

THE STATE FAIR OF WEST VIRGINIA

2023 SPONSORSHIP OPPORTUNITIES

LEWISBURG, WV — AUGUST 10-AUGUST 19, 2023

CUE THE
FUN
STATE FAIR OF WEST VIRGINIA



DEMOGRAPHICS



AVERAGE ATTENDANCE

160,000

WOMEN 69.66%

MEN 30.34%



TOP REASONS WHY PEOPLE ATTEND THE FAIR

58.46%

Fair Food

44.69%

Concert Series

55.54%

It's a Tradition

40.61%

Family Fun

35.59%

Livestock Shows

26.84%

Ground Entertainment

22.17%

Carnival Rides

TRADITIONS YOU TREASURE



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

"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."

"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."

"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!"

"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!"

"Loved the roasted corn. Brings back memories of long ago."

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

"Great fair and awesome shows and concerts every year."

"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!"

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



FACTS AND FIGURES



\$13.8 MILLION

ECONOMIC IMPACT TO THE
STATE OF WEST VIRGINIA

\$1.9 MILLION

TOTAL RIDE GROSS FOR 2022

\$3.5 MILLION

TOTAL FOOD GROSS FOR 2022

OVER 600 CAMPERS ON GROUNDS OVER 10 DAYS

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.

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.

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 \$36,000. THE GREENBRIER EAST FFA ALSO RUNS A FOOD ESTABLISHMENT DURING THE FAIR.

MARKETING METRICS



SOCIAL MEDIA IMPACT

JUNE - AUGUST 2022



24.7 Million Impressions
1.3 Million Engagements
685 Thousand Video Views
121 Thousand Total Audience

AUGUST 11-23, 2022



15 Million Impressions
861 Thousand Engagements
522 Thousand Video Views
121 Thousand Total Audience

MEDIA IMPACT

Size of the Unique Potential Reach

1.1 BILLION

MEDIA

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



2023 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

2023 Concert Series presented by (insert your name here). Sponsor the entire 2023 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.

2023 Concert Lineup

8/10: TBA
8/11: Nelly
8/12: Rodeo
8/13: Hardy
8/14: Lainey Wilson
8/15: Wilson Fairchild (Free Show)
8/16: Zach Williams
8/17: Riley Green
8/18: Whiskey Myers
8/19: Ludacris

CONCERT LINEUP

The State Fair of West Virginia is renting a mobile stage for the 2023 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 fireworks display on both nights, or just one
- National artist ticketed concert

2023 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@statefairfowv.com

WV JUNIOR LIVESTOCK SHOWCASE SPONSORSHIP 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. 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!

SPONSORSHIP 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 barn

IN-KIND DONATIONS

Listed on sponsor signage



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