



THE CELEBRATION AS BIG AS ★ TEXAS ★

➔➔➔ 2025 ANNUAL REPORT ←←←



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.

OUR CORE FOCUS



PURPOSE: TO BRING PEOPLE TOGETHER.

NICHE: BY HOSTING AN EXCEPTIONAL EVENT FOR THE PURPOSE OF FULFILLING OUR NONPROFIT MISSION.

OUR CORE VALUES

T	TEXANTUDE	<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>
E	ENTHUSIASTICALLY CUSTOMER FOCUSED	<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>
X	EXEMPLARY TEAM SPIRIT	<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>
A	AFFECTION FOR THE FAIR & OUR MISSION	<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>
S	STEWARDSHIP OF THE TRADITION	<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 2025 STATE FAIR OF TEXAS
WELCOMED MORE THAN

2.02
MILLION

FAIRGOERS THROUGH THE GATES.

IN 2025 ALONE, THE STATE FAIR OF TEXAS
CONTRIBUTED MORE THAN

\$12.4
MILLION

THROUGH PHILANTHROPIC AND FAIR PARK GIVING.*



SINCE 2016, BIG TEX URBAN FARMS
HAS DONATED MORE THAN

2 MILLION
SERVINGS
OF FRESH PRODUCE

TO THE SOUTH DALLAS COMMUNITY.

IN ITS 33-YEAR HISTORY, THE
BIG TEX SCHOLARSHIP PROGRAM
HAS AWARDED MORE THAN

\$20.1 MILLION

TO MORE THAN

3,700

TEXAS STUDENTS.

IN 2025 ALONE,

MORE THAN
47,000

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

\$92
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

\$25.3 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.

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SINCE 2018, MORE THAN

14.2 MILLION

FREE ADMISSION TICKETS

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

2,880

FREE ADMISSION TICKETS

WERE DONATED TO LOCAL NONPROFIT ORGANIZATIONS IN THE
SOUTH DALLAS/FAIR PARK COMMUNITY TO ENJOY THE 2025 FAIR.

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

3.4
MILLION
POUNDS

DONATED BY FAIRGOERS

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

*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.



**A MESSAGE FROM GILBERT GERST, BOARD CHAIR
& MITCHELL GLIEBER, PRESIDENT**

HOWDY, FOLKS!

In 2025, our 139th chapter came to a close, welcoming more than 2.02 million fairgoers through the gates of Fair Park for the 2025 State Fair of Texas. The Most Texan Place on Earth once again served as a central hub to celebrate all things Texan, bringing together guests from far and wide to experience a one-of-a-kind Texas-sized event. 24 days of dance-worthy tunes, thrilling Midway fun, mouthwatering bites, educational livestock exhibits, and exciting sports matchups collide to bring something for every fairgoer. All the fun had at the Fair brings more than just fond memories with families and friends; every visitor plays a key role in our fundraising efforts, allowing us to give back to our community and fellow Texans in need.

220 students across the Lone Star State were awarded scholarships through the Big Tex Scholarship Program, a total equaling more than \$1.3 million in 2025. Over the program’s history, more than \$20.1 million has been awarded to Texan students seeking higher education through the Juanita Craft Scholarship, Youth Livestock Scholarship, Seasonal Employee Scholarship, and other ancillary awards.

In addition, the 77th Annual Big Tex Youth Livestock Auction raised more than \$1.5 million, with the Grand Champion Market Steer selling for a record-breaking \$200,000 to a longtime State Fair donor and the Big Tex Champion Club. Through the Big Tex Youth Livestock Auction and Scholarship Programs, the Fair has awarded more than \$25.3 million in auction awards and scholarships since 2018. The Fair’s agriculture and livestock events received more than 16,500 entries from Texans across the state and beyond. In addition, the Fair Park Coliseum hosted 15 free rodeo events, including Cowboys of Color, Mexican Rodeo Fiesta, and the UPRA finals, attracting more than 61,100 folks.

In tandem with our largest community program and fundraiser of the year, the State Fair of Texas, we upkeep annual Fair-time community initiatives like “Feed the Need” and Ag Awareness Day, with efforts shared between fairgoers and staff. Fairgoers came together to donate more than 153,000 pounds of canned food during our 2025 “Feed the Need” promotion, which equated to 127,500 meals for the North Texas Food Bank to serve the community that fall. Additionally, our Ag Awareness Day gathered more than 200 4-H, FFA, and FCCLA chapters to participate in the canned food drive, donating more than 28,500 pounds of food to the North Texas Food Bank.

Through our success with the programs, initiatives, and fundraisers mentioned above and others, the State Fair of Texas continues to support our home, Fair Park, by contributing funds from our revenue. In 2025 alone, the State Fair of Texas contributed more than \$12.4 million through philanthropic and Fair Park giving. Philanthropic and Fair Park Giving includes: giving through community outreach programs, funding for the upkeep and historical preservation of Fair Park, annual rent to the City of Dallas with the agreement that it must go towards the upkeep of Fair Park, and funding for other Fair Park improvements and State Fair operations. In addition, the State Fair of Texas’ Community Giving Program offers opportunities for local nonprofits to receive financial support during dedicated cycles throughout the year. 142 organizations received more than \$646,500 in project funding through grants and sponsorships in 2025.

The 2025 State Fair of Texas was truly unforgettable, and its success reflects the dedication of our Tex Team family, community partners, and sponsors who work year-round to deliver a spectacular 24-day experience for our fairgoers. We look forward to the years to come and hope you join us again for the 2026 State Fair of Texas, opening Friday, September 25.

See y’all at the Fair!



GILBERT GERST
Board Chair,
State Fair of Texas



MITCHELL GLIEBER
President,
State Fair of Texas



AGRICULTURE



Agriculture serves not only as a pillar of this organization but as a fundamental feature of the Lone Star State and its history. The State Fair of Texas offers a variety of interactive exhibits focusing on agriculture and livestock – implementing hands-on activities that are both fun and informative. Activities range from feeding furry friends at the petting zoo to learning about different livestock species during daily guided tours through the livestock barns.

Every year, thousands of students from around the state work diligently in preparation for the competitive livestock events and leadership contests at the State Fair. The largest of these events, the annual Big Tex Youth Livestock Auction, celebrates the agricultural heritage of our great state while providing scholarships and prizes to students all over Texas.

2025 LIVESTOCK HIGHLIGHTS

- More than **16,500 livestock entries** were entered and processed by our team leading up to the Fair.
- The State Fair of Texas hosted six pre-Fair horse shows in the weeks leading up to the Fair, with **more than 2,295 riders** participating.
- We welcomed livestock participants from **more than 880 Texas cities and seven additional states outside of Texas.**
- More than **2,460 Texas 4-H and FFA members** competed, showing their animals across the five species during the Fair's youth market week.
- The Collegiate Livestock Judging contest involved **323 college students** from across the nation.
- **More than 5,930 exhibitors** participated in the Fair's livestock shows and other competitive events.
- An estimated **61,100 people** enjoyed the return of **15 performances of the State Fair of Texas Rodeo** presented by United Ag & Turf in the historic Fair Park Coliseum, with **679 riders** participating.
- Fairgoers witnessed and helped welcome **64 animals** that were born in the Livestock Birthing Barn.

77TH ANNUAL BIG TEX YOUTH LIVESTOCK AUCTION

- Approximately **2,600 entries** from across the state competed for one of the coveted 604 spots in the 2025 Big Tex Youth Livestock Auction.
- The annual Big Tex Youth Livestock Auction raised a record-breaking **\$2.4 million in scholarships and prizes for Texas youth in 2025.**

YOUTH DEVELOPMENT CONTESTS

- Youth who are passionate about every facet of the agricultural industry – food, byproducts, wildlife conservation, range management, resource conservation, technology, business, and much more, have many opportunities to grow their skills while they are here at the Fair.
- With youth development contests ranging from AgRobotics and Agriculture Mechanics to Job Interviews and Public Speaking, participation included **more than 4,520 students** during the 2025 Fair.

AG AWARENESS DAY

- In collaboration with our partners at Dairy MAX, the State Fair of Texas proudly hosts Ag Awareness Day, a gathering of 4-H, FFA, and FCCLA student leaders from across the state to celebrate Texans and our state's rich agricultural history.
- Supporting our mission, students from across the state participated in a canned food drive followed by a scavenger hunt across the fairgrounds. Approximately **6,650 students, representing 207 chapters** of 4-H, FFA, and FCCLA, participated in the canned food drive.
- **More than 28,500 pounds of food** was collected and donated to the North Texas Food Bank.

BIG TEX'S DISCOVERY FARM

Big Tex's Discovery Farm offers an educational experience through interactive exhibits, as well as live animal displays, including calves, piglets, and hatching chicks. During the Fair, fairgoers can learn about agriculture and its role in our everyday lives – from how farmers and ranchers produce food that feeds the world to how animals are cared for and raised.

FARM AND FORK UNIVERSITY

Cowboy Trey shares his knowledge about the animals in the barns, along with how our food production system works at Farm and Fork University. This daily talk show-style presentation is an educational and enjoyable presentation to show how food in our supermarkets appears, more information on raising livestock, and your role in it all!

LIVESTOCK BIRTHING BARN

A new addition in 2018, the Livestock Birthing Barn, is a unique, educational experience exhibiting the incubation and birthing process of various livestock animals, with 64 births during the 2025 exposition. With agriculture and education as the Fair's foundation, this exhibit highlights the agricultural importance of breeding livestock and its role in our everyday lives.






MILKING PARLOR

Cows from nearby farms are brought to the Fair for an entertaining and educational exhibit of modern milking procedures, available for visitors to view multiple times throughout the 24-day exposition.

GRAND CHAMPIONS ROW

Providing an up-close look at the prize-winning livestock entries, Grand Champions Row displays the Grand Champion steer, barrow, lamb, and goat outside the Briscoe Carpenter Livestock Center following the Big Tex Youth Livestock Auction.

2025 GRAND CHAMPION MARKET SALES INCLUDE:

 STEER \$200,000	 BARROW \$35,000
 LAMB \$31,000	 GOAT \$53,000
 BROILER \$28,000	



EDUCATION



Since education is a core pillar of the State Fair of Texas' mission, there is a conscious effort to continuously weave in educational elements into year-round initiatives as well as our annual 24-day celebration. The Fair is committed to enriching the lives of Texas youth through educational opportunities that empower individuals and strengthen communities. The Fair provides funding, resources, and programming to ensure students from diverse backgrounds have access to the resources needed in their journey to higher education. Prioritizing education not only honors the Fair's legacy but also reflects its belief that knowledge and opportunity are essential to building a brighter future for Texas.

BIG TEX'S FARM DAY AT THE FAIR

Making its return in 2025, the State Fair reinstated Big Tex's Farm Day at the Fair, a two-day event providing students with an immersive, hands-on experience that highlights the essential role of agriculture and environmental stewardship in our lives, families, communities, and economy. Through engaging, interactive learning stations, students explored farming, natural resources, food, nutrition, and animal care. Over the course of the program, approximately 550 local high school and elementary students attended. Some stations that the students rotated through included a dairy classroom and milking parlor hosted by Southwest Dairy Farmers, urban forestry presented by the Texas A&M Forest Service, beekeeping and pollinators, Big Tex Urban Farms, and more.

STUDENT WORKSHOPS WITH BROADWAY DALLAS

The State Fair of Texas has partnered with Broadway Dallas to provide workshops that offer valuable insights into the background and artistic significance of performances at Broadway Dallas. These workshops offer Dallas ISD students a deeper understanding of the themes and creative processes behind the production.

BIG TEX NEXT FEST

Big Tex Next Fest is a one-of-a-kind event that aims to empower high schoolers to build the future they desire while addressing their current needs by exposing them to potential employers and vocational opportunities. In 2025, more than 400 students from DFW-area high schools attended Big Tex Next Fest. The students sit in on informative sessions to learn about various careers from industry leaders and expand their financial literacy.

