

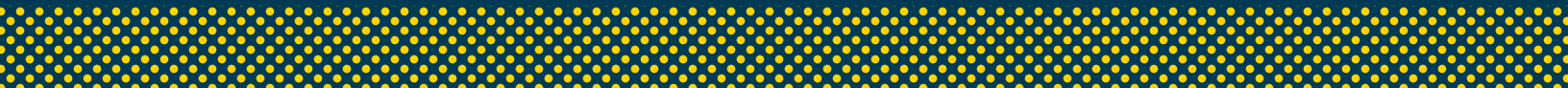


# STATE FAIR OF TEXAS<sup>®</sup>

2022 SPONSOR OPPORTUNITIES



**SEPT 30 THRU  
OCT 23, 2022**







# OUR MISSION



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

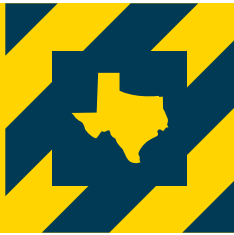
## WE ARE COMMITTED TO:

- 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.

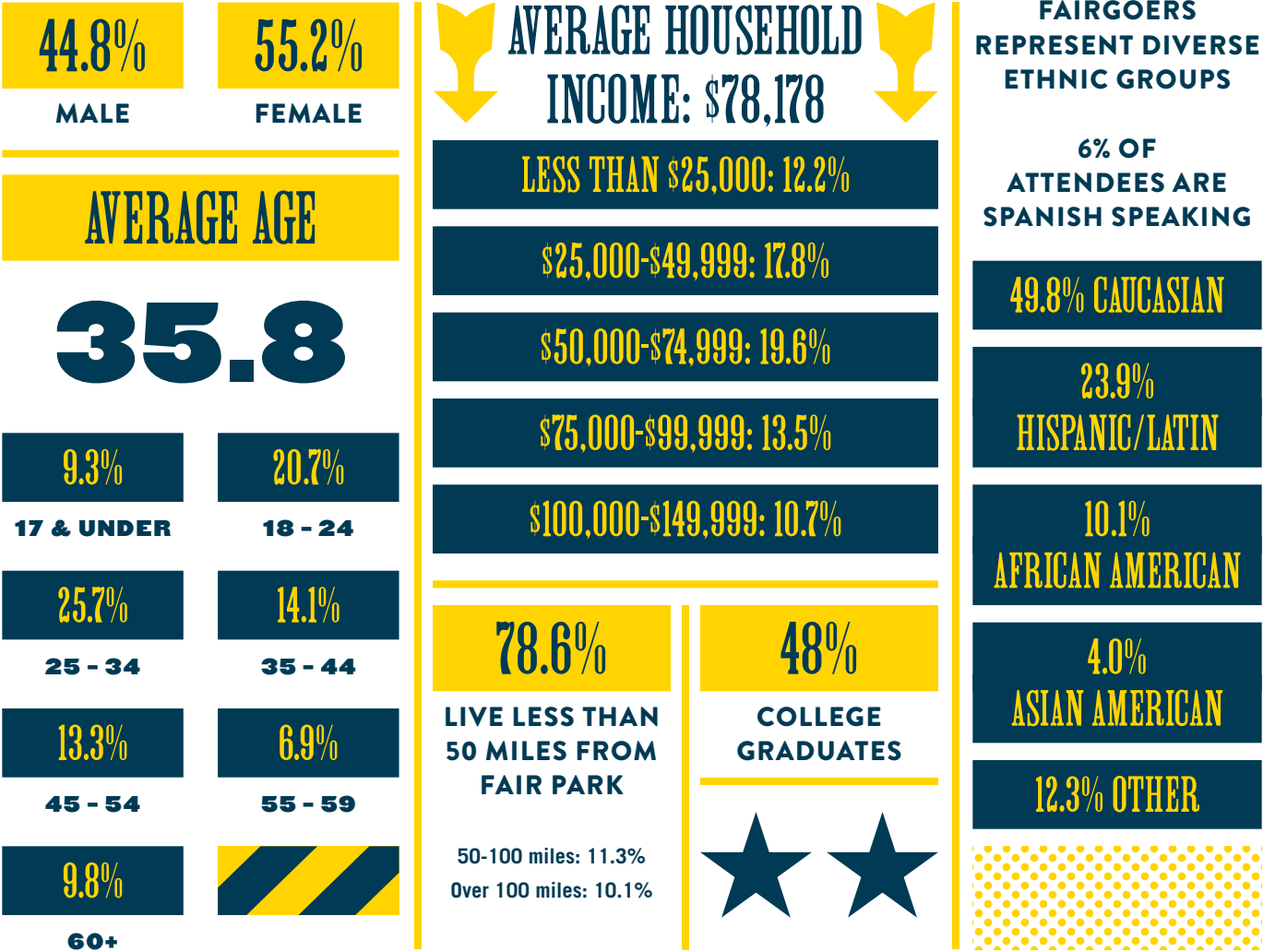


# DEMOGRAPHICS



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.

