

# STATE FAIR OF TEXAS®

►★ 2024 SPONSORSHIP OPPORTUNITIES ★◄



◆ SEPT 27 THRU ◆  
◆ OCT 20, 2024 ◆

## WHAT MAKES A PARTNERSHIP WITH THE STATE FAIR OF TEXAS DIFFERENT?

The State Fair of Texas delivers a Texas-sized audience to your company. During the 24 days of the Fair, millions of fairgoers not only shop but also sample, test, and rediscover beloved brands. Unique activation opportunities that reach a large, diverse audience are exactly what the State Fair consistently delivers.

### MORE THAN 2.3 MILLION VISITORS EACH YEAR.

A Super Bowl-sized attendance each day of the fair means lots of potential customers and brand exposure.

### A HIGHLY DIVERSE AUDIENCE WHO SEE THE FAIR AS A TRADITION.

40% of our attendees are Hispanic and 22% are Black.

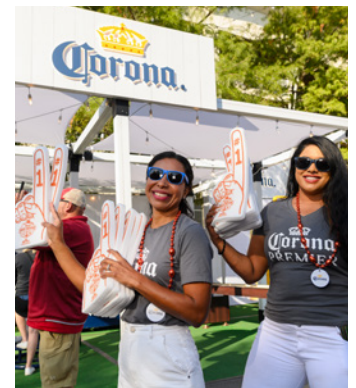
### BIG TEX.

The 55-foot talking cowboy has international brand recognition and a loyal following. Brand alignment with Big Tex provides promotional opportunities.

### EACH ACTIVATION IS UNIQUE.

The Fair offers a variety of activation spaces to align with your brand goals. Stay a weekend or the entire Fair. Create the experience to drive sampling and engagement goals.

Become a partner of the largest State Fair in the country and align your brand with a beloved icon, Big Tex.

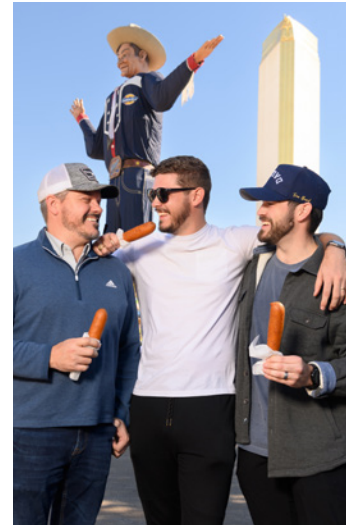




# DEMOGRAPHICS ★

## THE FAIR HAS CONSISTENT AND HIGHLY DIVERSE ATTENDANCE

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.



### AGE



UNDER 18 - 26%  
18 TO 34 - 27%  
35 TO 54 - 27%  
55 TO 60+ - 17%  
75+ - 3%

### GENERATION



22% GEN ALPHA  
15% GEN Z  
24% MILLENNIALS  
19% GEN X  
17% BABY BOOMERS  
3% SILENT & GREATEST

**53.4%**

OF STATE FAIR VISITORS  
ARE BETWEEN 18 & 54

### RADIUS



79% VISITORS LIVE  
WITHIN 100 MILES  
FROM FAIR PARK

### AVERAGE HH INCOME



**\$86,229**

### EDUCATION



60% HAVE A  
COLLEGE DEGREE OR  
HIGHER

### GENDER



51% FEMALE  
49% MALE

### ETHNICITY



40% HISPANIC  
31% WHITE  
22% BLACK  
5% ASIAN  
2% OTHER

**34%**

OF VISITORS ARE FROM  
HOUSEHOLDS WHERE  
SPANISH IS SPOKEN

## ATTENDEE BEHAVIOR

**The State Fair of Texas delivers your brand to a Texas-sized audience.** Big Tex welcomed more than 2.3 million fairgoers with a Texan-sized “Howdy Folks!” During the 24-day run of the 2023 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.

### 3-Year Average Attendance

★ 2,363,809 VISITORS ★

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



## ATTENDEES VISIT THE FAIR

**1.27 TIMES**

## AVERAGE LENGTH OF STAY

## 3-5 HOURS

## ATTENDANCE BY DAY



**MONDAY - 10%**  
**TUESDAY - 10%**  
**WEDNESDAY - 7%**  
**THURSDAY - 11%**  
**FRIDAY - 17%**  
**SATURDAY - 29%**  
**SUNDAY - 16%**

## DISTANCE TRAVELLED TO FAIR



**<10 MI - 29%**

**10 TO 30 MI - 38%**
































**31 TO 100 MI - 12%**

**100 TO 250 MI - 12%**

**250+ MI - 9%**

# 2024 SPONSOR LEVELS

Sponsoring the State Fair of Texas provides a company with on-site branding, exposure and the opportunity to reach more than 2.3 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. Premier, Title, and Presenting sponsorships provide custom opportunities for companies to build awareness and engage with attendees of the State Fair of Texas.