RACE TO KINDNESS BOOK DRIVE

The State Fair partnered with ThriftBooks, T.R. Hoover Community Development Center, Dallas Mavericks, Class 101, Book Drive for Kids, United and Strong, All Things STEM with Ashley, United to Learn, Mercy Street Kitchen, and Claw Mania for Orion's Race to Kindness Book Fair. Thousands of books were given away to students and residents of the South Dallas community.

STATE FAIR OF TEXAS WORKPLACE TOURS

This special community initiative is part of our ongoing efforts to inspire and educate students by giving them a behind-the-scenes look at the magic that brings the State Fair of Texas to life. Nearly 50 Dallas ISD elementary students attended State Fair workplace tours in 2025.



LAUREN E.
Desoto High School

"My key takeaway from Big Tex Next Fest was it's completely okay to be authentic and still grow, because staying true to yourself doesn't mean staying the same forever. Evolution is a natural part of becoming the healthiest, happiest version of who you really are. You can honor who you've been while still embracing who you're becoming."



BIG TEX SCHOLARSHIP PROGRAM

JUANITA CRAFT SCHOLARSHIP

Honoring the legacy of South Dallas resident and civil rights activist, Juanita Craft, the State Fair of Texas awards multiple \$6,000 scholarships to selected applicants from the following Fair Park-area high schools:

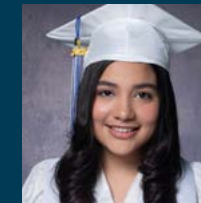
- FRANKLIN D. ROOSEVELT HIGH SCHOOL OF INNOVATION
- IRMA LERMA RANGEL YOUNG WOMEN'S LEADERSHIP SCHOOL
- JAMES MADISON HIGH SCHOOL
- LINCOLN HIGH SCHOOL AND HUMANITIES/COMMUNICATIONS MAGNET
- NORTH DALLAS HIGH SCHOOL
- WOODROW WILSON HIGH SCHOOL

YOUTH LIVESTOCK SCHOLARSHIP

The State Fair of Texas awards \$6,000 scholarships to selected applicants who have competed in specific competitive youth livestock events held at the State Fair. Scholarships are given to applicants who are graduating from a Texas high school, with preference to those enrolling in an agricultural-related or agricultural-benefiting natural science curriculum at a Texas college, university, or accredited trade school.

SEASONAL EMPLOYEE SCHOLARSHIP

Initiated in 2018, the Fair began awarding Seasonal Employee Scholarships each year to seasonal staff members directly employed by the State Fair of Texas or to a dependent child, stepchild, grandchild, step-grandchild, foster, or adopted child of the qualified seasonal employee. This scholarship is available for applicants who plan to attend an accredited two-year or four-year Texas college, university, or accredited trade school. Eligible seasonal staff are those who have completed at least three years of seasonal employment as of January 1 of the current year in which the scholarship is to be awarded and have worked an average of 20 hours a week during the prior Fair.



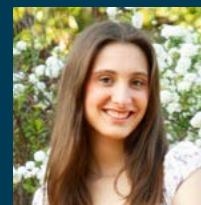
JULIANA MENDOZA
Juanita Craft Scholar
University of Texas - Arlington
Major, Nursing

"It is big achievement to be selected as a 2025 Big Tex Scholar! I am proud of myself for the hard work I have done in my high school career. It will be a reminder that my determination is being recognized. This scholarship will help me with financing for college. It will allow me to stay focused on my goal of graduating from university. It brings me one step closer to making my goal possible."



CALEB ANDERSON
Youth Livestock Scholar
Palo Alto College
Major, Agricultural Education

"I have been attending the State Fair of Texas my entire life, and I've competed in most years. The State Fair has always been a favorite place for my family and me to attend and compete. This scholarship will help ease the financial burden of college. More importantly, it will give me more time to pursue my other passions in agriculture, such as meat judging and agricultural education."



ALLISON TRUSCOTT
Seasonal Employee Scholar
Texas State University
Major, Film & TV

"Being selected as a 2025 Big Tex Scholar will allow me to focus more on school and pursue my passions. I'm interested in working in the TV industry, and being involved with my school's TV station will give me valuable hands-on experience that will help me prepare for my future career."

SCHOLAR AWARDS FAIR

The Big Tex Scholarship Awards Fair was designed to celebrate new scholarship recipients and their accomplishments while recognizing them in a Fair-fun event on the State Fair Midway. More than 200 local scholars, their families, teachers, and administrators from six South Dallas/Fair Park area DISD high schools gathered to celebrate this year's scholars. Attendees enjoyed this free event sponsored by Woodbine Development Corporation by having their caricature drawn, playing Midway games, taking rides on the Top O' Texas Tower, and indulging in Fair foods like Fletcher's® Original Corny Dogs, Smokey John's Bar-B-Que and Home Cooking, State Fair Cotton Candy, Yumi Ice Cream, and so much more.

This event also recognizes State Fair of Texas volunteers who donate their time to the Big Tex Scholarship Program and its scholars. The 2025 Most Valuable Volunteer Award recipients were Leslie Chatman and Gillian Wiley. Acknowledgments were also extended to Kathy Bennett, Bob Hilbun, Robert Rhoads, Susan Roberds, and Emmanuel Ramirez for going above and beyond as volunteers for the Big Tex Scholarship Program. In addition, Irma Lerma Rangel Young Women's Leadership School was awarded for its efforts and dedication to the to the Program and its future scholars.

BIG TEX SCHOLARSHIP PROGRAM PARTNERSHIPS

As a long-standing scholarship program and a branch of the State Fair of Texas nonprofit organization, the Big Tex Scholarship Program is grateful for like-minded institutions willing to invest in the higher education of students across Texas. In 2021, the Big Tex Scholarship Program formed a valuable relationship with the University of Texas at Arlington, where they established a scholarship matching program for Big Tex Scholars. The University of Texas at Arlington was the first institution to partner with the State Fair of Texas in this one-of-a-kind collaboration, matching each \$6,000 scholarship awarded to any Big Tex Scholar who attends their university.

Building on the success of this initiative, Texas Woman's University joined the partnership program in 2025, further expanding opportunities for Big Tex Scholars and strengthening the program's commitment to making higher education more accessible and affordable for Texas students.

SINCE 1992

Over

\$8.4

MILLION

AWARDED IN

JUANITA CRAFT

SCHOLARSHIPS.

MORE THAN

\$11.3MM

AWARDED IN

YOUTH

LIVESTOCK

SCHOLARSHIPS.

TOTAL OF

\$228,000

AWARDED

IN SEASONAL

EMPLOYEE

SCHOLARSHIPS.

◆◆◆◆

\$180,000

Awarded

◆◆◆◆

IN ANCILLARY

SCHOLARSHIPS.

◆◆◆◆

TOTAL OF

\$20,165,000

AWARDED ACROSS

ALL SCHOLARSHIP

OPPORTUNITIES

— AS OF —

2025



COMMUNITY INVOLVEMENT



As a long-standing nonprofit organization and Dallas institution, the State Fair of Texas has a unique appreciation for the local community that makes such a substantial event possible each year. With the goal of having a positive community impact, whether it be through the State Fair of Texas event itself or the work the State Fair does in the community year-round, the State Fair aims to give back through its partnerships with local organizations and initiatives in our community.

Since launching our Community Affairs program in 2016, the State Fair of Texas has invested nearly \$8 million through signature community programs, community giving through grants and sponsorships, as well as other support and resources. This does not include the additional impact and investment made through the State Fair of Texas' Big Tex Urban Farms, Big Tex Scholarship Program, and Agriculture & Livestock programs.

In addition to offering financial resources, the State Fair's Community Affairs Team connects local organizations together to foster community relationships, form partnerships, and develop initiatives that work to continue making a positive impact. Our ability to serve and continue growing our scope of service is strengthened through the support of our fairgoers, volunteers, relationships with like-minded organizations, and the dedication of our entire State Fair team.

The work the State Fair does year-round in the community is made possible through the success of our largest community program and fundraising event – the 24-day State Fair of Texas.



BUILDING CAPACITY OF NONPROFITS

COMMUNITY GIVING THROUGH GRANTS & SPONSORSHIPS

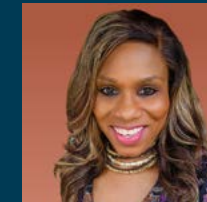
The State Fair of Texas' Community Giving Program offers opportunities for local nonprofits to receive financial support during dedicated cycles throughout the year. In 2025, 142 organizations received more than \$646,500 in project funding through grants and sponsorships. As a neighbor in the South Dallas/Fair Park community, we are committed to supporting nonprofits providing services in this area and understand that these organizations, like ours, depend on year-round generosity from citizens, volunteers, and other organizations. Learn more at BigTex.com/Grants.



2025 STATE FAIR OF TEXAS GRANT & SPONSORSHIP RECIPIENTS:

- | | | | |
|---|---|---|--|
| 3-N-1 Trinity Services | *Cornerstone Career Center | *Healing Hands Ministries, Inc. dba HHM Health | South Dallas Community School dba The King's Academy (TKA) |
| Abide Women's Health Services | Cornerstone Community Development Corporation, Inc. | Healthy Futures of Texas | South Dallas Fair Park Faith Coalition |
| **Advocates for Community Transformation (Act) | Cornerstone Crossroads Academy | *Hearts & Hammers | South Dallas Fair Park Innercity Community Development Corporation |
| Advocate Foundation Inc. dba Dallas Free Press | *COSIGN Foundation | The Hispanic 100 | Spida, Inc. dba Braswell Child Development Center |
| African American Museum Dallas | Crossroads Community Services Dallas Afterschool | Home Point (formerly known as Housing Crisis Center) | St. Anthony Foundation |
| After8toEducate | Dallas Bethlehem Center | Hope Cottage, Inc. | *St. Philip & St. Augustine Catholic Academy |
| After-School Opportunity Lab | Dallas Black Chamber of Commerce | HOPE Farm | St. Philip's School & Community Center |
| All Stars Project of Dallas | Dallas CASA | *Independence Gardens | Stand 4 Sisterhood |
| Alliance for Choice in Education | Dallas College Foundation | Irving Hispanic Chamber of Commerce | Swan Strings |
| The American Boer Goat Foundation | **Dallas Education Foundation | *It's Going To Be OK, Inc. | T.D. Jakes Foundation |
| ARGA NOVA DANCE | Dallas Film Society, Inc. (DIFF) | Jonathan's Place | T.R. Hoover Community Development Corporation |
| Austin Street Center | *Dallas Firefighter's Museum | Jubilee Park & Community Center Corporation | *Teatro Dallas |
| *AVANCE North Texas | *Dallas Holocaust and Human Rights Museum | Let The Beat Build LipGloss for Love | Texas Senior Corps Association |
| Baylor Scott & White Health and Wellness Center | Dallas Innovation Alliance | The Magdalen House | The Senior Source |
| Beacon Hill | Dallas Leadership Foundation | March to the Polls, Inc. | Together We Thrive |
| *Beloved Community Center | Dallas Legacy Mission, Inc. | Mayor's Back to School Fair – The Dallas Foundation | Transition Resource Action Center (TRAC) |
| Big Brothers Big Sisters Lone Star - Greater Dallas | Dallas Prestige Group | Men of Nehemiah | Under 1 Roof |
| *Big Thought | Dallas Youth Council | Mercy Street Mentoring and Leadership Program in South Dallas | Union Development Corporation dba Project Unity |
| Bold Idea, Inc. | Dwell with Dignity | Methodist Health System Foundation | Viola's House |
| Bonton Farms | Equest | Miles of Freedom | Vision For Families |
| Book Drive for Kids | Every Avenue (formerly Incarnation House) | *Modest Muse, Inc. | Vogel Alcove |
| *Born Strong Foundation, Inc. | Excelencia in Education | Network for Teaching Entrepreneurship (NFTE) | VolunteerNow |
| Boys & Girls Clubs of Greater Dallas | First Choice Social Services | New Friends New Life | North Texas Commission Foundation |
| Bridge Steps dba The Bridge Homeless Recovery Center | First Presbyterian Church of Dallas dba The Stewpot | Oak Cliff Empowered, Inc. | One Man's Treasure |
| BridgeBuilders | *Food Foundation dba Hunger Busters | Opportunity for Advancement Fund, Inc. | OurCalling |
| buildingcommunityWORKSHOP | Forest Forward | P4L dba Lemonade Day | *Principal Impact Collaborative at UNT Dallas |
| C5 Youth Foundation of Texas (C5 Texas) | Fort Worth Hispanic Chamber of Commerce | *Redeemed Women | Redemption Bridge |
| Cara Mia Theatre Co. | Foundation Communities | Genesis Women's Shelter and Support | Genesis Women's Shelter and Support |
| CARDBoard Project | Frances Byrd Horn of Plenty Food | Girls Empowerment Network | *Girls, Inc. of Metropolitan Dallas |
| Catch Up & Read, Inc. | Pantry of Mount Olive Lutheran Church | Golden Gate Adult Rehabilitation Ministry | Green Careers Texas |
| *Celebrating Life Foundation | Friends of the Dallas Public Library | Green Careers Texas | |
| Child Protective Services Community Partners, Inc. dba Community Partners of Dallas | *Frontiers of Flight Museum | | |
| Chris Howell Foundation | **GDHCC Growth Foundation | | |
| Citizens' Committee to Save Our Children, Inc. | Genesis Women's Shelter and Support | | |
| Compudopt | Girls Empowerment Network | | |
| *The Community Coding Project | *Girls, Inc. of Metropolitan Dallas | | |
| The Concilio | Golden Gate Adult Rehabilitation Ministry | | |
| | Green Careers Texas | | |

