

# THE STATE FAIR OF WEST VIRGINIA

2022 SPONSOR OPPORTUNITIES

August 11-20, 2022

Lewisburg, WV





# DEMOGRAPHICS

AVERAGE ATTENDANCE

160,000

 69.66%

 30.34%

## TOP REASONS WHY PEOPLE ATTEND THE FAIR

58.46% Fair Food

44.69% Concert Series

35.59% Livestock Shows

22.17% Carnival Rides

55.54% It's a Tradition

40.61% Family Fun

26.84% Ground Entertainment

## An End-of-Summer Tradition

Fairgoers can be categorized as primarily West Virginian (80%), Virginian (15%) with a mix of other border states comprising the additional 5%.



70%

Families (parents with children) comprise almost 70% of fairgoer groups.



59%

of fairgoers attend the fair annually and the core age group is 25-44.



94%

of survey respondents will attend the fair again.



91%

of fairgoers would recommend the event to out of town friends and relatives.



40%

of fairgoers spend between 6 and 9 hours engaged at the fair.



## Traditions You Treasure

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“This is the best fair around. Always a great concert lineup and the food is always amazing! We look forward to this every year.”

“I met my husband at the State Fair of West Virginia 35 years ago! We come back every year! Love everything about West Virginia. They have the best of everything!”

“I had a great time at the fair this year making memories with my oldest daughter. It was special to me. Just as she is too!”

“We drove over 3 hours from Virginia to check out this fair, and we were not disappointed. Great variety of food and much more than the traditional carnival food stands you typically see. Lots to see and do. It was worth the trip.”

“One of my favorite fairs. Plenty to offer with a wide variety of food, entertainment, souvenirs, and garb. The location is very large with separate sections for different venues. For example, there is an area for livestock and an area for the more amusement features and an area primarily for food. I couldn't recommend this fair enough.”

“Loved the roasted corn. Brings back memories of long ago.”

“A fun-filled experience with many attractions and fine food of most everything you can imagine. Something for everyone to enjoy along the Midway. Easy access in and out of the fairgrounds and plenty of parking. A most enjoyable experience!”

“Fun family time. Lots to see and do. Worth every penny.”

“Great fair and awesome shows and concerts every year.”

“Young or old, it's always fun going to the state fair.”



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# FACTS AND FIGURES

**\$13.8 MILLION**

ECONOMIC IMPACT TO THE  
STATE OF WEST VIRGINIA

**\$1 MILLION**  
(HIGHEST EVER)

TOTAL RIDE GROSS FOR 2021

**\$2.8 MILLION**  
(HIGHEST EVER)

TOTAL FOOD GROSS FOR 2021

**OVER  
600**

**CAMPERS ON GROUNDS  
OVER 10 DAYS**

VISITORS FROM WEST VIRGINIA, VIRGINIA,  
TENNESSEE, NORTH CAROLINA, SOUTH  
CAROLINA, FLORIDA, KENTUCKY, MARYLAND,  
ARKANSAS, DELAWARE, NEW YORK, ILLINOIS,  
CONNECTICUT, TEXAS, PENNSYLVANIA,  
ALABAMA, AND OHIO



## YOUTH LIVESTOCK



450-500 YOUTH EXHIBITORS FROM THE STATE  
OF WEST VIRGINIA IN THE JUNIOR 4-H AND FFA  
LIVESTOCK SHOW AND JUNIOR HORSE AND  
PONY SHOW. OVER 5,000 FFA AND 4-H EXHIBITS  
IN THE UNDERWOOD YOUTH CENTER.



## COMMERCIAL EXHIBITS



96 COMMERCIAL EXHIBITORS RANGING FROM  
FARM EQUIPMENT AND LIVESTOCK SHOW  
SUPPLIES, TO WEST VIRGINIA HANDMADE  
ITEMS AND WESTERN WEAR. 12 STATE  
AGENCIES REPRESENTED.