SPONSOR LEVELS	PREMIER Custom Packages Available	TITLE Begins at \$100,000	PRESENTING Begins at \$50,000	GOLD Begins at \$35,000	SILVER Begins at \$25,000
SPONSORSHIP BENEFITS					
OFFICIAL PARTNER DESIGNATION					
PRODUCT EXCLUSIVITY FOR COMMERCIAL EXHIBIT SPACE					
USAGE RIGHTS OF BIG TEX® IMAGE AND MARKS	Full Rights, Year-Round, Length of Contract	Full Rights, Promotional Window <sup>2</sup> , Length of Contract	Limited Rights, Promotional Window <sup>2</sup> , Length of Contract		
USAGE RIGHTS OF STATE FAIR OF TEXAS® NAME AND MARKS	Full Rights, Promotional Fair Window <sup>2</sup>	Full Rights, Promotional Fair Window <sup>2</sup>	Full Rights, Promotional Fair Window <sup>2</sup>	Full Rights, Promotional Fair Window <sup>2</sup>	Full Rights, Promotional Fair Window <sup>2</sup>
NAMING RIGHTS TO A VENUE OR ATTRACTION					
PRESENTING RECOGNITION FOR A VENUE OR ATTRACTION					
DAILY MENTIONS BY BIG TEX RELATED TO SPONSORED VENUE OR ATTRACTION					
CONTENT INTEGRATION IN TARGETED STATE FAIR DIRECT MARKETING PIECES					
AD PLACEMENT IN VISITOR GUIDE					
LOGO PLACEMENT ON SELECT COLLATERAL, PRINT ADS, AND DIGITAL PLACEMENTS					
LOGO PLACEMENT ON DFW ENTERTAINMENT PRINT ADS					
PLACEMENT IN VISITOR GUIDE	Logo	Logo	Logo	Listing	Listing
LOGO PLACEMENT ON FAIR WEBSITE-SPONSOR PAGE	Sponsor + Homepage Placement	Sponsor + Homepage Placement	Sponsor	Sponsor	Sponsor
ADMISSION TICKETS					
1-DAY PREMIUM ADMISSION TICKETS	Up to 1,000 Tickets	Up to 500 Tickets	Up to 250 Tickets	Up to 100 Tickets	Up to 50 Tickets
DISCOUNTED EMPLOYEE TICKETS (ONLINE CHANNEL)					
\$5 TICKET DISCOUNT FOR CUSTOMERS					
DISCOUNTED FOOD AND MIDWAY COUPONS ACCESS					
COMMERCIAL EXHIBIT SPACE					
ACTIVATION SPACE	Available Upon Request	Available Upon Request	Available Upon Request	Up to 2,500 Sq. Ft. Up to 24 days	Up to 1,200 Sq. Ft. Up to 7 days <sup>1</sup>
BRAND ACTIVATION PROMOTION ON DOWNLOADABLE SCHEDULE					

<sup>1</sup>Additional daily fees apply to activations over 7 days.

<sup>2</sup>Promotional Fair window, starting 30 days before the opening day of the Fair and concluding 7 days after the closing day of the Fair.



# EXHIBIT AREAS ★

WE ARE A TEAM. THE FAIR WORKS WITH EACH PARTNER TO FIND THE RIGHT SPONSORSHIP COMPONENTS TO MEET THEIR GOALS.



**1 NIMITZ TERRACE** is a flexible mobile marketing area in the heart of the Fair. Flanked by Gate G of the Cotton Bowl and Nimitz Drive, the area has high traffic everyday of the Fair with incremental on weekends and games days.



**2 CHEVROLET PARK PLAZA** has excellent frontage for sampling and lead generation. Locations in this area have access to ground water and space if available in depths up to 60 ft. The area is the entry point for Gates 10 and 11 of the Fair and has high volume of traffic everyday of the Fair.

# YOUR TICKET ★

## YOUR TICKET TO THE FAIR IS WORTH SO MUCH MORE!

Your ticket to the State Fair of Texas unlocks more than a fun photo with Big Tex® and the chance to enjoy fried food. In fact, your day of fun helps support the Fair's mission by funding community programs that impact Texans throughout the state. These are some of the important programs funded through proceeds from the Fair.

- ★ Big Tex® Scholarship Program
- ★ Youth Livestock Shows
- ★ Big Tex® Urban Farms
- ★ Community Grants Program for South Dallas Non-Profits
- ★ Historic Preservation of Fair Park

**A TEXAS-SIZED THANK YOU**  
for purchasing your fair ticket and  
supporting our mission.



## ➡ ★ 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.

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.