



2023

DELAWARE STATE FAIR

SPONSORSHIP OVERVIEW





The Delaware State Fair, one of the largest events in the state of Delaware, is listed among the oldest and largest agricultural and industrial expositions in Delmarva. Annually attracting an average of more than 290,000 people to the Fairgrounds from the Peninsula and beyond, the Delaware State Fair is Delaware's great celebration, a salute to the state's best in agriculture, industry, entertainment and achievement.

The Delaware State Fair has been inducted into the IEBA Hall of Fame, nationally recognized as the 3rd Best Fair in the Country and has been the recipient of IAFE Communications Award several years in a row.

Throughout its history, the Delaware State Fair has been a unique institution, serving to educate, inform and entertain people from all walks of life. Each year, hundreds of manufacturers and industrial representatives' partner with the Fair in an effort to cobrand their business with an over 103-year institution and other businesses clamor to rent coveted space to sell quality merchandise and tasty food. Hundreds of displays, exhibitions, demonstrations, unique attractions and all kinds of competition- for fun, for ribbons and for the pride of winning- make the Delaware State Fair the place for family engagement.

In addition to its tremendous showcase of agriculture and industry, the Delaware State Fair is also an entertainment destination for Delaware and the Eastern seaboard. The blend of great entertainment offered both in and outside of the M&T Bank Grandstand continue to show why the Delaware State Fair, after 100 years, is consistently considered to be one of the best destinations for great entertainment on Delmarva. We are committed to offer unique entertainment opportunities 365 days of the year with great experiences for our patrons like VIP packages, Beer & Wine Gardens, live entertainment throughout the grounds, amazing food, shopping and entertainment for kids of all ages. Whether its through the 10 days of Fair, the Centre Ice Arena, the Holiday Shoppes Craft & Vendor Shows or the Quillen Arena Concert Series, we offer a great experience for our guest here at the Delaware State Fair.



THE DELAWARE STATE FAIR SPONSORSHIP

We believe that sponsorship of the 2023 Delaware State Fair is a PARTNERSHIP between your business, the Fair, and our patrons. We are committed to a positive and memorable experience for all parties. When considering a sponsorship opportunity with the Delaware State Fair, imagine the experience you want to create and the impression you want Fairgoers to remember. We will work with you to help you accomplish your marketing goals to help grow your business, products or services.

While some sponsors seek on-site exhibit space to engage with Fairgoers, other sponsors are solely seeking cobranding opportunities to feature their logo and business in a unique way. As a Delaware State Fair sponsor, you have the opportunity to directly interact with Fairgoers and bring your product, service or message to them. Whatever your need or objective is, we can help you sell, sample or promote your business message.

There are specific benefits available to sponsors of the 2023 Delaware State Fair including the use of the official Delaware State Fair logo for your marketing and public relations needs. The information that follows outlines our different sponsorship levels which can be customized to meet your needs. Did you already have something in mind? If so, please let me know. We are always looking for new and fun ideas that will benefit your business and our guests.

We look forward to helping you plan a successful sponsorship that will fulfill your marketing goals.



WHO ATTENDS THE DELAWARE STATE FAIR?

The Delaware State Fair is the ideal platform to reach approximately **300,000** potential customers in just 10 days. Affectionately known as the Delaware Get-Together, the fair's ever-growing and loyal fan base is what makes this exhibition the "must-stop" destination for sponsors and mobile marketing units promoting across the country. Surveys reveal that an average guest will spend over 4.7 hours walking around spending time looking at all of the exhibits, shows, vendors and sponsors.

Now in its **104th year**, this high-profile 10-day event will run Thursday, July 20th through Saturday, July 29th. Visitors enjoy barns full of animals, a carnival midway and a multitude of attractions for all ages. More than **250** free entertainment performances, grounds attractions, circus, petting zoo, plus a Grandstand stage presenting internationally known artists are among the offerings. Past Grandstand artists have included Luke Bryan, Taylor Swift, Florida Georgia Line, Jason Aldean, Rascal Flatts, Brad Paisley, Casting Crowns, Carrie Underwood, Megan Trainor, Kelly Clarkson and many more.

