

STATE FAIR
OF
TEXAS®



State Fair
SADDLE UP
BENEFITTING TEXAS STUDENTS

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.

THURSDAY, SEPTEMBER 10, 2026

THE RUSTIC

MUST BE 21+ TO ENTER



THE 2025 STATE FAIR OF TEXAS WELCOMED MORE THAN

2.02
MILLION

FAIRGOERS THROUGH THE GATES.

IN 2024 ALONE, THE STATE FAIR OF TEXAS CONTRIBUTED MORE THAN

\$19.5 MILLION

THROUGH PHILANTHROPIC AND FAIR PARK GIVING.*



SINCE 2016, BIG TEX URBAN FARMS HAS DONATED MORE THAN

1.7 MILLION
SERVINGS

OF FRESH PRODUCE

TO THE SOUTH DALLAS COMMUNITY.

IN ITS 32-YEAR HISTORY, THE BIG TEX SCHOLARSHIP PROGRAM HAS AWARDED MORE THAN

\$18.8 MILLION

TO MORE THAN

3,500
Texas Students.

IN 2024 ALONE,

More Than
69,000

FIRST RESPONDERS, MEMBERS OF THE MILITARY, AND THEIR FAMILIES



VISITED THE FAIR OVER 24 DAYS, UTILIZING THE SPECIAL DISCOUNT OFFER IN APPRECIATION FOR THEIR SERVICE.

SINCE 2015, THE STATE FAIR OF TEXAS HAS COMMITTED MORE THAN

\$85
MILLION

TO SUPPORT PROJECTS IN FAIR PARK AND TOWARDS THE IMPROVEMENT OF STATE FAIR OPERATIONS.

THROUGH THE BIG TEX YOUTH LIVESTOCK AUCTION AND SCHOLARSHIP PROGRAMS, THE STATE FAIR HAS AWARDED MORE THAN

\$21.4 MILLION

IN AUCTION AWARDS AND SCHOLARSHIPS SINCE 2018.

EACH YEAR, THE STATE FAIR CREATES MORE THAN

7,000
SEASONAL JOBS

AND IS ESTIMATED TO HAVE AN ANNUAL ECONOMIC IMPACT ON NORTH TEXAS UP TO

\$680 MILLION.

SINCE 2018, NEARLY

12.8 MILLION
FREE ADMISSION TICKETS

HAVE BEEN GIVEN TO STUDENTS AND TEACHERS THROUGHOUT NORTH TEXAS, AND

1,100

FREE ADMISSION TICKETS

WERE DONATED TO LOCAL NONPROFIT ORGANIZATIONS IN THE SOUTH DALLAS/FAIR PARK COMMUNITY TO ENJOY THE 2024 FAIR.

SINCE 2010, OUR FEED THE NEED PARTNERSHIP WITH NORTH TEXAS FOOD BANK HAS PRODUCED MORE THAN

3.2
MILLION
POUNDS

Donated by Fairgoers

AT THE GATES AND DISTRIBUTED TO FAMILIES IN NEED THROUGHOUT NORTH TEXAS.

State Fair SADDLE UP

Saddle Up is the State Fair of Texas' pre-Fair celebration where live Texas music, Fair traditions, silent and live auctions, and unforgettable experiences come together for one purpose: supporting Texas students. One hundred percent of donations benefit educational programs and scholarships across the state. Designed for guests 21 years of age and older, Saddle Up is a chance to put on your boots, dress up in your State Fair best, and kick off the 2026 Fair season in true Texas style.

ALL VIP SPONSORS RECEIVE

- VIP EVENT ACCESS BEGINNING AT 6:00 P.M.
- RESERVED INDOOR SEATING OR TABLE PLACEMENT BASED ON LEVEL
- DEDICATED TABLE SERVICE
- OPEN BAR AND SEATED DINNER
- PRIME ACCESS TO LIVE TEXAS MUSIC, ENTERTAINMENT, AND AUCTIONS
- ACCESS TO INTERACTIVE SADDLE UP ACTIVATIONS
- BUSINESS LISTING AND LOGO PLACEMENT ON BIGTEX.COM
- CURATED STATE FAIR VIP TABLE GIFT



BIG TEX CHOICE AWARDS PRE-FAIR PREVIEW EXPERIENCE (TITLE AND PRESENTING SPONSORS ONLY)

An exclusive culinary experience beginning at 5:30 p.m. featuring early access to Saddle Up and curated tastings from the 2026 Big Tex Choice Awards winners, including interaction with the vendors behind the Fair's most celebrated foods.