*Denotes a first-time State Fair of Texas grant recipient. **Received a grant and a sponsorship from the State Fair of Texas.



SYLVIA POWERS

Founder and Executive Director, Celebrating Life Foundation

"The grant allowed us to expand our Pink Spoon Project to serve breast cancer survivors in the southern sector of Dallas, as we provided essential services, including grocery assistance, utilities, financial assistance, and transportation support to individuals actively undergoing treatment. Because of the State Fair of Texas, we developed partnerships with community organizations that will help expand our education and outreach efforts to make a greater impact in early detection for women dealing with breast cancer."



MEAGAN BOLTON

KERA Family Engagement Specialist

“This was an incredibly eye-opening, information-filled event! There are so many people who want to do good for other people, and it was heartwarming and inspiring to hear about all of the organizations that are out in the community doing good for others. As Mr. Rogers’s mother famously said, ‘Look for the helpers. You will always find people who are helping.’”



LESLIE PAOLA

Big Tex Community Engagement Day Attendee

“This was my first time attending Big Tex Community Engagement Day at the State Fair, and it was such a wonderful experience. I truly valued the opportunity to connect with other organizations and learn about the incredible work being done across our community. It was inspiring to network with so many passionate individuals dedicated to creating positive change. I’m grateful for the opportunity and look forward to participating again in the future.”



BIG TEX COMMUNITY ENGAGEMENT DAY

Big Tex Community Engagement Day luncheons and events are hosted annually by the Fair, with the goal of bringing South Dallas nonprofits together to share resources and build their social capital. In 2025, Community Engagement Day returned with great success, drawing over 900 attendees across three sessions, with more than 400 joining us during the Fair to learn and network with like-minded community members. Keynote speaker, Senator Royce West, discussed how recent legislative developments are shaping the future and how the latest policy changes will impact our community.

PASTORS LUNCHEON

The 2025 Pastors Luncheon hosted more than 300 faith leaders and community partners on October 2 during the State Fair of Texas. This event was designed to create an environment to celebrate congregations and invite clergy and community leaders alike to fellowship.

JUANITA CRAFT HUMANITARIAN AWARDS

Presented for the eighth time during the 2025 State Fair of Texas, the Juanita Craft Humanitarian Awards was created to honor Mrs. Craft’s legacy as an influential activist during the civil rights movement and the crucial role she played in integrating the State Fair of Texas among other universities, restaurants, and theaters around Dallas. Hosted by the State Fair of Texas and the Friends of the Juanita J. Craft Civil Rights House & Museum, the 2025 ceremony recognized past, present, and future leaders who are following in Mrs. Craft’s footsteps, as well as presented awards to individuals who have made an impact on civil rights in the City of Dallas. The 2025 recipients include Raymond Cardona (Spark Award), Tiffany Clark (Catalyst Award), J. Reid Porter (Visionary Award), and Kristi Lichtenberg (Legacy Award).



JUANITA CRAFT
♦ HUMANITARIAN AWARDS ♦



TIFFANY CLARK

2025 Juanita Craft Humanitarian Award Winner

“Receiving the Juanita Craft Humanitarian Catalyst Award in 2025 was both humbling and affirming. It

reminded me that even in the moments when I feel tired and stretched thin as a public servant, the work does not go unnoticed and more importantly, it still matters. Juanita Craft led with intention, creating opportunities and opening doors for others long before it was comfortable or popular to do so. That legacy challenges me. It pushes me. It fuels me. Because when people say I’m ‘doing too much,’ I’ve learned that it likely means I’m still not doing enough to truly reach and educate the next generation. This award deepened my commitment to show up authentically and use my voice especially when it challenges others or creates discomfort to those who want us to remain voiceless. The work must continue, and now more than ever, we need the spirit of Juanita Craft to guide us into spaces we were never expected to occupy. If being first is what it takes to create change, then I will continue to step forward boldly and unapologetically.”



KRISTI LICHTENBERG

Executive Director, Cornerstone Crossroads Academy

2025 Juanita Craft Humanitarian Award Winner

“Receiving the Legacy Award was a deeply meaningful experience and a powerful reminder of the legacy we are called to carry forward. Juanita Craft’s leadership in advancing civil rights in Dallas—through grassroots organizing, civic engagement, and a steadfast commitment to justice—continues to shape the path for those of us working in our communities today. Being in a room with fellow nonprofit leaders, all dedicated to strengthening our city, was both energizing and encouraging. I was especially moved by City Manager Tolbert’s remarks, and by learning that Senator Royce West attended the historic Phillis Wheatley School—now home to Cornerstone Crossroads Academy. That connection underscored the enduring impact of this work and deepened my commitment to invest in the next generation of leaders in Dallas.”



DAVE CHAOS

Station Manager - KNON 89.3 FM Dallas/Fort Worth

“KNON was honored to be chosen as the recipient of toys collected at the 2025 State Fair Cares Holiday Event and Benefit. We gave away the toys at our Annual Toy Giveaway at RL’s Blues Palace, just down the street from the Fair

Park. On behalf of KNON, our partner organization in the giveaway, The Larry Tutson Junior Foundation, and all of those smiling children who received the toys, thank you.”

STATE FAIR CARES

NORTH TEXAS FOOD BANK

Through annual discount day programs like the “Feed the Need” campaign, fairgoers brought canned goods in exchange for discounted admission. During the run of the 2025 Fair, nearly 450 Fair volunteers collected more than 153,000 pounds of canned food items at State Fair gates, which equated to more than 127,000 meals for the North Texas Food Bank to serve the community in the fall of 2025.

STATE FAIR CARES FOOD DRIVE

Taking place the day after the Fair concludes, State Fair Cares partners with concessionaires and vendors to collect any leftover food to be donated to local food pantries and shelters. The 2025 food drive collected donations from 26 vendors, representing nearly 100 booths throughout the fairgrounds. Donations were divided up and shared amongst 10 South Dallas/Fair Park area organizations. These organizations included: Aunt Bette’s Community Pantry at St. Philip’s, Cornerstone Community Kitchen, Dallas Bethlehem Center, Empowering the Masses, Inspired Vision Compassion Center, Jubilee Park Community Center, Our Calling, St. Paul United Methodist Church, T.R. Hoover Community Development Corporation, and The Well Recovery Center.

STATE FAIR CARES HOLIDAY EVENT AND BENEFIT

The eighth annual State Fair Cares Holiday Event and Benefit joined together State Fair food and beverage vendors, related third-party vendors, State Fair full-time staff, and members of the State Fair of Texas Board to celebrate the start of the holiday season and donate items to the KNON 89.3 FM Toy Drive, benefiting the Larry Tutson Jr. Foundation. KNON 89.3 FM is a nonprofit, listener-supported community radio station powered by an all-volunteer team of DJs. Broadcasting 24/7, KNON offers diverse programming across genres rarely heard elsewhere—ranging from Gospel and Blues to Tejano, Reggae, and more—creating true CommUNITY radio for North Texas. The Larry Tutson Jr. Foundation is a volunteer-run nonprofit organization dedicated to helping children and families in need. It supports communities by awarding academic scholarships, hosting an annual toy drive, donating school supplies, and assisting elderly and low-income families. To support them best, the Fair asked attendees to bring toys for all ages or cash donations.



BIG TEX BUSINESS MASTERCLASS

ECONOMIC DEVELOPMENT

The Big Tex Business Masterclass returned in 2025 with 27 participating vendors and 13 partners. Of the 27 vendors, 19 graduated from the program successfully. Fairs, festivals, and expositions are a significant contributor to the hospitality and tourism industry, and for many small business owners in the Southern Sector, these events can be a great opportunity to generate revenue. The Big Tex Business Masterclass was created to offer local entrepreneurs a dynamic education series through guidance from the State Fair of Texas along with our partnerships and collaborations with organizations like the City of Dallas, ClearChoice Financial Group Inc., Comerica Bank, Frost Bank, Harmony Bank, Pristine Systems, SBA, SBDC of North Texas, SCORE Dallas, Texas Department of Agriculture, The Texas Mezzanine Fund, Vista Bank, and Wells Fargo.

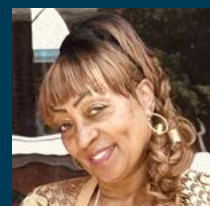


KERTRINA DAUWAY

You Can Live Again Sea Moss Store & Bar

“Being accepted into the Masterclass was truly a life-changing experience, as it provided an opportunity to learn

from some of the best in business development and strategy. It was clear that a great deal of intentional thought and planning went into the program, ensuring that every attendee walked away more knowledgeable, equipped, and empowered. The level of structure and strategic guidance expanded my perspective and strengthened my approach to business and execution. Experiences like this don’t just teach you—they refine you, and I am truly grateful for the impact it has made on my journey.”



DEVERLY ORUPABO

Shaved Ice & More

“The Big Tex Business Masterclass was a truly transformative experience — a defining moment in my career that shifted the way I think and set up a

course for sustained success. The unwavering support from the State Fair of Texas team, coupled with guidance from the industry experts and the camaraderie of fellow entrepreneurs, elevated this experience beyond a program. It became a catalyst that gave me deep practical mastery in branding, financial strategy, and the complex rhythm of daily operations. These lessons are now the backbone of my business, and I urge any serious entrepreneur to seize this opportunity—this is where real lasting impact begins!”

FUNDRAISING EVENTS

In addition to our annual State Fair of Texas exposition, we host several other fundraising events throughout the year, with all donations from each going directly to the Big Tex Youth Livestock Auction and Scholarship Programs. The Fair’s scholarship program benefits students who have competed in youth livestock events at the State Fair, students attending six DISD high schools in the Fair Park area, and seasonal employees of the State Fair of Texas or their dependents. Through the Big Tex Youth Livestock Auction and Scholarship Programs, the State Fair has awarded more than \$25.3 million in auction awards and new college scholarships since 2018.

THE CULMINATION OF THE STATE FAIR’S ANNUAL FUNDRAISING EFFORTS IS THE BIG TEX YOUTH LIVESTOCK AUCTION. COMBINED WITH THE COLLECTIVE FUNDS RAISED THROUGH THE FAIR’S ADDITIONAL FUNDRAISING EVENTS, MORE THAN

★ **\$2.4 MILLION** ★
WAS RAISED FOR TEXAS STUDENTS IN 2025.