We are proud to be associated with sponsors such as M&T Bank, Food Lion, Highmark Blue Cross Blue Shield, Toyota, Grotto Pizza, Delaware Lottery, Discover Bank, Verizon, Geico and many others.

SPONSORSHIP CATEGORIES



Mobile Marketing Tours



Product Sampling



Integrated Marketing



Sales Opportunities



Brand Marketing



Event Marketing

DEMOGRAPHIC INFO

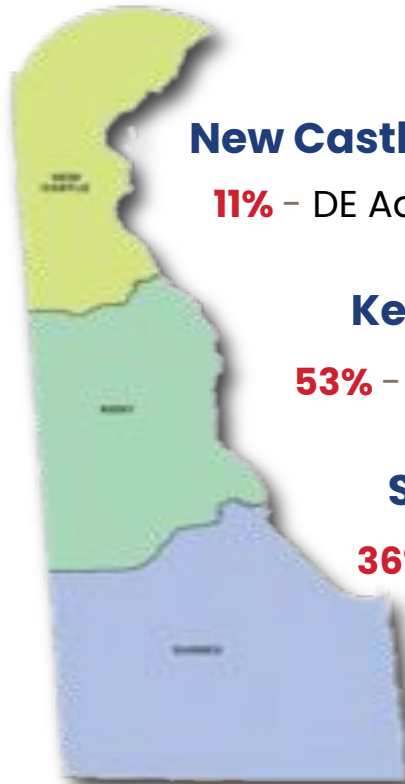
2022 ATTENDANCE DETAILS



**2022
Attendance**
Over 299,500

State Breakdown

Delaware: 76%
Maryland: 18%
Pennsylvania: 2%



New Castle County
11% - DE Admissions

Kent County
53% - DE Admissions

Sussex County
36% - DE Admissions

FAIRGOER ATTENDANCE COMPARISON FROM 2009 - 2022



2009 – 282,642

2010 – 302,880

2011 – 261,624

2012 – 257,813