SPONSOR LEVELS

Big Tex TITLE SPONSOR

\$25,000 (1 AVAILABLE)

Exclusive Title Sponsor of Saddle Up with premier recognition across event branding and stage signage.

INCLUDES:

- Stage signage and premier recognition across event branding
- Big Tex Choice Awards Pre-Fair Preview Experience for two reserved VIP tables (up to 16 guests)
- Opportunity to deliver public remarks before the live auction

Texas Star PRESENTING SPONSOR

\$12,500 (2 AVAILABLE)

High-visibility presenting partnership with premium event recognition.

INCLUDES:

- Entry signage and prominent event branding opportunities
- Big Tex Choice Awards Pre-Fair Preview Experience for one reserved VIP table (up to eight guests)
- Opportunity to deliver public remarks during the event welcome

Texas Skyway EVENT SPONSOR

\$5,000 (8 AVAILABLE)

Recognition tied to a featured Saddle Up activation, placing your brand within the guest experience.

INCLUDES:

- VIP experience for up to four guests.

ACTIVATION OPTIONS INCLUDE:

- Silent Auction Sponsor
- Live Auction Sponsor
- Bar Sponsor
- Photo Sponsor
- Hat Bar Sponsor
- Bandana Bar Sponsor
- Petting Zoo Sponsor
- Midway Games Sponsor

TICKET OPTIONS

VIP TABLE

\$4,000

Reserved table for up to eight guests with dedicated table service, open bar, seated dinner, and prime placement near the stage.

VIP TABLE TICKET | \$500

VIP INDOOR RESERVED TICKETS

\$250

Reserved indoor seating with open bar, seated dinner, and access to event activations.

GENERAL ADMISSION TICKETS

\$125

Open bar and passed bites, outdoor stage entertainment with live Texas music, and access to event activations and experiences.










* * * * * **MUST BE 21+ TO ENTER** * * * * *

Disclaimer: The State Fair of Texas is a 501(c)(3) nonprofit organization. Contributions are tax-deductible to the extent permitted by law. Certain payment types with institutional restrictions (e.g., DAFs) may limit donor benefits. Payment must be received by the stated due date to ensure fulfillment of all benefits. Contributions received after September 12, 2026, may not qualify for all benefits. A processing surcharge may apply to credit card transactions; no surcharge is applied to debit cards, checks, or ACH payments.

*Philanthropic & Fair Park Giving includes giving through community outreach programs, funding for upkeep and historical preservation of Fair Park, annual rent to the City of Dallas with the agreement it must go towards the upkeep of Fair Park, and funding for other Fair Park improvements and State Fair operations.

YOUR CONTRIBUTION MAKES A DIFFERENCE

DONATE TODAY AND HELP RAISE MORE THAN \$2 MILLION FOR STUDENTS FROM ACROSS THE STATE OF TEXAS.

2026 DONOR BENEFITS	PLATINUM	GOLD	SILVER
YOUR INVESTMENT IN TEXAS YOUTH	\$25,000	\$12,500	\$5,000
RECOGNITION ON BIGTEX.COM			
PARKING IN OFFICIAL STATE FAIR OF TEXAS LOT	BLACK STAR RESERVED PARKING	BLACK STAR RESERVED PARKING	GATE 2 SEASON PARKING
STATE FAIR OF TEXAS SEASON PASS	16	8	2
STATE FAIR OF TEXAS ONE-DAY ADMISSION TICKET	30	20	10
BIG TEX YOUTH LIVESTOCK AUCTION INVITATION			
AUCTION PADDLE			
AUCTION RESERVED SEATING	4 SEATS	2 SEATS	

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FOR MORE INFORMATION OR TO MAKE A PLEDGE OVER THE PHONE, PLEASE CONTACT
Mollie Rose AT MROSE@BIGTEX.COM OR CALL 214-421-8748.