FOR MORE INFORMATION ON OUR FUNDRAISING OPPORTUNITIES AND TO GET INVOLVED, PLEASE VISIT BIGTEX.COM/GET-INVOLVED/EVENTS.



BIG TEX CLAY SHOOT CLASSIC

- The Annual Big Tex Clay Shoot Classic was held at the Dallas Gun Club, with all donations going directly to the Big Tex Youth Livestock Auction and Scholarship Programs. This event was chaired by David Osborne, Chris Wright, and John Riggins.
- The 2025 event raised a record \$325,690 with approximately 545 participants competing.

BIG TEX GOLF CLASSIC

- The 15th Annual Big Tex Golf Classic was held at Fair Park-adjacent Tenison Highlands, with all donations going directly to the Big Tex Youth Livestock Auction and Scholarship Programs. This event was chaired by Caleb Robinson with Robinson Growth Partners, Joshua Furrh with Silver Fox Resources, and Zack Lamp with HKS.
- The 2025 event raised \$207,124 and had 236 golfers participating on 58 teams.



➔ **HARPER HALE** from Miami FFA sold her Grand Champion Market Steer to a longtime State Fair donor and the Big Tex Champion Club for a record-breaking \$200,000.

STATE FAIR SADDLE UP

- The first State Fair Saddle Up fundraising event benefiting Texas students kicked off in 2025 on September 10. The event was hosted by the Big Tex Champion Club and chaired by Robert and Stephani Walne, along with Honorary Chairs Grant and Courtney Pruitt. All funds raised went to the Big Tex Youth Livestock Auction and Scholarship Programs.
- The 2025 event raised a record-breaking \$192,120.

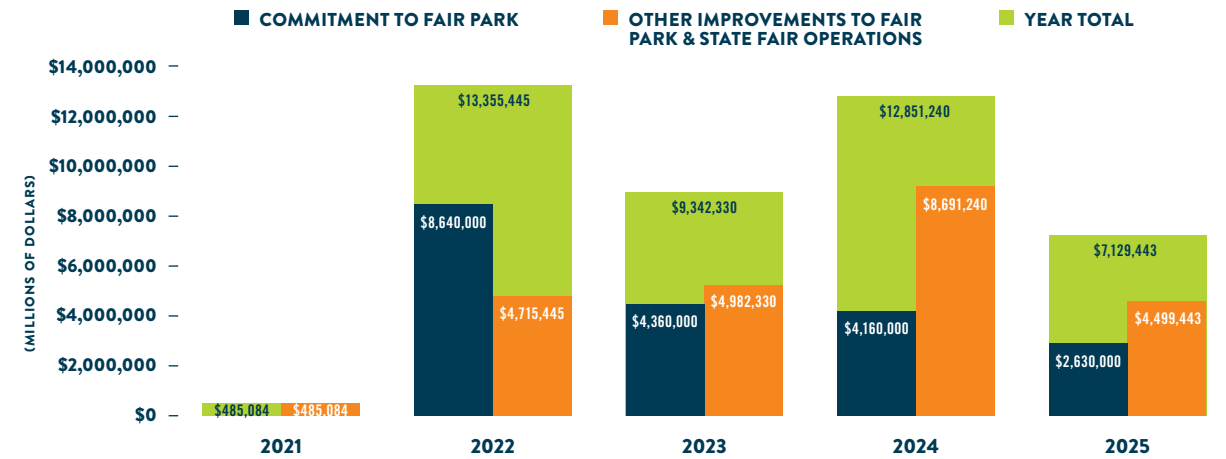
BIG TEX YOUTH LIVESTOCK AUCTION

- As one of the culminating events for the Fair’s scholarship program every year, the Big Tex Youth Livestock Auction pools efforts from annual fundraisers like the Big Tex Clay Shoot, Big Tex Golf Classic, and State Fair Saddle Up to invest in Texas youth.
- The 2025 auction and special fundraising events raised more than \$1.5 million in premium awards and scholarships.





FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS



SUPPORT OF FAIR PARK

Since the establishment of the State Fair of Texas in 1886, the Fair has hosted its premier event of the year in the location now known as Fair Park. After serving as the State Fair's official home for a century, Fair Park was officially designated as a National Historic Landmark in 1986 because of its historical significance. With 139 years of shared history, the State Fair has maintained a deep-rooted connection to Fair Park and continues to call it home.

Each year, the net proceeds from the Fair are reinvested in Fair Park, in the form of capital improvements, given as scholarships to deserving students throughout the state of Texas, used to support the Fair Park museum facilities and community outreach programs, and used to improve the State Fair's operation.

A portion of the Fair's revenue is reinvested in Fair Park going towards the upkeep and maintenance of the Fair's home – Fair Park's historic buildings and facilities, as well as the iconic Cotton Bowl Stadium. Throughout the years, the State Fair has contributed tens of millions

of dollars toward such improvements, in addition to making financial donations to support Fair Park museum programming. From its longtime devotion to Fair Park, to its lasting dedication to fairgoers, the State Fair considers tradition an essential component of its organization.

The State Fair of Texas is a 501(c)(3) nonprofit organization and does not receive any government funding or support. Our nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event. As a nonprofit organization, the Fair serves as an advocate for the community through its commitment to preserving Fair Park and continuing to build upon its legacy as a National Historic Landmark.

The Fair's ability to provide funds to improve Fair Park is a direct result of the success of its annual event. The chart on the following pages illustrates the investment made in our home throughout the years.

HIGHLIGHTS

More than
\$7.1
MILLION
 IN 2025 TO SUPPORT PROJECTS IN FAIR PARK AND TOWARD THE IMPROVEMENT OF STATE FAIR OPERATIONS.
 ★ ★ ★ ★ ★ ★ ★ ★

THE STATE FAIR SUPPORTS OTHER FAIR PARK CULTURAL ORGANIZATIONS AND FACILITIES:

More than
\$190,000
 DISTRIBUTED IN 2025.

More than
\$44 MILLION
 DISTRIBUTED FOR FAIR PARK AND STATE FAIR OPERATIONS OVER THE PAST FIVE YEARS.



2025

STATE FAIR OF TEXAS ★★ ★

The 2025 State Fair of Texas, themed “Texas Shines Bright” highlighted our Texas-sized ambassador in the center of it all – Big Tex. A beloved icon to Texans far and wide, Big Tex has stood proud and tall in the heart of the Most Texan Place on Earth: The State Fair of Texas. From the heel of his boot to the tip of his hat, he stands at 55 feet tall, but in our minds, he looms larger than life. A giant cowboy with an even bigger heart, he embodies everything admirable about the Lone Star State and its residents. With a friendly smile, a genuine wave, and a hospitable catchphrase – “Howdy, folks!” – Big Tex is a beacon of goodwill and resilience. Big Tex is a gentle giant, one who inspires us all to be kind, have fun, and show the world what it means to truly be Texan.

THE 2025 STATE FAIR OF TEXAS

The 2025 State Fair of Texas was undoubtedly one to remember. The annual event brought people from all walks of life together – from iconic State Fair traditions to new innovative additions, fairgoers alike enjoyed their visit to the State Fair. The State Fair of Texas welcomed more than 2.02 million people through the gates during its 24-day run. The annual exposition once again served up a wide variety of music acts, creative fair food concoctions, and brought new family-friendly shows and attractions to the table, giving

fairgoers several opportunities to return to their fan favorites or try something new. Through the continuous support from our fairgoers, the annual State Fair of Texas continues to be our largest community program and fundraiser of the year, allowing us to give back to our community and remain steadfast in our mission of promoting agriculture, education, and community involvement.

2025 FAIR ATTENDANCE

FAIR DAY	DAY	DATE	DAILY ATTENDANCE
1	Friday	September 26	79,750
2	Saturday	September 27	134,265
3	Sunday	September 28	64,652
4	Monday	September 29	47,585
5	Tuesday	September 30	50,798
6	Wednesday	October 1	44,797
☀	Thursday	October 2	61,032
☀	Friday	October 3	65,382
9	Saturday	October 4	91,544
10	Sunday	October 5	74,300
☀	Monday	October 6	45,604
☀	Tuesday	October 7	58,294
☀	Wednesday	October 8	55,330
14	Thursday	October 9	81,320
15	Friday	October 10	94,292
16	Saturday	October 11	193,960
☀	Sunday	October 12	96,116
18	Monday	October 13	97,218
19	Tuesday	October 14	101,703
20	Wednesday	October 15	67,723
21	Thursday	October 16	105,251
22	Friday	October 17	90,310
☁	Saturday	October 18	110,153
24	Sunday	October 19	108,685
		TOTAL	2,020,064

☀ Sun denotes Fair days with a temperature of 90 degrees Fahrenheit or hotter.
☁ Cloud denotes Fair days with rain.



2025 KEY INITIATIVES

As an organization that strives for excellence in all areas, the Fair is committed to preserving historic traditions while seeking opportunities to continuously progress. The five key areas of brand experience initiatives include **safety and security, cleanliness, landscaping, family-friendly entertainment, and Texantude (customer service)**. The following list is an overview of the key projects the Fair focused on during the 2025 season.

- Collaboration between the Fair and key concessionaires provided **several new soft space opportunities** for fairgoers to enjoy tasty treats. Stiffler's Rodeo Lounge, nestled outside the Coliseum, provided guests with a cozy western area to sit back, relax, and watch live sports or listen to the rodeo programming. Rousso's Fat Bacon, adjacent to the Children's Aquarium, provided ample shade and comfort during the day, and a perfect spot to watch the nightly parade.
- In addition to creating new soft spaces, the expanded Hans Mueller tent brought vivacious Bavarian-themed dining and **increased visibility** to the area next to the Chevrolet Main Stage.
- **Levi's® Denim Club**, the State Fair's fourth live music stage, featured a rotating lineup of musicians close to the Fair playing singer-songwriter sets nightly.
- **Enhanced wayfinding** was devised and implemented this year to maximize the longevity of the signage.
- **Increased signage and fencing efforts** eased the ingress and egress process of sports fans entering Cotton Bowl Stadium.
- In addition to the year-round beautification, the Fair-time landscaping program **implemented standardized planting** to bring more consistency and color to the flowerpots throughout the grounds.
- **A brand-new fountain system and landscaping bed** were installed at the foot of the Texas Skyway, beautifying the area and enhancing the rider experience.
- As part of the **nearly \$4.5 million in improvements** to Fair Park & State Fair Operations, the following projects were completed: upgrades to livestock facilities, lighting and paving upgrades across Fair Park, electrical and plumbing upgrades on Grand Avenue, Coliseum, Nimitz, and in the Magnolia Beer Garden, and HVAC replacements in the Tower Building.

FUN FOR THE WHOLE FAMILY

The Fair offers a world of entertainment and activities to fairgoers, with all daily shows and exhibits included in the price of admission. On any given day, there are hundreds of activities and shows to enjoy. The fun continues when the sun goes down and the stars at night are big and bright – the Drive Like a Texan Starlight Parade, Mattress Firm Illumination Sensation, and live music fill the Fair's skyline with light, sound, and color.

THE DRIVE LIKE A TEXAN® STARLIGHT PARADE

FEATURED BRAND-NEW FLOATS THAT ILLUMINATED THE FAIRGROUNDS EACH NIGHT, WITH MORE THAN

70 Volunteers & 1,000 Riders

ADORNING THE FLOATS DURING THE 24 PROCESSIONS.

MORE THAN 148,300 FANS

WERE IN ATTENDANCE FOR THE 100TH ANNIVERSARY OF THE STATE FAIR CLASSIC AND THE 96TH YEAR OF THE ALLSTATE® RED RIVER RIVALRY AT THE NEWLY RENOVATED HISTORIC **COTTON BOWL® STADIUM** DURING THE FAIR.