2013 – 230,175

2014 - 282, 182

2015 - 311,024

2016 - 262,587

2017 - 287, 632

2018 - 291,328

2019 – 328,342

2020 – 97,750

2021 – 351,002*

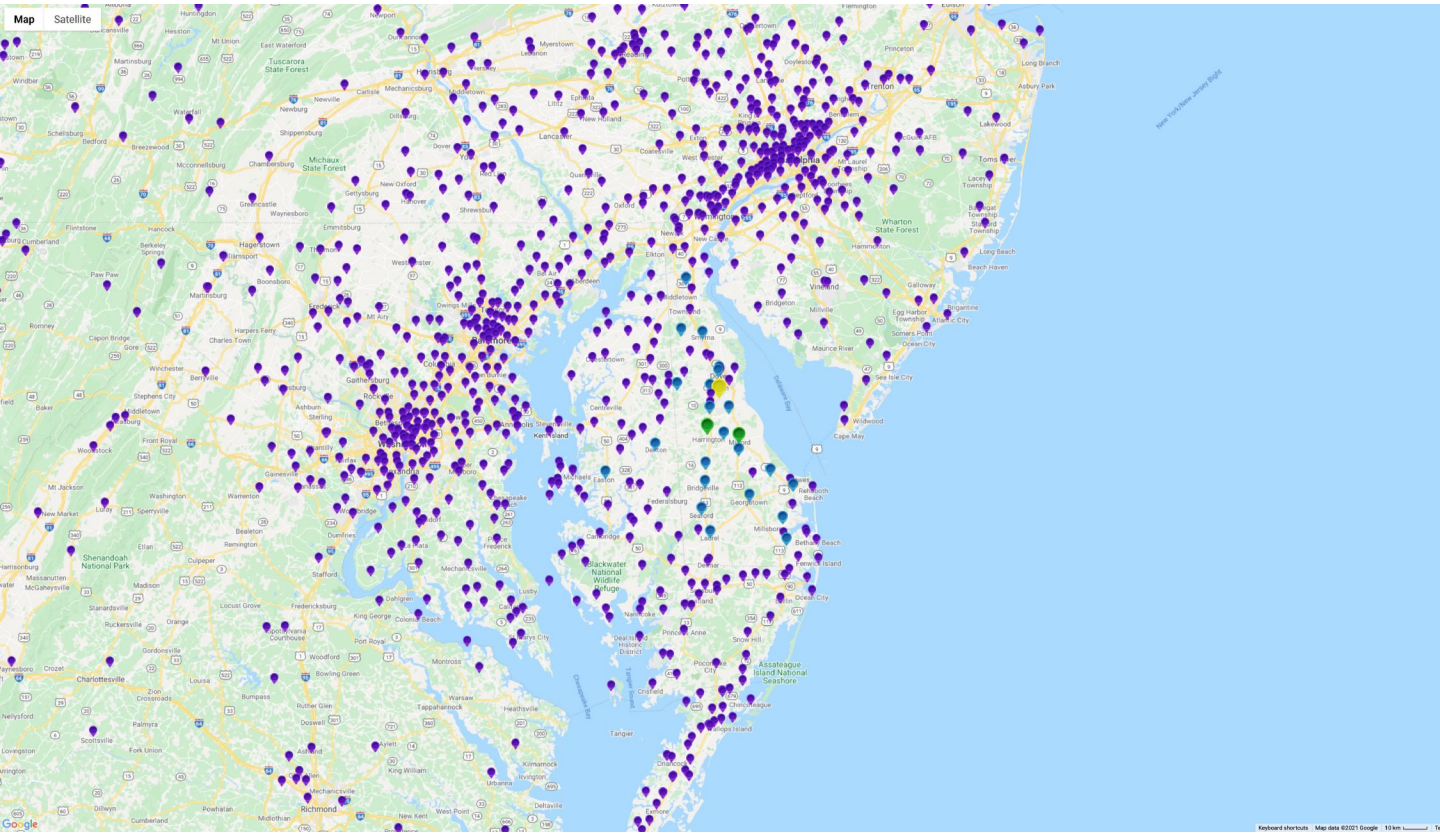
2022 – 299,511

*record attendance



DEMOGRAPHICS HEAT MAP

ZIP CODE REPORT





FAIRGOER DEMOGRAPHICS

AGE 45% Between
35-54

GENDER 58% FEMALE
42% MALE

9 YEARS is the average number of years a person has been coming to the Delaware State Fair

2.5 DAYS is the average number of days our patrons come to the Fair

4.7 HOURS is the average number of hours our fairgoers spend at the Fair

58% of Fairgoers have an average household ranging from **\$45K - \$95K**

In **2021** **78%** of Fairgoers lived in Delaware

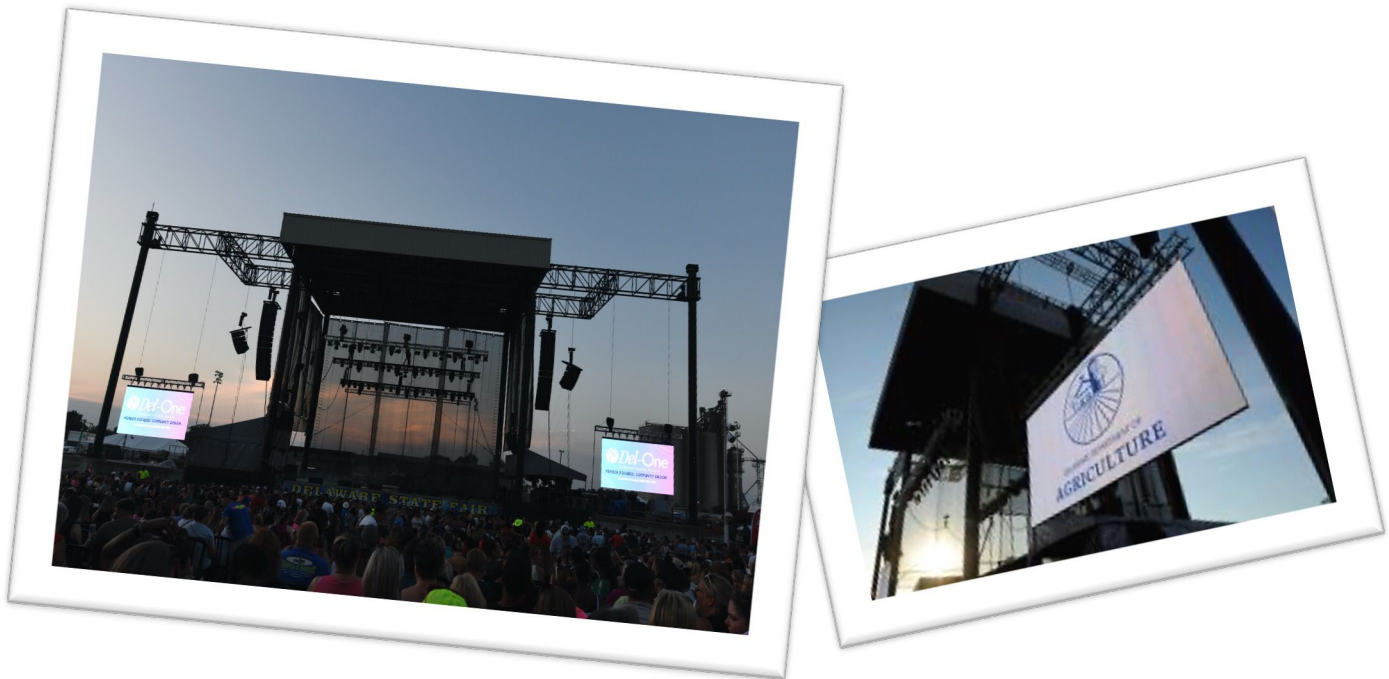
