



# STATE FAIR OF TEXAS<sup>®</sup>

2023 SPONSOR OPPORTUNITIES



**SEPT 29 THRU  
OCT 22, 2023**



**STATE FAIR  
OF  
TEXAS<sup>®</sup>**







# ➡ ★ OUR ★ ⬅ NON-PROFIT 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.

## ★ ★ ★ OUR CORE VALUES ★ ★ ★

<b>T</b> <b>EXANTUDE</b>	<b>E</b> <b>NTHUSIASTICALLY CUSTOMER FOCUSED</b>	<b>X</b> <b>EXEMPLARY TEAM SPIRIT</b>	<b>A</b> <b>AFFECTION FOR THE FAIR &amp; OUR MISSION</b>	<b>S</b> <b>STEWARDSHIP OF THE TRADITION</b>
<p>SHOWCASE TEXAS HOSPITALITY WITH A FUN AND POSITIVE ATTITUDE</p> <p>EXHIBIT TRAITS LIKE FRIENDLINESS, GENEROSITY, LOYALTY, PERSISTENCE, AND COMMITMENT</p> <p>A HOWDY WITH A SMILE CAN MAKE A DIFFERENCE</p> <p>BE LIKE BIG TEX AND WELCOME EVERYONE</p> <p>TEXANS HELPING TEXANS</p>	<p>PROVIDE AN EXCELLENT CUSTOMER EXPERIENCE</p> <p>EVERYONE IS A CUSTOMER</p> <p>SAFETY FIRST</p> <p>WE'RE IN THE BUSINESS OF MAKING MEMORIES WITH SOMETHING FOR EVERYONE</p> <p>HUMBLY STRIVE TO BE THE BEST</p>	<p>WORK WITH A SPIRIT OF GENEROSITY, MUTUAL RESPECT, AND INCLUSIVITY</p> <p>GOING ABOVE AND BEYOND WITH INTEGRITY</p> <p>WE WIN TOGETHER, AND WE LEARN TOGETHER</p>	<p>THE FAIR IS OUR BIGGEST FUNDRAISER</p> <p>EDUCATION AND AGRICULTURE AS OUR FOUNDATION</p> <p>SUPPORT THE GREATER COMMUNITY THROUGH INVESTMENT</p> <p>SERVE FIRST MINDSET</p>	<p>PRESERVE THE TRADITIONS. INVEST IN AND EMBRACE THE FUTURE</p> <p>OPERATE IN A FISCALLY CONSCIOUS MANNER TO ENSURE THAT THE STATE FAIR OF TEXAS WILL THRIVE FOR FUTURE GENERATIONS</p> <p>INVEST IN THE FAIR PRODUCT, OUR FAIR PARK HOME, AND OUR MISSION</p>

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.



# ATTENDEE PROFILES



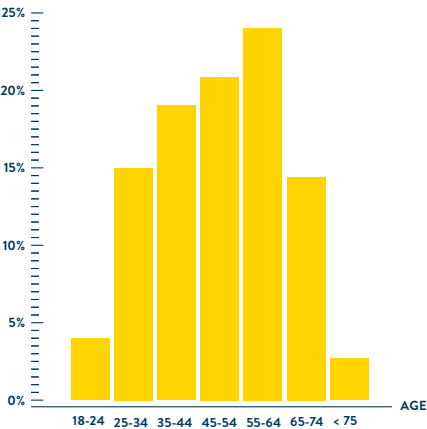
The State Fair of Texas attendees are as diverse as the Fair itself. Fair fans come from all walks of life. They span all age ranges and backgrounds. The State Fair of Texas utilized a variety of methodologies to create our fairgoer demographics including customer satisfaction surveys and Placer.ai.

## STATE FAIR OF TEXAS FANS

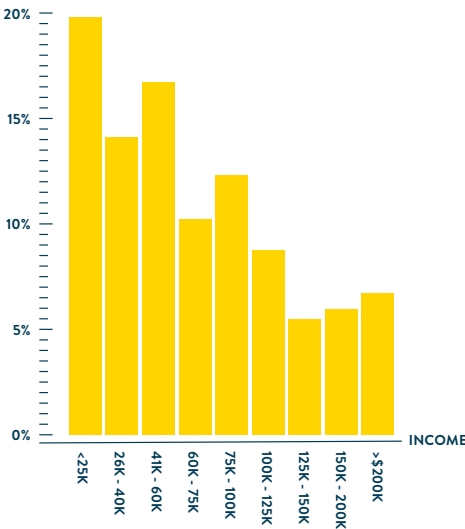


- MAJORITY LIVE WITHIN A 75-MILE RADIUS OF FAIR PARK AND DOWNTOWN DALLAS (77%)
- HAVE AN AVERAGE HOUSEHOLD INCOME OF \$84,000
- ARE BETWEEN AGES OF 25 AND 54 (55%)
- MAJORITY ATTEND WITH IMMEDIATE AND EXTENDED FAMILY (78%)
- ARE BRAND LOYAL TO THE FAIR. 86% REGULARLY ATTEND THE FAIR AND 28% VISIT MULTIPLE TIMES DURING EACH FAIR.
- MOST DRIVE PERSONAL VEHICLES TO THE FAIR (77%)

