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

THE STATE FAIR OF WEST VIRGINIA
CELEBRATING 100 YEARS

DEMOGRAPHICS

OVER 165,000+ ATTENDEES

SOCIAL REACH

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

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

WHEN SURVEYED
9/10 PEOPLE
SAID THEY WOULD RETURN TO THE STATE FAIR OF WEST VIRGINIA

TRADITION
IS THE MAIN REASON MOST PEOPLE VISIT 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	✓					
Naming Rights	✓	✓				
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

1. Contact Info:

Name/Business:_____ Phone:_____ Email:_____

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

_____

3. What is your allocated budget?

_____

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@statefairofwv.com