CONCERT LED PACKAGE

LED Screen Ads: Have your message displayed in front of thousands of concert-goers, each night of the fair on our large LED screen – right next to the stage!

Investment: \$2,500

A minimum of twelve (12) thirty (:30) second static LED screen advertisements will be displayed on both sides of the Grandstand stage before all 2023 shows. Production cost to be paid by sponsor in format specified by Delaware State Fair, Inc. (subject to management approval). Content to be submitted prior to July 1, 2023, and is subject to approval by Delaware State Fair Marketing staff **Average impressions/reach: 528,000 Media value: \$26,400**

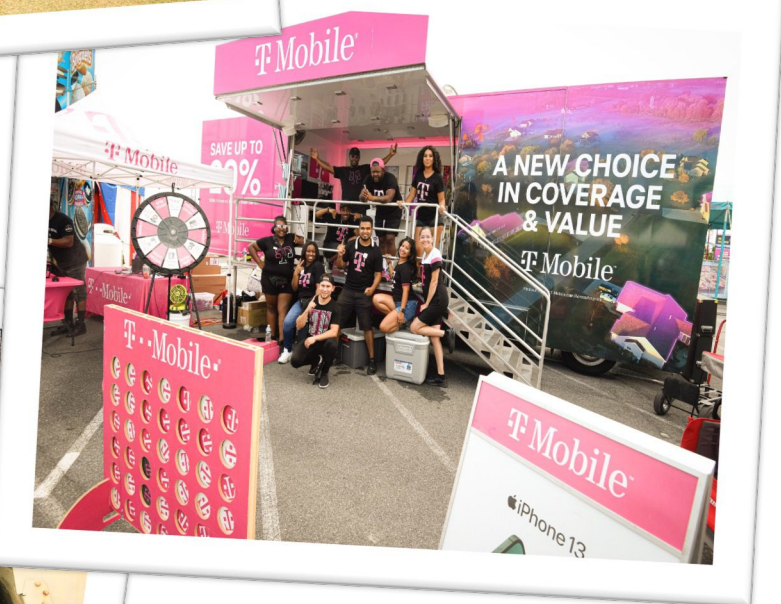
***CONCERT LED PACKAGE INCLUDES THE BASE MARKETING BENEFITS**