GROUNDBREAKING
THE FIRST PROFESSIONAL WOMEN'S SOCCER GAME TO BE PLAYED AT THE FAIR WAS

The State Fair Clásico

BETWEEN DALLAS TRINITY FC AND CLUB AMÉRICA FEMENIL WITH A RECORD

★★★★★ **22,838 FANS** ★★★★★

MAKING FOR THE LARGEST CROWD EVER TO ATTEND A LIVE PRO WOMEN'S SPORTING EVENT IN TEXAS.

DURING HISPANIC HERITAGE MONTH,

ENTERTAINMENT OFFERINGS LIKE **MUNDO LATINO, FIESTA DE MARIONETAS, AND THE LIVE MUSIC LINEUP** CELEBRATED VIBRANT TRADITIONS OF HISPANIC CULTURE.

THROUGHOUT THE 24 DAYS OF THE FAIR,

3,077
ACTIVITIES

HAPPENED ACROSS THE FAIRGROUNDS, INCLUDING SHOWS LIKE USA BREAKDANCERS, HER MAJESTY'S SECRET CIRCUS, LIVE MUSIC, SHOWS, AND MORE.

CREATIVE ARTS

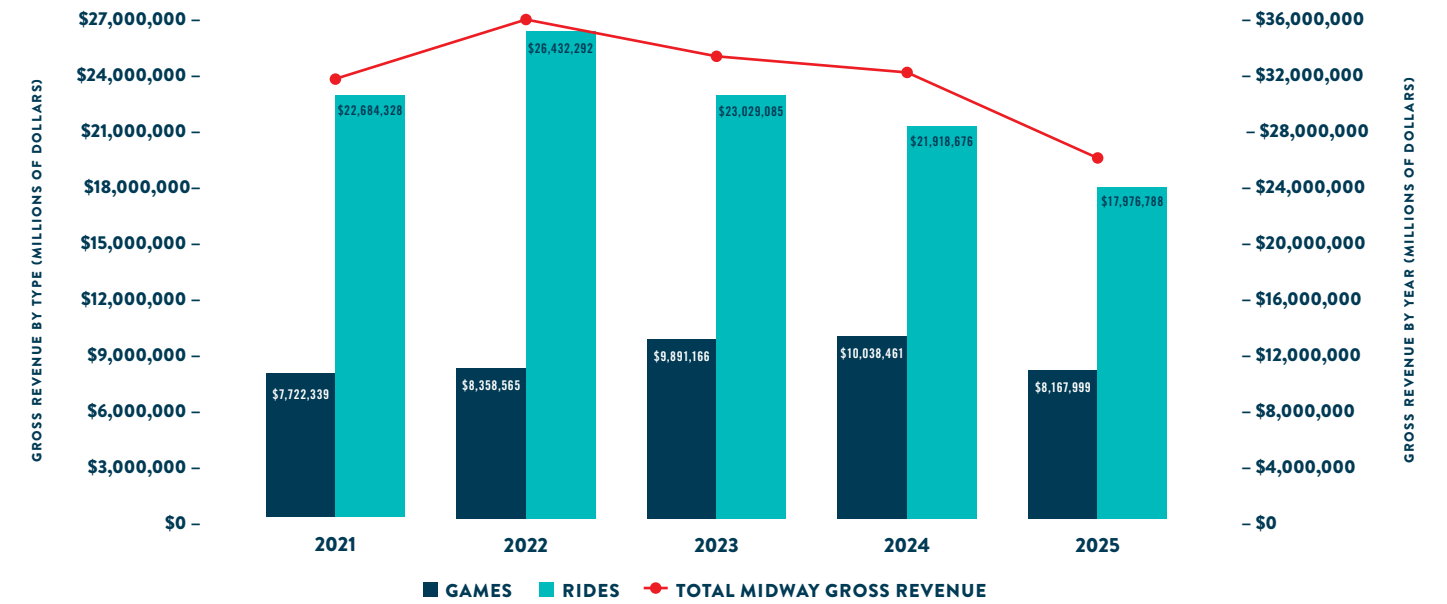
With more than 1,100 contest categories, including photography, canning, art, sewing, and cooking, the State Fair's Creative Arts competitions provide people of all ages a place to showcase their creative skills. The opportunities to win a coveted blue ribbon are endless – and they don't just start on Opening Day. In addition to the virtual and pre-Fair participation opportunities, there are cooking contests throughout the run of the Fair. In 2025, community members got crafty with over 12,320 entries in the Fair's Creative Arts competitions and approximately 6,000 ribbons were awarded to folks celebrating their creativity this year. Additionally, Battle for the Blue Ribbons, the State Fair's spring cooking competition, returned for a third year. Consisting of three of the Fair's most popular Creative Arts cooking contests: Cookies, Cakes, and Pies, home cooks of all ages battled head-to-head over one weekend in April. All blue-ribbon winners from the three contests were invited to compete in "Best of Show-Down" in the Competition Kitchen, sponsored by NewsNation, during the Fair. Overall, the 2025 State Fair cooking contests featured over 3,800 participants from across the state.





JEFF & BRIDGET BOSSMAN
JBS Concessions
Winner of 2025 Best in Show

"I have always been fond of the saying "if you build, they will come." As a participant in the great State Fair of Texas for over 30 years, I have been able to see midway operations build and it has come a long way — All top-notch operations in both rides and games. Even though the 2025 Fair wasn't a record-breaking year, I see the future looking bright with quality entertainment in a family-friendly environment. Let's build as we look forward to the 2026 State Fair of Texas. Thank you for all the memorable years!"



FAIR-TIME SPORTS

More than 148,300 fans were in attendance for the 100th anniversary of the State Fair Classic and the 96th year of the Allstate® Red River Rivalry at the historic Cotton Bowl® Stadium during the 2025 State Fair of Texas. In addition, the matchup between Dallas Trinity FC and Club América Femenil during the inaugural State Fair Clásico on the last Saturday of the 2025 State Fair of Texas brought in 22,838 fans, setting a record for the largest crowd for a pro women's sporting event in Texas.

STATE FAIR CLASSIC

PRAIRIE VIEW A&M UNIVERSITY

28

GRAMBLING STATE UNIVERSITY

13

ALLSTATE® RED RIVER RIVALRY

UNIVERSITY OF TEXAS

23

UNIVERSITY OF OKLAHOMA

6

STATE FAIR CLÁSICO

CLUB AMÉRICA FEMENIL

3

DALLAS TRINITY FC

1

LIVE MUSIC

With live music as one of our cornerstones, we take pride in filling our 24-day run with a wide variety of musical acts. Four stages across the fairgrounds offer daily performances of country, pop, soul, jazz, mariachi, and more, all included in the price of admission. Launched in 2019, the Lone Star Music Series features all Texan acts on stages, showcasing the best the state has to offer. During its sixth year, the Lone Star Music Series showcased more than 70 Dallas-Fort Worth-based live music groups and stand-up comedians on the Fair's free Bud Light Stage and Bank of Texas Stage. In addition, free headliner concerts were once again held on the Chevrolet Main Stage, with TLC, Village People, Paul Wall, and Cold War Kids drawing the largest crowds.

MIDWAY

The State Fair Midway offers 24 days of fun and thrills, with rides and games that are sure to excite fairgoers of all ages. Undergoing annual reassessments of space, rides, and game offerings, our operations team has developed a formula for measuring year-over-year growth in excitement and revenue. The State Fair of Texas operates an independent Midway, meaning we book a collection of small businesses to operate all rides and games. In 2025, our Midway was comprised of 13 game operators and 25 ride owners. This year, more than 400,000 plush prizes, valued at over \$1.6 million, were won on the State Fair Midway.

The State Fair of Texas strives for an exceptional guest experience, especially when it comes to the millions who spend their time on the State Fair Midway. In 2023, the State Fair made the decision to retire Big Tex Game Cards. This change allows guests to use a single source of currency, thus simplifying their visit to the Most Texan Place on Earth. As always, coupons from previous Fairs are valid any year.



SHOPPING

The State Fair of Texas housed 204 exhibitors in approximately 400,000 square feet of indoor and outdoor commercial exhibit space during the 2025 Fair. A trip to the State Fair offers countless opportunities to find amazing deals and specials on a wide range of products. With 12 dedicated shopping locations around the park, visitors have no trouble finding the perfect gift or keepsake to take home as their own piece of the Fair. Because it's the State Fair of Texas, retailers and exhibitors offer Texas-sized savings on everything from jewelry and tools, to mattresses and farm equipment.

This year, the Fair welcomed 25 new shopping booths to its diverse lineup of exhibitors.



RYAN RICKEY
Owner of Rickey's Jerky

"The State Fair of Texas is one of the most professionally run events we participate in, offering small businesses meaningful exposure, strong support, and the opportunity to scale in front of a massive, engaged audience."



TEXAS AUTO SHOW

SHIFTING GEARS SINCE 1913

There are auto shows – and then there’s the Texas Auto Show (TXAS). For more than 100 years, the Texas Auto Show has thrilled millions of visitors through its innovative exhibits and unique atmosphere on the State Fair of Texas grounds. Between the two massive indoor spaces and the Truck Zone, fairgoers had direct access to everything from high-power sport to rugged trucks that blur the lines between

heavy-duty and high-end. Whether guests are die-hard car fanatics or just like to look around at the newest models, the Texas Auto Show is the ultimate destination for all things auto.

In 2025, nearly 235 vehicles and eight golf carts were showcased.

LEARN MORE

[TEXASAUTOSHOW.BIGTEX.COM](https://www.texasautoshow.bigtex.com)

#TXAUTOSHOW

@TEXASAUTOSHOW



MARKETING AND MEDIA IMPACT

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 continued to have a major media footprint in 2025.

Our marketing communications and public relations plans are a combination of partnership marketing with various sponsors, paid placement, earned media coverage, direct mail and printed collateral, and utilization of State Fair channels – BigTex.com, email, and social media.

2025 MARKETING & PR METRICS

37,019

TOTAL EARNED MEDIA MENTIONS*



MORE THAN

\$860



MILLION



AD EQUIVALENCY*



MORE THAN

134.8 BILLION

AGGREGATE READERSHIP*

532 PLACEMENTS OF INTEGRATED PRINT AND INTERACTIVE ADS WITH

34,056,613

IMPRESSIONS

*ACCORDING TO CISON AND ALLEARS.



2,902,755

PIECES OF PRINTED COLLATERAL

973

BROADCAST TV SPOTS ACROSS 9 STATIONS IN THE DFW MARKET (ENGLISH & SPANISH)



7,650

RADIO SPOTS



21.39%

INCREASE IN # OF EMAILS SENT

EMAIL DATABASE GREW BY 7.18%

26,383,744

EMAILS

SENT TO A YEAR-END AUDIENCE OF **975,022**

CONTINUED ENHANCEMENTS OF BIGTEX.COM TO IMPROVE CUSTOMER EXPERIENCE

REACH OF

2,928,954

33,099,797

WEBSITE-TRIGGERED EVENTS

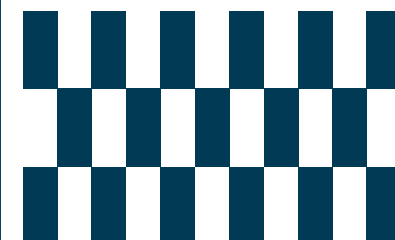


2,083+

POSTS/STORIES ON FACEBOOK, INSTAGRAM, X (FKA TWITTER), TIKTOK, THREADS, AND LINKEDIN GARNERING

177 MILLION

SOCIAL MEDIA IMPRESSIONS DURING THE FAIR'S PROMOTIONAL WINDOW





NEW AT THE FAIR IN 2025



The State Fair of Texas welcomed two new thrilling rides to the Midway this year. Towering at over 177 feet tall, the **Thunderbird** gave riders a thrilling view of the Midway from one of the tallest vantage points on the fairgrounds. In addition, the **Defender** was a high-impact propeller ride that dazzled riders with its fast action movements and LED light show.



