

# THE STATE FAIR OF WEST VIRGINIA



## 2025 SPONSORSHIP OPPORTUNITIES

Celebrate the 100th year of The State Fair of West Virginia with us!  
Lewisburg, WV – August 7-August 16, 2025



# DEMOGRAPHICS

**OVER  
165,000+  
ATTENDEES**

The majority of attendees at the State Fair of West Virginia are between the ages of 33 and 69.

**TRADITION**

IS THE MAIN REASON MOST PEOPLE VISIT THE STATE FAIR OF WEST VIRGINIA

## SOCIAL REACH

Reporting Period\*:  
January - November 2024

**Facebook** 134,321 Followers

141K+ Interactions | 19.8M+ Impressions

**Instagram** 13,731 Followers

59.3K+ Interactions | 1.2M+ Impressions

**TikTok** 14,326 Followers

33K+ Interactions | 453K+ Impressions

WHEN SURVEYED

**9/10 PEOPLE**

SAID THEY WOULD RETURN TO THE STATE FAIR OF WEST VIRGINIA



# 2025 SPONSOR PRICE POINTS

All packages are customizable for your business.

BENEFITS	TITLE	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
Title Exclusivity	✓					
One Day Use of The Hospitality Tent	✓					
Designated Fair Parking	✓					
E-Blast	✓	✓	✓			
Ad on Grandstand Video Wall	✓	✓	✓	✓		
Logo on State Fair TV Ads	✓	✓	✓	✓		
Logo on front of State Fair Brochure	✓	✓	✓	✓	✓	
Social Media	✓	✓	✓	✓	✓	
Fair PA	✓	✓	✓	✓	✓	
Logo on State Fair Website	✓	✓	✓	✓	✓	✓
Logo on State Fair Electronic Sign	1 YEAR	1 YEAR	1 YEAR	6 MONTHS	1 MONTH	NONE
	PLEASE CALL	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500 BELOW

**Options include:** Big Wheel Bash, Endowment Donors, Junior Livestock Show, Open Livestock Shows, Horse Shows, Day Sponsorships, Free Entertainment, Grandstand Acts, Fireworks and More. **Please contact Kelly Collins for specific opportunities!**

# QUESTIONNAIRE

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## 1. Contact Info:

Name/Business: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## 2. What is your main goal for becoming a sponsor at the State Fair of WV?

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## 3. What is your allocated budget?

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

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**For more information and options, contact:**

Kelly Collins

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