## CIVIC ORGANIZATIONS



MANY CIVIC ORGANIZATIONS AND HIGH  
SCHOOL PROGRAMS WORK DURING THE ANNUAL  
STATE FAIR OF WEST VIRGINIA, INCLUDING  
GREENBRIER EAST HIGH SCHOOL BAND AND  
CHOIR, EASTERN GREENBRIER MIDDLE SCHOOL,  
MONROE COUNTY SWINE CLUB, AND THE  
GREENBRIER EAST CROSS COUNTRY TEAM.  
DONATIONS TO THESE GROUPS EXCEED \$21,000.  
THE GREENBRIER EAST FFA ALSO RUNS A FOOD  
ESTABLISHMENT DURING THE FAIR.



## WEST VIRGINIA'S SHOWCASE



OVER 1,500 EXHIBITORS AND 4,000  
EXHIBITS IN THE HOME, ARTS AND  
GARDEN COMPETITIONS. DIVISIONS  
INCLUDE FOOD, AG PRODUCE, FLOWERS,  
NEEDLEWORK, AND ARTS AND CRAFTS.



## WEST VIRGINIA AGRICULTURE



WEST VIRGINIA COMMODITIES SUCH AS THE  
POULTRY ASSOCIATION AND FORESTRY  
ASSOCIATION ARE ON DISPLAY ALL WEEK TO  
EDUCATE THE PUBLIC ON THE IMPORTANCE  
OF EACH INDUSTRY TO OUR STATE.

“The State Fair of West Virginia means so  
much to us. We don’t just get a lesson in  
agriculture at the fair; it’s far more than that.  
For us, the fair is a magical place, enticing  
enough to lure my girls off their phones and  
away from their friends. For this one day every  
year, my daughters and I feel more connected  
with one another, with our state, and with our  
community.”

**Anna Dickson James,**  
**Goldenseal Magazine, Summer 2016**



## SOCIAL MEDIA IMPACT

JUNE - AUGUST 2021



12,614,064 Impressions  
891,653 Engagements  
203,289 Video Views  
111,976 Total Audience

AUGUST 11-23, 2021



8,174,824 Impressions  
669,754 Engagements  
107,314 Video Views  
108,887 Total Audience

## MEDIA

### EARNED MEDIA LOCATIONS

- California
- Colorado
- Connecticut
- DC
- Illinois
- Kentucky
- Maryland
- Michigan
- Montana
- New York
- Pennsylvania
- Texas
- Virginia
- West Virginia

## AD VALUE EQUIVALENCY

Monetary Value on Media Coverage

# 5 MILLION



# 2022 SPONSOR PRICING LIST

*If there is something you have in mind that is not on this list, please let us know!*

*We can help fit your needs.*

## PRESENTING SPONSORSHIPS

One title sponsorship will be sold for the annual State Fair. Please contact our office for more information and pricing.

## CONCERT LINEUP

2022 Concert Series presented by (insert your name here). Sponsor the entire 2022 concert lineup featuring top-name artists from around the country. Your business name would be included on all concert marketing materials from TV and Radio, to social media, to tickets and signage.

### 2022 CONCERT LINEUP

8/11 - Cody Johnson/Randall King

8/12 - Buckin' B Bull Ride

8/13 - Foreigner

8/14 - Clay Walker/Tracy Byrd

8/15 - Restless Road

8/16 - TBA

8/17 - Chris Tomlin

8/18 - Zach Bryan

8/19 - Flo Rida

8/20 - Walker Hayes/Tigirlily

## MAIN STAGE (\$50,000)

The State Fair of West Virginia is renting a mobile stage for the 2022 State Fair of West Virginia concert series. The State Fair of West Virginia concert series on (insert your business name here).

## FACILITY (BUILDING) SPONSORSHIP 365 DAYS (\$15,000+)

Get your message in front of thousands of fairgoers plus the tens of thousands who visit events at our Event Center throughout the year. Includes signage, year-round website advertising, electronic message sign package, and incentive packages that include tickets and meeting space for your events.