Dallas Trinity FC faced off against legendary international organization Club América Femenil, bridging two vibrant soccer cultures at Cotton Bowl Stadium on the last Saturday of the Fair at the inaugural **State Fair Clásico**. This high-profile friendly competition marked a major milestone for both Dallas Trinity FC and the State Fair of Texas, as both continue to grow their presence locally and internationally. The matchup brought in 22,838 fans, setting a record for the largest crowd for a pro women's sporting event in Texas.

2025 COVERAGE HIGHLIGHTS

The State Fair of Texas was talked about worldwide through a variety of mediums. The Fair was a daily highlight in traditional news and radio broadcasts, as well as starring in TV shows and documentaries. This page lists only a snapshot of the local, national, and global exposure that we received in 2025.



LOCAL & STATEWIDE

AUSTIN AMERICAN STATESMAN
CBS 11
CRAVEDFW
CULTUREMAP
CUMULUS RADIO
CW33
DALLAS BUSINESS JOURNAL
D MAGAZINE
DALLAS MORNING NEWS
DALLAS OBSERVER
FORT WORTH STAR-TELEGRAM
FOX 4
GOOD MORNING TEXAS
HOUSTON CHRONICLE
IHEARTRADIO
KERA NEWS
KRLD AM
KCEN NBC - WACO

KENS CBS - SAN ANTONIO
KHOU CBS - HOUSTON
KTEN NBC - TEXOMA
KTEK - TYLER
KTXA
KVUE ABC - AUSTIN
KWES NBC - MIDLAND, ODESSA
KXAN NBC - AUSTIN
NBC 5
SPECTRUM NEWS
TELEMUNDO
TEXAS METRO NEWS
TEXAS MONTHLY
UNIVISION
VISIT DALLAS
WBAP/KLIF NEWS
WFAA

NATIONAL & INTERNATIONAL

247SPORTS
BUSINESS INSIDER
BUZZFEED
ACC NETWORK
AMUSEMENT TODAY
THE ATHLETIC
CARNIVAL WAREHOUSE
CBS NEWS
COOKING CHANNEL
CTV
E! NEWS
ESPN
ESPN RADIO
ESPNU
FOX BUSINESS
FOX SPORTS
MORNING BREW
MSN SPORTS

NEWSNATION
SEC NETWORK
SESAME STREET
SPORTS ILLUSTRATED
T-SPAN
USA TODAY
THE WEATHER CHANNEL
YAHOO! SPORTS
YAHOO! US, CANADA, AUSTRALIA, AND UK



Making its debut at the 2025 State Fair of Texas, **The Black Academy of Arts and Letters (TBAAL)** proudly presented **Jazz at the Fair**—a vibrant celebration of jazz featuring exceptional talent, smooth rhythms, and soulful vibes. In addition to live music, TBAAL hosted a day of educational and cultural programming.



The Fringe Stage, sponsored by Samsung, gained two new acts. Combining traditional high-energy breakdancing with their signature comedic stylings, fairgoers witnessed an unforgettable fusion of slick moves and laugh-out-loud moments with the **USA Breakdancers**. In addition, fairgoers were in awe of Agents Honeymoon and Butterfly in their ridiculous action suits, as they performed an amazing and hilarious spy-fi experience in **Her Majesty's Secret Circus**.



New this year, in partnership with our friends at Levi's®, a brand-new live music experience at the **Levi's Denim Club** in the Magnolia Beer Garden took place each night of the State Fair of Texas.



The State Fair of Texas launched its **2025 official merchandise** line, blending timeless tradition with fresh collaborations. The collection included apparel for adults and kids, home goods, and limited-edition keepsakes, with beloved brands such as Kitty Keller Designs and True Brvnd.





STEWARDSHIP



As a 501(c)(3) nonprofit organization, our nonprofit purpose is funded through the proceeds from our annual State Fair of Texas event. We are committed to operating in a fiscally conscious manner and ensuring our workplace is representative of all of Texas, and we aim to reinforce our transparency in this commitment through the production of our annual report. As a historic institution rooted in a historic landmark, we practice responsible stewardship by investing in the Fair product, our Fair Park home, our State Fair team, and our community, to ensure that our home and surrounding neighborhood will continue to thrive with the State Fair of Texas for future generations. Every year, a summary of our audited financial statements can be found on our website at [BigTex.com/About-Us/Financial-Highlights](https://www.bigtex.com/About-Us/Financial-Highlights).

STATE FAIR CULTURE

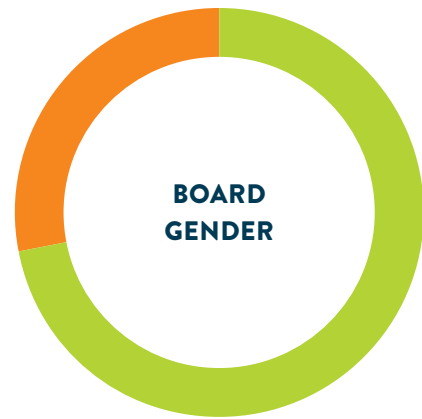
As a nonprofit, we are committed to creating a fun and family-friendly atmosphere for our hardworking team, just as we do for the guests we serve. We believe that a positive and supportive environment empowers our staff to do their best work. Our organizational culture ensures that all employees feel valued, represented, and welcome, with their ideas and perspectives considered and their contributions recognized. This fosters a sense of empowerment and confidence that propels our team forward, both personally and professionally. While we embrace a culture of celebration and connection, we remain deeply focused on our mission, ensuring every effort aligns with our purpose and values. We continually explore ways to integrate these principles into every aspect of our operations, striving to create a workplace where everyone is respected, included, and motivated to contribute to our shared goals and lasting impact in the community.

COMPANY INITIATIVES

- In 2023, the State Fair implemented a set of **core values**, which are used as a guiding light for all Tex Team members. In true State Fair fashion, the acronym for these core values spells out TEXAS: Texantude, Enthusiastically Customer Focused, eXemplary Team Spirit, Affection for the Fair & Our Mission, and Stewardship of the Tradition. Tex Team members are consistently trained and re-trained on our core values, to ensure they fit into the organization's culture and provide the ultimate guest experience for all fairgoers.
- The State Fair full-time team gathers triannually to discuss the organization's accomplishments and receive important updates for the upcoming Fair. Following the close of the Fair, the staff meets again in December at our annual "**Steak of the Union**" to reflect on the success of the 24-day exposition. These entertaining and educational events unite the entire team, strengthening the bond and fostering inclusion while reiterating the importance of our organization's core values.
- The State Fair full-time team gathers for optional **Lunch and Learns**, which are one-hour sessions to further enhance employees' knowledge of a certain topic. Some previous Lunch and Learn topics included learning habits, leadership styles, and mental health awareness. Additionally, the Fair has hosted departmental-focused Lunch and Learns on Livestock and Big Tex Urban Farms.
- The Fair follows a **procurement and purchasing policy** that seeks to provide equitable treatment of all persons or firms, including minority and women-owned business enterprises.

- Prior to the opening of the Fair, all Tex Team members (seasonal, part-time, and full-time) participate in **customer service training**. Tex Team members are also trained in emergency preparedness and provided ample resources to ensure they feel properly equipped to address any sort of emergency on the fairgrounds.
- Instituted in 2020, the Fair's **parental leave policy** allows for four weeks of paid leave and can be taken up to one year after the birth or placement of the child. Parental leave under this policy is paid leave associated with the birth of a full-time State Fair of Texas Employee's own child or the placement of a child with the employee in connection with adoption or foster care.
- The State Fair is proud to currently pay seasonal team members a minimum of \$16 per hour - with the average seasonal hourly wage being \$20.26 - and part-time team members a starting wage of \$23.06 per hour. **The Fair regularly reviews all wages** to remain competitive within Dallas County based on similar positions and employers.
- **Vendor diversity** continues to be a focus area for the Fair, supporting a variety of vendor and exhibitor backgrounds. With more than 52% of all concessionaires being concessionaires of color at the Fair in 2025, the Fair continues seeking to diversify through outreach and marketing. The Fair also makes a conscious effort to provide an array of dishes for fairgoers, spanning several cultures, as well as a variety of vegetarian, vegan, and gluten-free foods, ensuring all fairgoers can satisfy their cravings.
- **Professional development and educational opportunities** are made available for all full-time staff. Whether it be attending conferences through organizations like the International Association of Fairs and Expositions (IAFE), Texas Association of Fair and Expositions (TAFE), and North American Livestock Show & Rodeo Managers Association (NALS&RMA), or utilizing LinkedIn Learning courses to gain new skills or earn certifications, the State Fair provides a diverse assortment of career-building resources to empower the full-time team to enhance their role in the organization and fair industry.
- To celebrate all Texans, the Fair intentionally provides a **variety of entertainment and attractions**, and we will continue, through our partnerships, to add to our roster of diverse talent.

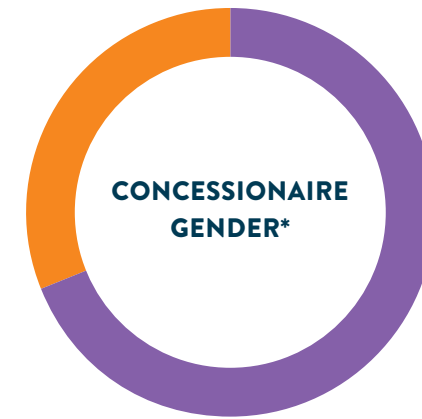
DBIE STATISTICS



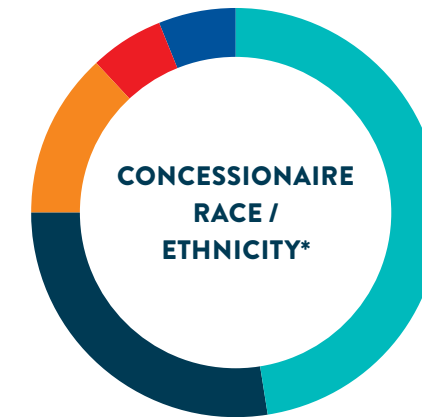
Gender	%
Male	72%
Female	28%



Ethnicity	%
Caucasian	56%
Hispanic/Latinx	22%
African American	17%
Other	6%



Gender	%
Male	69.4%
Female	30.61%



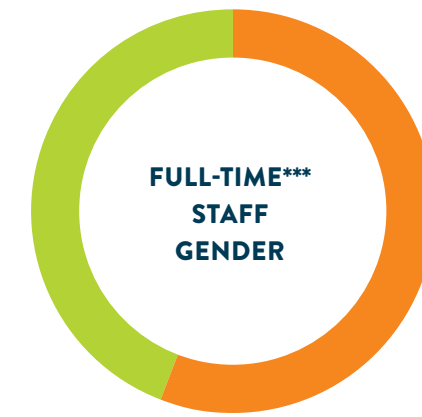
Ethnicity	%
Caucasian	47.7%
African American	28.4%
Hispanic/Latinx	12.5%
Asian/Pacific Islander	5.7%
Other	5.7%



Gender	%
Female	56%
Male	44%



Ethnicity	%
African American	50%
Caucasian	31%
Hispanic/Latinx	16%
Asian/Pacific Islander	1%
American Indian or Alaskan Native	1%
Two or More	1%



Gender	%
Female	56%
Male	44%



Ethnicity	%
Caucasian	64%
Hispanic/Latinx	19%
African American	13%
Asian/Pacific Islander	3%
Two or More	1%

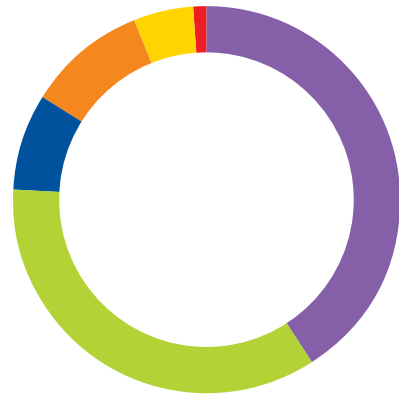
*This number reflects only the employees on the payroll of the State Fair of Texas, and does not include the employment figures of the hundreds of small business vendors operating throughout the fairgrounds.