ON SITE SPONSORSHIP PACKAGE

As a Delaware State Fair sponsor, you will have the opportunity to directly interact with Fairgoers and bring your product, service or message to them. Whatever your need or objective is, we can help you sell, sample or promote your business message. On Site locations will range between \$150 - \$250 a front foot depending on the location on the grounds

***ON SITE SPONSORSHIP PACKAGE INCLUDES THE BASE MARKETING BENEFITS**



ON SITE SPONSORSHIP PACKAGE EXHIBIT HALL

Pricing for the first 10'x10' space \$3,000 each additional 10'x10' booth will be charged at an additional \$1,500 per booth.

10'x10' = \$3,000

20'x10' = \$4,500

30'x10' = \$6,000

40'x10' = \$7,500

***EXHIBIT HALL ON SITE SPONSORSHIP PACKAGE INCLUDES THE BASE MARKETING BENEFITS**



GROUNDS ENTERTAINMENT SPONSORSHIP PACKAGE

Grounds Entertainment/Attractions:

The Delaware State Fair offers Fairgoers a diverse variety of grounds entertainment for all ages. Ranging from strolling entertainers, live music, magicians, and more, entertainment sponsorship presents a unique opportunity to communicate the sponsor's brand/message/etc. to Fairgoers.

Sponsorship includes

- Sponsor name/logo included on all signage promoting entertainment
- Sponsor name/logo included in email blast announcing/promoting entertainment
- Sponsor name/logo included on all web-presence promoting entertainment
- Sponsor name/logo included on all print promotional pieces for entertainment
- Sponsor name mentioned on all radio/television/web-video spots promoting entertainment

GROUNDS ENTERTAINMENT PRICING WILL RANGE FROM \$5,000 - \$10,000

***GROUNDS ENTERTAINMENT PACKAGE INCLUDES THE BASE MARKETING BENEFITS**

\$10,000	\$7,500	\$5,000
Circus Hollywood	Carousel Organ	Kids' Fair
Camel Show	Nightly Parade	Antique Machinery Showcase
Animal Menagerie	Mystic Dragon	Extravaganza
Racing Pigs	Robot Rangers	Livestock Auction
ARCY (street art with demonstrations)	Chicken Rider	Pretty Animal Contest
Touch A Truck Area	Entertainment by Rollo	Wool Lead Line
Trevor & Lori (Magic Show) Plaza Stage	Strolling Princesses	
Rockland Rd & British Invasion - Plaza Stage		

