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. Due to COVID-19, the 2020 Fair was canceled. The metrics shown represent the last Fair of record.

FAIR DAY #	DAY	DATE	DAILY ATTENDANCE
1	FRIDAY	SEPTEMBER 27	83,573
2	SATURDAY	SEPTEMBER 28	128,635
3	SUNDAY	SEPTEMBER 29	64,374
4	MONDAY	SEPTEMBER 30	40,229
5	TUESDAY	OCTOBER 1	43,634
6	WEDNESDAY	OCTOBER 2	53,760
7	THURSDAY	OCTOBER 3	53,418
8	FRIDAY	OCTOBER 4	66,694
9	SATURDAY	OCTOBER 5	120,818
10	SUNDAY	OCTOBER 6	79,231
11	MONDAY	OCTOBER 7	82,665
12	TUESDAY	OCTOBER 8	80,595
13	WEDNESDAY	OCTOBER 9	63,753
14	THURSDAY	OCTOBER 10	74,149
15	FRIDAY	OCTOBER 11	101,283
16	SATURDAY	OCTOBER 12	226,094
17	SUNDAY	OCTOBER 13	167,712
18	MONDAY	OCTOBER 14	169,956
19	TUESDAY	OCTOBER 15	84,217
20	WEDNESDAY	OCTOBER 16	94,931
21	THURSDAY	OCTOBER 17	121,727
22	FRIDAY	OCTOBER 18	162,051
23	SATURDAY	OCTOBER 19	197,502
24	SUNDAY	OCTOBER 20	153,636
TOTAL			2,514,637

2,514,637 VISITORS

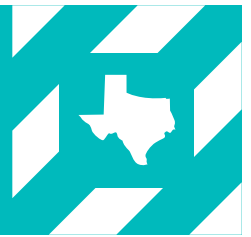


THAT’S A LOT, Y’ALL!





2021 SPONSOR LEVELS



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.

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				
1-DAY PREMIUM ADMISSION, VALUED AT \$24	UP TO 500 TICKETS	UP TO 250 TICKETS	UP TO 100 TICKETS	UP TO 50 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 SHORT-TERM ACTIVATION				





2021 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:**
 - State Fair of Texas 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.**
- **Premium 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 dates of 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.**
 - **Premium Admission Ticket Package** (up to 250 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 dates of the Fair.
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2021 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 Education page and Fair's 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.**
- **Premium 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 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 Education page and Fair's 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 the sponsor page of the Visitor's Guide.**
- **Premium Admission Ticket Package** (up to 50 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