** Inclusive of retirement payments

***Inclusive of all full-time employees as of Dec. 31, 2025

FINANCIAL HIGHLIGHTS

REVENUES



	2025
● CONCESSIONS (41%)	\$29,894,146
● ADMISSIONS AND PARKING (35%)	25,498,423
● EXHIBIT SPACE AND OTHER RENTALS (8%)	5,758,965
● CONTRIBUTIONS (10%)	7,348,658
● INTEREST AND DIVIDEND INCOME (5%)	3,846,910
● OTHER (1%)	1,066,103
OPERATING REVENUES	\$73,413,205

YEAR ENDED DECEMBER 31

EXPENSES



	2025
● FAIR TIME EXPERIENCE (57%)	\$41,362,992
● AGRICULTURE (12%)	8,504,726
● EDUCATION (5%)	3,497,950
● COMMUNITY INVOLVEMENT (9%)	6,148,863
● MANAGEMENT AND GENERAL (9%)	6,826,594
● FUNDRAISING (8%)	5,857,859
OPERATING EXPENSES	\$72,198,984

YEAR ENDED DECEMBER 31

EXCESS OF REVENUES OVER EXPENSES	1,214,221
REALIZED & UNREALIZED INVESTMENT GAINS	2,824,734
LOSS ON DISPOSAL OF ASSET	(212,607)
CHANGE IN NET ASSETS	\$3,826,348

STATEMENTS OF ACTIVITIES

	2025			2024		
	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL
REVENUES						
CONCESSIONS AND ADMISSIONS	\$55,392,569	-	\$55,392,569	\$65,076,768	-	\$65,076,768
EXHIBIT SPACE AND OTHER RENTALS	5,758,965	-	5,758,965	5,546,280	-	5,546,280
INTEREST AND DIVIDEND INCOME	3,846,910	-	3,846,910	3,829,877	-	3,829,877
OTHER	1,066,103	-	1,066,103	888,209	-	888,209
CONTRIBUTIONS	2,183,134	3,369,601	5,552,735	2,916,402	2,706,344	5,622,746
DONATED GOOD & SERVICES	1,795,923	-	1,795,923	2,152,552	-	2,152,552
NET ASSETS RELEASED FROM RESTRICTIONS	3,357,309	(3,357,309)	-	2,707,637	(2,707,637)	-
TOTAL REVENUES	73,400,913	12,292	73,413,205	83,117,725	(1,293)	83,116,432
EXPENSES						
FAIR-TIME EXPERIENCE	41,362,992	-	41,362,992	43,881,189	-	43,881,189
AGRICULTURE	8,504,726	-	8,504,726	8,575,498	-	8,575,498
EDUCATION	3,497,950	-	3,497,950	3,438,960	-	3,438,960
COMMUNITY INVOLVEMENT	6,148,863	-	6,148,863	8,495,448	-	8,495,448
MANAGEMENT AND GENERAL	6,826,594	-	6,826,594	7,700,216	-	7,700,216
FUNDRAISING	5,857,859	-	5,857,859	5,948,896	-	5,948,896
TOTAL EXPENSES	72,198,984	-	72,198,984	78,040,207	-	78,040,207
EXCESS OF REVENUES OVER EXPENSES	1,201,929	12,292	1,214,221	5,077,518	(1,293)	5,076,225
REALIZED AND UNREALIZED INVESTMENT GAINS	2,824,734	-	2,824,734	3,529,317	-	3,529,317
LOSS ON DISPOSAL OF ASSET	(212,607)	-	(212,607)	(456,126)	-	(456,126)
CHANGE IN NET ASSETS	3,814,056	12,292	3,826,348	8,150,709	(1,293)	8,149,416
NET ASSETS AT BEGINNING OF YEAR	110,612,666	60,376	110,673,042	102,461,957	61,669	102,523,626
NET ASSETS AT END OF YEAR	\$114,426,722	\$72,668	\$114,499,390	\$110,612,666	\$60,376	\$110,673,042

YEAR ENDED DECEMBER 31

* The December 31, 2025 and 2024 financial information presented herein is derived from our audited financial statements. This excerpted information does not include the footnotes that are integral to a full presentation of our financial position. A complete set of audited financial statements is available on BigTex.com/About-Us/Financial-Highlights.



STATEMENTS OF FINANCIAL POSITION

	2025	2024
ASSETS		
CASH AND CASH EQUIVALENTS	\$46,963,337	\$47,104,087
INVESTMENTS	12,057,178	10,620,241
INVESTMENTS WITH BOARD-DESIGNATIONS FOR:		
OPERATING RESERVE	23,377,046	22,013,091
SCHOLARSHIP FUND RESERVE	3,988,655	3,569,796
FUTURE FAIR PARK PROJECTS	19,569,043	19,326,253
INVESTMENTS WITH CONTRACTUAL RESTRICTIONS FOR:		
FAIR PARK IMPROVEMENTS	6,140,549	9,426,468
COTTON BOWL IMPROVEMENTS	235,049	359,131
ACCOUNTS RECEIVABLE	690,060	306,986
INVENTORIES, NET	201,296	249,402
PREPAID EXPENSES	493,841	234,923
PROPERTY AND LEASEHOLD IMPROVEMENTS, NET	20,775,906	21,486,781
DEFERRED COMPENSATION	3,655,056	3,108,107
FINANCE LEASE RIGHT-OF-USE ASSETS, NET	328,265	656,530
OPERATING LEASE RIGHT-OF-USE ASSETS, NET	14,123,980	14,895,785
TOTAL ASSETS	\$152,599,261	\$153,357,581

YEAR ENDED DECEMBER 31

	2025	2024
LIABILITIES AND NET ASSETS		
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$6,251,472	\$6,706,351
ACCRUED FAIR PARK IMPROVEMENTS	6,140,549	9,426,468
DEFERRED COMPENSATION	3,655,056	3,108,107
FINANCE LEASE RIGHT-OF-USE LIABILITIES	362,245	706,907
OPERATING LEASE RIGHT-OF-USE LIABILITIES	21,690,549	22,736,706
TOTAL LIABILITIES	\$38,099,871	\$42,684,539
NET ASSETS		
WITHOUT DONOR RESTRICTIONS, INCLUDING BOARD-DESIGNATED		
UNDESIGNATED	67,491,978	65,703,526
BOARD-DESIGNATED OPERATING RESERVE	23,377,046	22,013,091
BOARD-DESIGNATED FUTURE FAIR PARK PROJECTS	19,569,043	19,326,253
BOARD-DESIGNATED SCHOLARSHIP FUND RESERVE	3,988,655	3,569,796
TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS	114,426,722	110,612,666
WITH DONOR RESTRICTIONS	72,668	60,376
TOTAL NET ASSETS	114,499,390	110,673,042
TOTAL LIABILITIES AND NET ASSETS	\$152,599,261	\$153,357,581

YEAR ENDED DECEMBER 31

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STATEMENTS OF FUNCTIONAL EXPENSES

	2025						
	PROGRAM SERVICES				SUPPORTING SERVICES		TOTAL
	FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING	
ADVERTISING AND PROMOTION	\$206,596	\$144,371	\$34,787	\$1,122	\$16,020	\$3,196,581	\$3,599,477
CONTRACT SERVICES	11,839,560	1,656,956	13,887	2,444	36,473	20,191	13,569,511
DEPRECIATION AND AMORTIZATION	3,430,751	181,835	137,542	91,323	340,921	32,551	4,214,923
FAIR OPERATIONAL COSTS	8,332,617	968,998	404,682	207	3,940	27,046	9,737,490
FAIR PARK IMPROVEMENTS	-	-	-	3,883,722	-	-	3,883,722
GRANTS AND OTHER ASSISTANCE	-	2,555,145	99,270	1,035,524	-	-	3,689,939
INSURANCE	1,494,815	87,610	66,270	44,000	164,260	15,684	1,872,639
OCCUPANCY	2,403,295	672,126	275,156	171,557	625,895	333,075	4,481,104
OTHER	535,521	106,035	107,457	21,401	711,148	590,346	2,071,908
PROFESSIONAL FEES	231,844	2,981	11,161	2,857	1,169,805	56,588	1,475,236
REPAIRS AND MAINTENANCE	1,150,830	179,575	34,203	37,245	57,073	6,136	1,465,062
SALARIES, WAGES, BENEFITS, TAXES	10,600,419	1,779,556	1,240,896	848,360	3,529,330	1,357,690	19,356,251
SCHOLARSHIPS	-	-	1,036,959	-	-	-	1,036,959
SUPPLIES	1,136,744	169,538	35,680	9,101	171,729	221,971	1,744,763
TOTAL EXPENSES	\$41,362,992	\$8,504,726	\$3,497,950	\$6,148,863	\$6,826,594	\$5,857,859	\$72,198,984

YEAR ENDED DECEMBER 31

	2024						
	PROGRAM SERVICES				SUPPORTING SERVICES		TOTAL
	FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING	
ADVERTISING AND PROMOTION	\$227,415	\$194,128	\$44,295	\$11,992	\$18,428	\$3,280,962	\$3,777,220
CONTRACT SERVICES	11,817,612	1,546,949	20,159	1,521	33,408	13,074	13,432,723
DEPRECIATION AND AMORTIZATION	3,293,860	179,468	77,457	55,699	241,613	15,528	3,863,625
FAIR OPERATIONAL COSTS	10,144,171	1,005,240	347,863	270	2,286	4,936	11,504,766
FAIR PARK IMPROVEMENTS	-	-	-	6,442,485	-	-	6,442,485
GRANTS AND OTHER ASSISTANCE	-	2,408,969	75,148	1,047,976	350	-	3,532,443
INSURANCE	1,426,827	86,347	37,266	26,798	116,247	7,471	1,700,956
OCCUPANCY	2,710,272	742,853	194,192	113,417	642,084	372,598	4,775,416
OTHER	614,613	83,197	81,684	10,861	600,839	555,387	1,946,581
PROFESSIONAL FEES	297,000	9,129	3,411	11,414	1,783,900	48,766	2,153,620
REPAIRS AND MAINTENANCE	1,344,693	189,394	43,764	79,916	71,796	7,471	1,737,034
SALARIES, WAGES, BENEFITS, TAXES	10,793,899	1,908,905	1,521,546	680,155	4,034,102	1,279,226	20,217,833
SCHOLARSHIPS	-	-	952,200	-	-	-	952,200
SUPPLIES	1,210,827	220,919	39,975	12,944	155,163	363,477	2,003,305
TOTAL EXPENSES	\$43,881,189	\$8,575,498	\$3,438,960	\$8,495,448	\$7,700,216	\$5,948,896	\$78,040,207

YEAR ENDED DECEMBER 31

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2025 STATE FAIR OF TEXAS SPONSORS

We would like to express our thanks to the sponsors who supported the mission of the Fair in 2025.