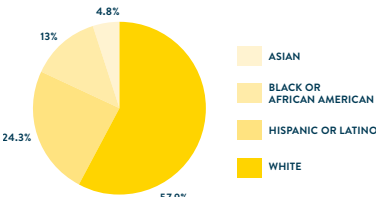
### AGE RANGES



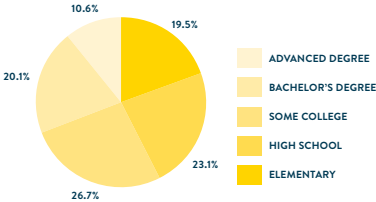
### HOUSEHOLD INCOME




### BACKGROUND



### EDUCATION





**2,547,289  
FAIR FANS IN 2022**

Big Tex welcomed more than 2.5 million Fairgoers with a Texan-sized “Howdy Folks!” During the 24-day run of the 2022 State Fair of Texas, attendees from all walks of life visited Fair Park to participate in State Fair traditions, sample the latest Fair food, and take their annual “selfie” with Big Tex. **Attendance increased by 13.5% over 2021.**

## 2022 STATE FAIR OF TEXAS ATTENDANCE

	DAY	DATE	DAILY ATTENDANCE
1	FRIDAY	SEPTEMBER 30	81,255
2	SATURDAY	OCTOBER 1	142,462
3	SUNDAY	OCTOBER 2	80,776
4	MONDAY	OCTOBER 3	54,340
5	TUESDAY	OCTOBER 4	55,482
6	WEDNESDAY	OCTOBER 5	59,334
7	THURSDAY	OCTOBER 6	71,861
8	FRIDAY	OCTOBER 7	126,481
9	SATURDAY	OCTOBER 8	207,380
10	SUNDAY	OCTOBER 9	118,755
11	MONDAY	OCTOBER 10	158,619
12	TUESDAY	OCTOBER 11	109,144
13	WEDNESDAY	OCTOBER 12	82,604
14	THURSDAY	OCTOBER 13	105,737
15	FRIDAY	OCTOBER 14	145,399
16	SATURDAY	OCTOBER 15	158,013
17	SUNDAY	OCTOBER 16	66,708
18	MONDAY	OCTOBER 17	77,849
19	TUESDAY	OCTOBER 18	84,916
20	WEDNESDAY	OCTOBER 19	80,648
21	THURSDAY	OCTOBER 20	105,754
22	FRIDAY	OCTOBER 21	107,712
23	SATURDAY	OCTOBER 22	141,080
24	SUNDAY	OCTOBER 23	124,980

**TOTAL** ★ **2,547,289** ★

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# 2,547,289 VISITORS

[illegible]

# 2022 MARKETING METRICS

The fair leverages its communications channels to engage with Fair fans all year long. It is our goal to keep the State Fair of Texas, Big Tex, and the Fair traditions top of mind no matter the time of year. Leading into the 24 days of the fair, a combination of paid and earned media is used to encourage participation and purchase. In 2022, the Fair had a major media footprint and received a record amount of coverage across local, national, and worldwide channels.

**7,118,400**

PIECES OF  
PRINTED  
COLLATERAL

**909**

COMMERCIALS

ACROSS 8  
BROADCAST STATIONS

THE PUBLIC RELATIONS  
EFFORTS GARNERED

*48.54 billion earned  
media impressions  
in 2022*

271 PLACEMENTS OF  
INTEGRATED PRINT AND  
INTERACTIVE ADS WITH A

REACH OF  
**22,265,147**

**66,835,763**  
OUTDOOR  
BILLBOARD  
IMPRESSIONS

★ ★ ★ ★ ★ ★  
**4,172**

RADIO SPOTS

★ ★ ★ ★ ★ ★

**1,636 POSTS/STORIES**

ON FACEBOOK, INSTAGRAM,  
TWITTER, AND TIKTOK  
GARNERING

**96.1 MILLION**  
SOCIAL MEDIA IMPRESSIONS

CONTINUED  
ENHANCEMENTS OF  
BIGTEX.COM TO IMPROVE  
CUSTOMER EXPERIENCE.

REACH OF  
**3,917,281**

**32,147,452**  
PAGE VIEWS

**33.9%**

INCREASE IN #  
OF EMAILS SENT  
EMAIL DATABASE  
GREW BY 22.4%

**15,680,302**  
EMAILS

SENT TO A YEAR-END  
AUDIENCE OF 759,008





# 2023 SPONSOR OPPORTUNITIES































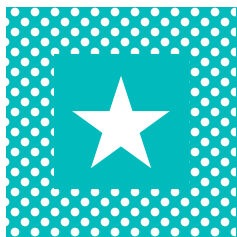
# 2023 SPONSOR LEVELS



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 ABOUT SPONSORED VENUE OR ATTRACTION 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
LISTING ON DAILY SCHEDULE FOR EACH DAY OF SHORT-TERM ACTIVATION				





# 2023 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 as related to sponsored venue or attraction.
- **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

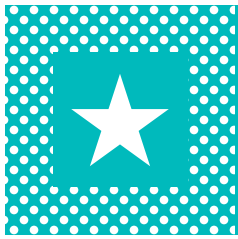
## OPPORTUNITIES BEGIN AT \$50,000

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

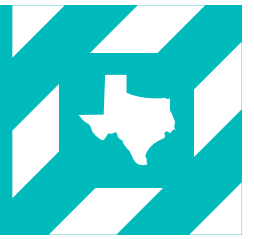
- **Presenting recognition for a venue or attraction** at the State Fair of Texas. Example: *Midway Powered by Oncor*.
- **Promotional recognition** (logo placement when available) **on all references by the Fair of the named venue or attraction. Including:**
  - State Fair of Texas Website
  - Visitor's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







# 2023 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

## 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)