## DAY SPONSORSHIPS WEEKDAY/WEEKEND (\$1,500 - \$3,000)

Own 1 day of the fair and reach 20,000-30,000 potential consumers! Place products in the hands of consumers allowing them to "test." Signage and branding at fair gates with a strong supporting marketing and promotional package. Add an employee hospitality event or use the day as a "Thank You" to customers.

## INDIVIDUAL GRANDSTAND EVENTS (\$15,000-\$20,000)

Inclusion in all marketing channels and programming

- Draft Horse Pull - one of the fair's most attended grandstand events - Trophies donated by the West Virginia Department of Agriculture
- Fireworks Sponsor - own the fireworks display on both nights, or just one
- National artist ticketed concert



# 2022 SPONSOR PRICING LIST

## GROUND'S ENTERTAINMENT AND ATTRACTION SPONSORSHIPS (\$5,000-\$15,000)

Grounds attractions are the “icing on the cake”! Sponsors receive signage, ticket packages, creative messaging weaved into show scripts, promo space if available, and exposure to the entire fair-going population during the event; include small promotional space at the entertainment site.

## EQUIPMENT SPONSORSHIPS (\$5,000-\$10,000)

Example: Our complimentary shuttles branded with sponsor message and greeting. Includes full package of promotional support and tickets.

## HOME, ARTS AND GARDEN COMPETITIONS (\$8,000)

Sponsor awards and premiums for the thousands of exhibits in the Food, Arts & Crafts, Ag. Produce, Flower, and Needlework divisions. Smaller packages per department are available per request.

## LIVE SCHEDULES (\$7,000)

Be featured in our daily schedules on social media.

## ENDOWMENT DONATION (\$500+)

Created “to support, promote, and invest in the future of the State Fair of West Virginia and its youth involvement through scholarships, agricultural education, and awards premiums,” the State Fair of WV Endowment Fund helps ensure the future of this organization. Numerous levels of sponsorships are available. Each year, over \$20,000 is given to students from the state of West Virginia.

## JUNIOR LIVESTOCK SHOW SPONSOR (\$500-\$15,000)

Sponsor levels and packages vary.

## RETAIL PROMOTIONS AND PRODUCT TRADES

We love to partner with retailers and we use a wide variety of products that can be incorporated into sponsorships: landscaping, cleaning supplies, tractors, etc... We value opportunities to have visibility through point of sale materials and retail locations that are positioned in our target markets.

The perfect sponsorship package can be any combination of benefits that work for you!

For more information and options, contact:

**Kelly Collins**

**304-645-1090**

**[kellyt@statefairfwwv.com](mailto:kellyt@statefairfwwv.com)**



# WV JUNIOR LIVESTOCK SHOWCASE SPONSOR OPPORTUNITIES

*Each and every year, over 450 youth involved in 4-H and FFA programs from across the state travel to the State Fair of West Virginia to compete in the junior livestock show—their state championship. With little funding over the last year due to the COVID-19 pandemic, we are looking for sponsors to ensure these kids have the best experience possible.*

*Your donations to the junior 4-H and FFA livestock show will help cover the cost of awards, judges, and other support items needed to host this show. Take a look at the options below, and let us know if you are able to help!*

## SPONSOR LEVELS

### GRAND CHAMPION (\$5,000)

- Company logo on State Fair electronic sign (219s for a year, 219N for the month of August)
- Company logo and link on State Fair website
- Signage location through livestock barns during the show
- On-grounds reserved parking during livestock auction

### BLUE RIBBON (\$2,500)

- Company logo on the State Fair electronic sign for the month of August
- Company logo and link on State Fair website
- Signage location through livestock barns during the show

### RED RIBBON (\$1,500)

- Company name on State Fair website
- Signage location through livestock barns

### CONTRIBUTOR (\$500)

- Company name on State Fair website
- Signage location through livestock barns

### IN-KIND DONATIONS

Listed on sponsor signage



Please contact **Kelly Collins** at **304.645.1090** or **kellyt@statefairfwwv.com** for more information and options!