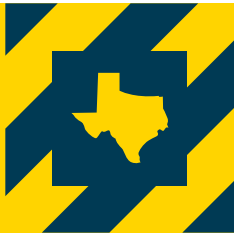
## WHO ATTENDED THE STATE FAIR?



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

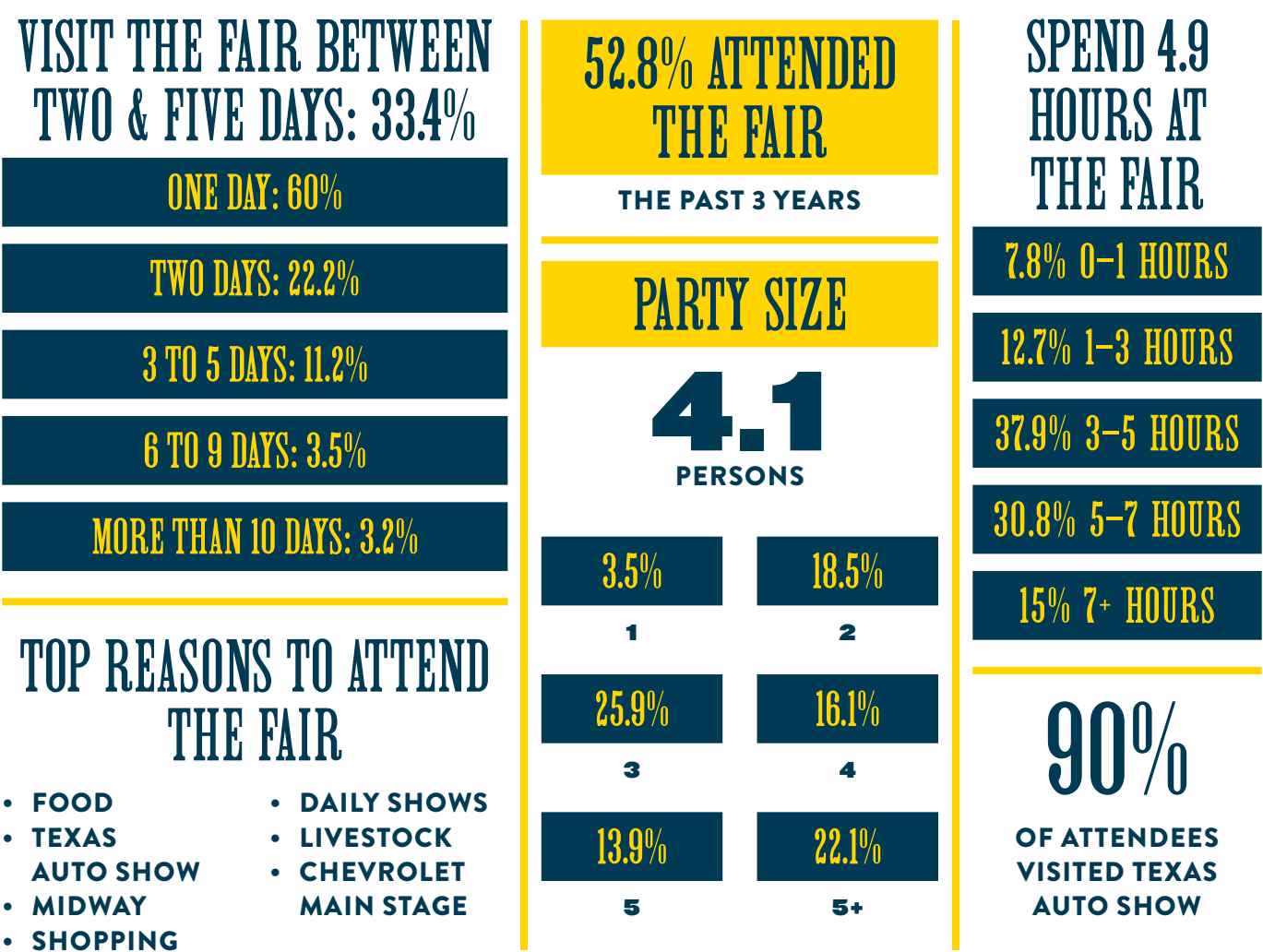


# DEMOGRAPHICS



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## WHILE AT THE FAIR, VISITORS:



## SEEK VALUE WHEN BUYING ADMISSION

50.4% UTILIZED DISCOUNTS TO PURCHASE TICKETS

# 2021 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 2021, receiving a record amount of coverage across local, national, and worldwide channels. Metrics cover a date range of January 1, 2021 to October 17, 2021.

