

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:

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