

# THE STATE FAIR OF WEST VIRGINIA

## 2026 SPONSORSHIP OPPORTUNITIES

LEWISBURG, WV | AUGUST 13 - AUGUST 22, 2026



# DEMOGRAPHICS

OVER  
**170,000+**  
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\*: August 2024 - August 2025

**FACEBOOK** 152,345 FOLLOWERS

298.1K+ Interactions | 33M+ Impressions

**INSTAGRAM** 18,006 FOLLOWERS

107.8K+ Interactions | 4.2M+ Impressions

**TIKTOK** 22,771 FOLLOWERS

178K+ Interactions | 1.9M+ Impressions

WHEN SURVEYED

# 9/10 PEOPLE

SAID THEY WOULD RETURN TO THE STATE FAIR OF WEST VIRGINIA



# 2026 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  
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