

STATE FAIR OF TEXAS[®]

★ SPONSORSHIP OPPORTUNITIES ★



THE MOST *Texas* PLACE ON EARTH!



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.

MORE THAN
2 MILLION
VISITORS EACH YEAR

A SUPER BOWL-SIZED ATTENDANCE EACH DAY OF THE FAIR MEANS LOTS OF POTENTIAL CUSTOMERS AND BRAND EXPOSURE.



★ ★ **BRAND** ★ ★
RECOGNITION

BIG TEX, OUR 55-FOOT COWBOY IS KNOWN INTERNATIONALLY AND HAS A LOYAL FOLLOWING.

A HIGHLY
DIVERSE AUDIENCE
CELEBRATE THEIR FAIR TRADITION

40% OF OUR ATTENDEES ARE HISPANIC AND 22% ARE BLACK.
100% ARE YOUR POTENTIAL CUSTOMERS!



EACH ACTIVATION
IS UNIQUE

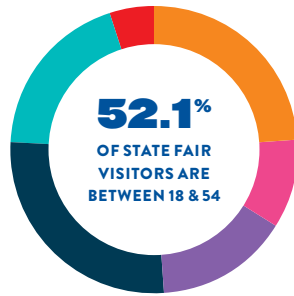
FLEXIBLE, CUSTOMIZABLE ACTIVATION SPACES ALIGN WITH YOUR BRAND GOALS TO DRIVE SAMPLING AND ENGAGEMENT—WHETHER FOR A WEEKEND OR THE ENTIRE FAIR!



CONSISTENT & HIGHLY DIVERSE ATTENDANCE

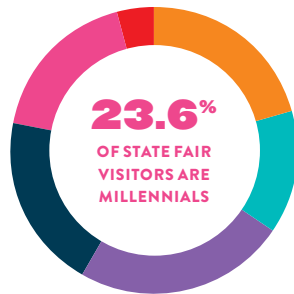
AGE

- UNDER 18 - 24%
- 18 TO 24 - 10%
- 25 TO 34 - 15%
- 35 TO 54 - 27%
- 55 TO 75 - 19%
- 75+ - 5%



GENERATION

- 21% GEN ALPHA
- 14% GEN Z
- 24% MILLENNIALS
- 20% GEN X
- 18% BABY BOOMERS
- 4% SILENT & GREATEST



ETHNICITY

- 36% HISPANIC
- 33% WHITE
- 21% BLACK
- 6% ASIAN
- 3% OTHER



STATE FAIR OF TEXAS ATTENDEES REFLECT THE DIVERSITY OF THE FAIR ITSELF, SPANNING ALL AGES AND BACKGROUNDS, WITH DEMOGRAPHICS INFORMED BY METHODOLOGIES SUCH AS SURVEYS AND PLACER.AI DATA.



79%
OF VISITORS LIVE WITHIN 100 MILES FROM FAIR PARK



\$113,228
AVERAGE HOUSEHOLD INCOME OF VISITORS



63%
HAVE A COLLEGE DEGREE



51%
FEMALE



49%
MALE

ATTENDEE BEHAVIOR

THE STATE FAIR OF TEXAS DELIVERS YOUR BRAND TO A TEXAS-SIZED AUDIENCE. 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 ★ ★ ★ ★ ★

➡ ➡ ➡ **2,249,123 VISITORS** ⬅ ⬅ ⬅

★ ★ ★ ★ ★ *That's a Lot, Y'all!* ★ ★ ★ ★ ★

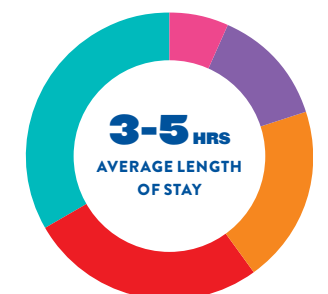
ATTENDANCE (BY DAY)