22,447,500

PIECES OF  
PRINTED  
COLLATERAL

817

COMMERCIALS

ACROSS 9  
BROADCAST STATIONS

THE PUBLIC RELATIONS  
EFFORTS GARNERED

*37.7 billion earned  
media impressions  
in 2021*

319 PLACEMENTS OF  
INTEGRATED PRINT AND  
INTERACTIVE ADS WITH A

REACH OF  
33,042,496

55,718,735  
OUTDOOR  
BILLBOARD  
IMPRESSIONS

★ ★ ★ ★ ★ ★  
4,084

RADIO SPOTS

★ ★ ★ ★ ★ ★

1,427 POSTS/STORIES

ON FACEBOOK, INSTAGRAM,  
TWITTER, AND TIKTOK  
GARNERING

79.1 MILLION  
SOCIAL MEDIA IMPRESSIONS

DURING THE FAIR'S  
PROMOTIONAL WINDOW  
(8/1 - 10/18)

CONTINUED  
ENHANCEMENTS OF  
BIGTEX.COM TO IMPROVE  
CUSTOMER EXPERIENCE.

REACH OF  
3,159,133

29,962,647  
PAGE VIEWS

32.8%

INCREASE IN  
PAGE VIEWS  
OVER 2019 FAIR

10,359,442  
EMAILS

SENT TO A YEAR-END  
AUDIENCE OF 578,800

# 2,202,689 HOWDYS IN 2021

The 2021 State Fair of Texas will go down in history. Returning after the 2020 cancelation, the Fair welcomed people from all walks of life. For the 135th year, fair attendees enjoyed iconic State Fair traditions, as well as new additions to this year's Fair.

Celebrating all things Texan, the 2021 Fair welcomed more than 2.2 million people through the gates.

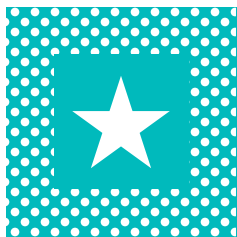
FAIR DAY #	DAY	DATE	DAILY ATTENDANCE
1	FRIDAY	SEPTEMBER 24	61,392
2	SATURDAY	SEPTEMBER 25	106,201
3	SUNDAY	SEPTEMBER 26	66,889
4	MONDAY	SEPTEMBER 27	42,116
5	TUESDAY	SEPTEMBER 28	45,160
6	WEDNESDAY	SEPTEMBER 29	41,552
7	THURSDAY	SEPTEMBER 30	47,832
8	FRIDAY	OCTOBER 1	44,570
9	SATURDAY	OCTOBER 2	82,996
10	SUNDAY	OCTOBER 3	87,153
11	MONDAY	OCTOBER 4	58,139
12	TUESDAY	OCTOBER 5	61,401
13	WEDNESDAY	OCTOBER 6	79,854
14	THURSDAY	OCTOBER 7	76,960
15	FRIDAY	OCTOBER 8	135,412
16	SATURDAY	OCTOBER 9	211,873
17	SUNDAY	OCTOBER 10	111,994
18	MONDAY	OCTOBER 11	170,661
19	TUESDAY	OCTOBER 12	92,210
20	WEDNESDAY	OCTOBER 13	43,976
21	THURSDAY	OCTOBER 14	86,096
22	FRIDAY	OCTOBER 15	148,893
23	SATURDAY	OCTOBER 16	164,021
24	SUNDAY	OCTOBER 17	135,338
TOTAL			2,202,689

## 2,202,689 VISITORS



THAT'S A LOT, Y'ALL!




























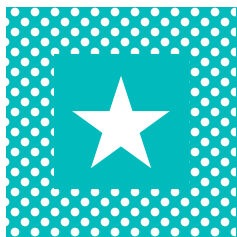
# 2022 SPONSOR LEVELS



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				





# 2022 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

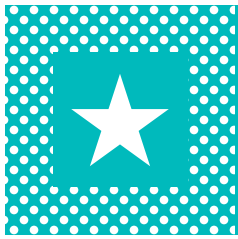
## OPPORTUNITIES BEGIN AT \$50,000

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

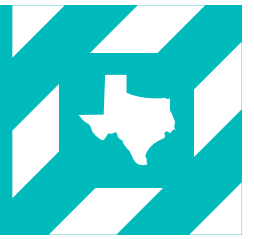
- **Presenting recognition for a venue or attraction** at the State Fair of Texas. Example: *Midway Powered by Oncor*.
- **Promotional recognition** (logo placement when available) **on all references by the Fair of the named venue or attraction. Including:**
  - State Fair of Texas Website
  - Visitor's 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.







# 2022 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](mailto:sponsorship@bigtex.com)