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HEINEKEN
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FRIGIDAIRE
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ONCOR
RENEWAL BY ANDERSEN
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SHEIN
STATE FARM
T-MOBILE
TDA - GO TEXAN
VERIZON

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THE RUSTIC
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2025 BIG TEX YOUTH LIVESTOCK AUCTION &

SCHOLARSHIP PROGRAMS DONORS AS OF DECEMBER 31, 2025

13624 Floyd Circle, Ltd
 2-5 Concessions LLC
 3 Queens Land & Cattle, LLC
 42 Real Estate
 5555 N. Beach
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 Wyatt Abernethy
 Haley Ablon
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 Clayton Acker
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 ACT Event Services
 Matt Acuff
 Ag Trust Farm Credit
 Mark Adair
 Alex Adams
 Casey Adams
 Peter Addy
 Peter Aguilera
 Ag Workers Insurance
 Bill Ajello
 Alamo Amusements
 Emily Albert
 Joe Alcantar
 Michael Alcantar
 David Alexander
 Alexander Revocable Trust
 Sophie Alford
 All State 38 Inc
 Edward P. Allen
 Sean Allen
 Allied Fire Protection
 Tabitha Ally
 American Endowment Foundation
 American National Bank of Texas
 Cheryl Amerine
 Amy and Les Ware Foundation
 Joey Anderko
 Brenda Anderson
 Sara and Andy Anderson
 Trae Anderson
 Fernando Andrade
 Lance Andrews
 Andrews & Foster Drilling Company
 Leah Anthony
 Antler Creek Ranch
 Aon Risk Services Southwest, Inc.
 Stephen Arata
 Hope Archer
 Architectural Fabrications
 Bob and Lisa Armstrong
 Lori Arreola
 Ashford Building Solutions
 Aspen Site Rentals
 Assured Comfort Services
 Karen "KK" Atkinson
 Atmos Energy
 Austin Wood Recycling
 Autumnwood Home
 b1 Bank
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 Ivy Bai
 Bailey's Deli & Catering
 George Baker
 Baker Drywall Management
 Baker Triangle

Baldwin Group
 Scott Bane
 Bane Machinery, Inc.
 Bank of America
 Bank of Texas
 Bank of Texas Private Wealth
 Baylor Scott & White Health
 Katelyn Barbier-Mueller
 Gary Barker
 Charles Barnett III
 Gilian and Steve Baron
 James Barrera
 Brad Barthlow
 Sherry Bartholow
 Fritz Barton
 Chris Bass
 Kyle Bass
 Alex Bathie
 Laura Batstone
 Beaird Harris Wealth Management
 Beca & Paige Real Estate Group-
 Allie Beth Allman
 Beco Metal Works
 Timothy Bedke
 Tony Bednar
 Bekye Fargason Artist
 Bell Nunnally & Martin LLP
 Ben E Keith Co.
 Butch Benavides
 Jesse Benavidez
 Benefits Texas
 Benevity
 Kathy Bennett
 Raymond Bennett
 Charlie Bernet
 Kyle Berry
 Sonny Bert
 Bert Concessions, Inc.
 Bob and Della Best
 Susie Biddle
 Edward Biggers
 Lonnie Binns
 Jim Bishop
 Bishop Amusement Rides
 Mary Margaret Bivings
 Jan Hart Black
 Robert Blackmon
 Brett Blakey
 Blake's Concessions
 Cody Blankenship
 Bernie Blaschke
 David Blaylock
 Taylor Bledsoe
 Blue Cross & Blue Shield
 Chris Blum
 Bobcat Contracting
 Charlie Bogan
 Bolanz & Miller Realtors, Inc.
 Bolton's Crown Quality
 Mauricio Bonilla
 Dunia Borgia
 Billy Bos
 Rick Bosserman
 Jeff Bossman
 Bottom Line Consultants
 Oliivia Bouree-Nelson
 Darlene Bourque
 Daryl Bowen
 Chuck and Kama Bozeman
 Ben Bradshaw

Rocky Brashears
 Janay Brent
 Michael Brigrance
 Zach Bright
 Scott Britt
 Bobby Brittingham
 Stephen Brookshire
 Lindsay Brown
 Stuart Browne
 Bridget Browning
 Holly Buchanan
 Gregory and Annetta Buenger
 Bumble Bay Bee
 Burk Royalty Co., Ltd.
 Burkewood Capital
 Betty Burkhart
 Keith E. Burks
 Jason Bush
 Bush Rudnicki Shelton PC
 Caprice Enterprises, Inc.
 Janet Bustin
 Zane Butter
 D. Harold Byrd III
 David Byrd IV
 John Calandro III
 Steve Calhoun
 Cristian Camacho
 Dalene Cameron
 Matt Campbell
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 Jeff Carter
 Rocky Carter
 Chris Casad
 Randy Cason
 Steven Castillo
 Chandler Cayot
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 CCI - The Park at Legacy
 CCI-Beach II, LP
 CCI-D 5000 HQ Owner LLC
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 Richard Chamberlain
 Chamberlain's Steakhouse
 Lesley and Chris Chambless
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 Brad Chapman
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 Terry and Betsy Charleston
 Charlie's Creole Kitchen
 Leslie Chatman
 Michelle Cheatham
 Heath Cheek
 Wade Chessman
 Brian Chester
 Chocolate Hangover
 Emma Christensen
 Kristie Christensen
 Tim Chumley
 Cigna Healthcare
 Frank Cinatl
 Cindy Brewer Fine Art
 Circle R Ranchwear
 Megan Clark

Reilly Clark
 Lindsay Clark and Reiner Zuercher
 Clay Gann Crappie Guide Service
 Clay Shooters Supply
 Austin Clinkscales
 Curtis Coburn
 Patrick Coffee
 Sterling Coker
 Brian Colin
 Jim Conatser
 Conatser & Giles LLC
 Conceptual Interiors
 Concession Staffing Services, LLC
 Karissa Condoianis
 Jarod Cone
 Matt Cook
 Tiffany Cook
 Chase Copeland
 Don Cornell
 Cornerstone Baptist Church
 Timothy Costello
 Jeff and Elizabeth Cotner
 Justin Courtnall
 Carrie Covert
 Tammy Cowser
 Rob Crain
 Craftway Kitchen
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 Willie Curtis
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 Terry Dallas
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 Katrina Johnson
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 Misti Jones
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 Brandy Osborne
 David Osborne
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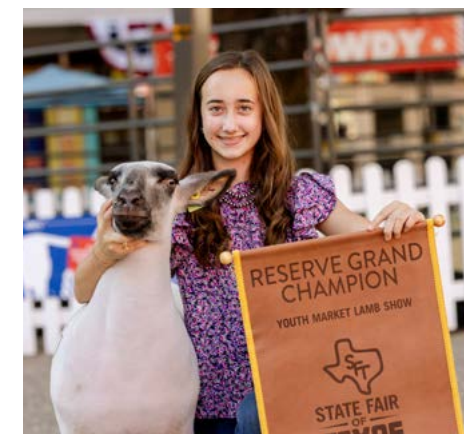
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Harry Smith
Patrick Smith
Robert Smith
Ronnie Smith
Ryan Smith
Stacy Smith
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Southwest Construction Services
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Blake Taylor
Jason Taylor
TCG Food Service LLC
Team Golf

Jeff Teasley
Tenison Highland Golf Club
Terrell General Contractors
Gabe Terrell
Jess Terrell
Terry Black's BBQ Restaurant
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Topgolf
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Trigid
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Patti Winstanley
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Gwendolyn Woodworth
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Steve and Eileen Young
Steve and Karon Young
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SENIOR MANAGEMENT STAFF

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President

Jaime Navarro
Chief Operating Officer

Lindsay Clark
Chief Financial Officer

Karissa Condoianis
Senior Vice President of Public Relations

Rusty Fitzgerald
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Nate Gross
Vice President of Fair Operations

Margaret Hannah
Vice President of Human Resources

Jason Hays
Senior Vice President of Brand Experience

Melanie Linnear
Senior Vice President of Concessions

Daryl Real
Senior Vice President of Agriculture & Livestock

Jennifer Schuder
Senior Vice President of Customer Engagement

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Lori Arreola
Kathy Bennett
Raymond Bennett
Robert Blackmon
Rocky Brashears
Janay Brent
Bridget Browning
Suzy Bryant
Cristian Camacho
Emma Christensen
Kendall Cravens
Shelisa Dean
Veronica Delgado
Andrew Demler
Ashley Fortune
Kathryn Gallimore

Shelly Garcia
Felicia George
Angel Giron
Nick Gonzales
Delaney Granberry
Blanca Gutierrez
Scott Hadley
Chad Hanes
Steve Herndon
Callie Huber
Leslie Jefferson
Kristina Lozano
Richard Mankel
Rudy Martinez
Steven McCurdy
Joseph Moore
Phillip Morales
Nhi Nguyen
Garrett Phillips
Sadie Prater

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Emmanuel Ramirez
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Mollie Rose
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Scott Hadley
Jessica Vitela
Greyson Vu
Roosevelt Wheeler
Marvin Wilder
Emily Williams
Gwendolyn Woodworth
Lea Wright
Kenneth Wright

STATE FAIR OF TEXAS VOLUNTEER LEADERSHIP AS OF DECEMBER 31, 2025

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Alyssa G. Martin
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Gina Norris
James C. Roberts
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Leslie (Les) Ware
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Joe Willoughby
Trisha Windham
Craig Woodcook
Rev. S.M Wright II

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Roger Perry
Pete Richardson
Dee Ruckman
Travis Sartain
Robert Walne

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Evan Pounds
Robert Rhoads
John Riggins
Travis Sartain
Chris Wright

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Ryan Dale
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Davey Davis
John de la Garza
Austin DeLaRosa
Natalie Fortenberry

Joshua Furrh
Matthew Garcia
Vincent Greene
Steve Gwinn
Callie Hamilton
Billy Hartmann
Louis Hartmann
Jim Hitzelberger
Kati Houser
Chip Huffman
Steve Idoux
Pam Kirkley
Zack Lamp
Lydia Laske
Lila Levy
Steve Mancillas
Steven Mancillas
Riley Maxwell
Steve McClure
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Shanna Sisson
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Cindy Williams
Heather Wilson
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Andrew Woodward
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Marlee Yancey

DEVELOPMENT COMMITTEES

BIG TEX CLAY SHOOT CLASSIC

Lydia Laske
Dick McCallum
Steve McClure
David Osborne
John Riggins
Travis Sartain
Trevor Thompson
Terry Triem
Mark Villasana
Chris Wright

BIG TEX GOLF CLASSIC

Clayton Acker
David Bates
Kyle Berry
Leslie Chatman
James Crandall
Josh Furrh
Zack Lamp
Tom McKenzie
Evan Pounds
Caleb Robinson
Neal Scott-Robinson
Gillian Wiley
Andrew Woodward

STATE FAIR SADDLE UP
Katelyn & Oliver Barvier-Mueller
Susie Biddle
Heath & Andrea Cheek
Megan & Edwin Clark
Melissa & Bryan Douglass
Betsey & Ricky Fairchild
Beca & Marcus Gibson
Peni Barfield & John Harkey
Courtney & Grant Pruitt
Lillian & Steve Sigrist
Robert & Stephanie Walne
Amelia White
Gillian & Lee Wiley
Merry & Brady Wyatt

BIG TEX YOUTH LIVESTOCK AUCTION

Mike Ablon
Clayton Acker
Bill Ajello
Lance Andrews
Charlie Bogan
Heath Cheek
Terry Dallas
Randy Engstrom
Ruben Esquivel
Rob Farrell
Ashley Foster
Chase Galbraith
Allen Hawkins
Bryan Henderson II
Pam Kirkley
Cathy Krajca-Livar
Lydia Laske
Thomas Mahoney
Errol McKoy
Paula Merriman
Douglas Nash
Bill O'Dwyer
Lisa O'Dwyer

BIG TEX YOUTH LIVESTOCK AUCTION DAY COMMITTEE

Steve Gwinn
Pam Kirkley
Lydia Laske
Paula Merriman
Erin Miller
Lisa O'Dwyer
Bill O'Dwyer
Georgeann Shafer
Kristen Sims
Mario Sanchez
Melody Whitus
Patti Winstanley

David Osborne
Roger Perry
Whit Perryman
Daryl Real
Pete Richardson
Susan Roberts
Caleb Robinson
Robin Robinson
Mark Rose
Dee Ruckman
Georgeann Shafer
Winston
David Schmidt
George Shafer
Bruce Sifford
Shanna Sisson
Kyle Slaughter
Scott Smaistrla
Tammy Stiffler
Mary Talley
William Toles
A.B. Wharton
Clayton Wiley
Lee Wiley
Cindy Williams
Heather Wilson
Erin Young Miller