- MONDAY - 9%
- TUESDAY - 10%
- WEDNESDAY - 7%
- THURSDAY - 13%
- FRIDAY - 16%
- SATURDAY - 28%
- SUNDAY - 17%



DISTANCE TRAVELLED TO FAIR

- <10 MI - 27%
- 10 TO 30 MI - 40%
- 30 TO 100 MI - 13%
- 100 TO 250 MI - 12%
- 250+ MI - 8%



SPONSOR LEVELS

SPONSORING THE STATE FAIR OF TEXAS PROVIDES YOUR COMPANY WITH ON-SITE BRANDING, EXPOSURE AND THE OPPORTUNITY TO REACH MORE THAN 2 MILLION FAIRGOERS THROUGH FACE-TO-FACE INTERACTION AND ACTIVATION OVER THE COURSE OF 24 DAYS.



PREMIER, TITLE, & PRESENTING

PREMIER, TITLE, AND PRESENTING SPONSORSHIPS PROVIDE CUSTOM OPPORTUNITIES FOR COMPANIES TO BUILD AWARENESS AND ENGAGE WITH ATTENDEES OF THE STATE FAIR OF TEXAS.



SILVER & GOLD

SILVER AND GOLD LEVEL SPONSORSHIPS ARE PERFECT FOR COMPANIES LOOKING FOR A SHORT-TERM ACTIVATION.

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 Window², Length of Contract

Limited Rights, Promotional Window², Length of Contract

USAGE RIGHTS OF STATE FAIR OF TEXAS® NAME AND MARKS

Full Rights, Promotional Fair Window²

Full Rights, Promotional Fair Window²

Full Rights, Promotional Fair Window²

Full Rights, Promotional Fair Window²

Full Rights, Promotional Fair Window²

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



SOCIAL POSTS AND MARKETING COLLABORATIONS WHEN POSSIBLE



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 days¹

BRAND ACTIVATION PROMOTION ON DOWNLOADABLE SCHEDULE



¹Additional daily fees apply to activations over 7 days.

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

ACTIVATION AREAS

WE WORK AS A TEAM TO ENSURE EACH PARTNER RECEIVES THE RIGHT SPONSORSHIP COMPONENTS TO MEET THEIR GOALS. THAT INCLUDES FINDING THE RIGHT SPOT ON OUR FAIRGROUNDS!



1

NIMITZ TERRACE is a flexible area primarily for mobile marketing tours. Located between Gate G of the Cotton Bowl and Nimitz Drive, the area sees high traffic every day of the Fair, with extra crowds on weekends and game days. Entry from Pan Am Gate leads directly to Nimitz Terrace.

2

CHEVROLET PARK PLAZA sits across from the popular Ride & Drive and serves as an excellent spot for sampling and lead generation. This area is the entry point for Gates 10 and 11 of the Fair and sees high traffic every day.

3

NIMITZ DRIVE sits in a high-traffic corridor of the fairgrounds, right next to the popular livestock exhibitions. With crowds passing by constantly and food booths just across the street, this area is always buzzing with potential customers.

4

LONE STAR BOULEVARD connects the iconic Big Tex, the historic Hall of State, the serene Fair Park Esplanade, and Nimitz Drive. Crowds full of potential customers gather to view the popular Starlight Parade, which passes directly through this location!

5

FIRST AVENUE is close to the Fair's popular Texas Auto Show and provides easy access to our Front Gate. Dallas' public transit line drops and picks up fairgoers near this location.



OUR NONPROFIT ★ 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.



YOUR PARTNERSHIP WITH THE FAIR IS WORTH SO MUCH

YOUR PARTNERSHIP WITH THE STATE FAIR OF TEXAS UNLOCKS MORE THAN A FUN PHOTO WITH BIG TEX® AND THE CHANCE TO ENJOY FRIED FOOD. IN FACT, YOUR SUPPORT CONTRIBUTES TO 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 GIVING
PROGRAM FOR
SOUTH DALLAS NON-PROFITS

**HISTORIC PRESERVATION
OF FAIR PARK**



A Texas-Sized Thank You for Supporting Our Mission.

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.