DIGITAL AD PACKAGES

*DIGITAL AD PACKAGE INCLUDES THE BASE MARKETING BENEFITS

TIME	SPONSOR COURT	EXHIBIT HALL	BEVERIDGE PLAZA	CENTER ICE ARENA	ARENA PAL	DELAWARE BUILDING	FARM MACHINERY LOT
12 PM	- CAROUSEL ORGAN - CORONAS FAMILY ZOO AND MENAGERIE	- BUTTER SCULPTURE - BEHIND EXHIBIT HALL: TOUCH-A-TRUCK				FIRST STATE MODEL RAILROAD CLUB DISPLAY	TUMBLEWEED CROSSING
1:30 PM						HOLLYWOOD RACING PIGS	
2 PM							
3 PM	CAMEL SHOW					HOLLYWOOD RACING PIGS	TUMBLEWEED CROSSING
4 PM	BMX FREESTYLE TEAM						
5 PM	CIRCUS HOLLYWOOD PRESENTED BY PIC BANK						
5:30 PM		47 ABC LIVE BROADCAST					
6 PM			CATHERINE HICKLAND	5-H CLOTHING SHOWCASE			
6:30 PM	CAMEL SHOW	47 ABC FAMILY FEUD GAME		4-H TALENT SHOW			TUMBLEWEED CROSSING
7 PM			ADAM CALVERT			HOLLYWOOD RACING PIGS	
7:30 PM	BMX FREESTYLE TEAM						
8 PM			CATHERINE HICKLAND				
8:30 PM	CIRCUS HOLLYWOOD PRESENTED BY PIC BANK						
9 PM			ADAM CALVERT				

Calendar Post: \$5,000

Fairgoers love to see what's happening each day of the fair. Consider sponsoring our Daily Calendar Spotlight Stories. Your logo will be included in all calendar updates provided on the Fair's Facebook & Instagram pages.

Email Blast: \$5,000

The Delaware State Fair uses email to reach out to those who sign up for the service and previous customers. Over 40 emails are sent to the Fair's over 96,000 unique email patrons each year. All emails will be tagged with "Message powered by...". Sponsor name/logo included in email with link to Sponsor's website.



DIGITAL AD PACKAGES

*DIGITAL AD PACKAGE INCLUDES THE BASE MARKETING BENEFITS

Fair Facebook/Instagram Spotlights: \$5,000

Our Facebook/Instagram Lives featuring entertainment, activities and fun fair facts. These broadcasts have become a popular social media attraction to watch online. Consider sponsoring five (5) broadcast during the ten days of fair where your message will be included in the broadcast



Concert Ticket Giveaway: \$5,000

Concerts continue to be one of the most popular attractions at the fair. Your company can help concert goers win tickets to some of the hottest concerts this summer. Consider doing a concert ticket promotion with the marketing team at the Delaware State Fair right at your place of business.

- Facebook & Instagram Live at Sponsor Location
- Social Media Post with contest
- Co Branding for Promotion / Woobox Entry Form
- Dedicated email for contest
- 5 pair of concert Tickets plus Gate Admission



DAY SPONSORSHIP PACKAGE

***DAY SPONSORSHIP PACKAGE INCLUDES THE BASE MARKETING BENEFITS**

Day Sponsors: starting at \$10,000 (price varies depending if free admission is included in sponsorship program)

Be the center of attention to the 25-40,000 attendees that pass through the gates on an average day at the Delaware State Fair. Your company's name will be associated with the particular day in promotions for the fair.

Includes: Signage on grounds
 Banners at gates
 Magnet on ticket booths
 Name on all day mentions and fair advertising



Thursday: **OPENING DAY** presented by *Delaware Electric Cooperative*

- Friday: *Pepsi Day* at the Fair (**SOLD**)
- Saturday: **AVAILABLE FOR SPONSORSHIP**
- Sunday: **AVAILABLE FOR SPONSORSHIP**
- Monday: *Food Lion Hunger Relief Day* (**SOLD**)
- Tuesday: *Kids' Day* – free admission for kids 12 and under (**SOLD**)
- Wednesday: *Armed Forces Day* presented by *Pratt Insurance* (**SOLD**)
- Thursday: *Governor's Day* presented by Highmark Blue Cross Blue Shield DE (**SOLD**)
- Friday: **AVAILABLE FOR SPONSORSHIP**
- Saturday: **AVAILABLE FOR SPONSORSHIP**

VIP / EMPLOYEE / CUSTOMER THANK YOU PACKAGES

What a wonderful way to say thank you to a customer or employee with a Day at the Fair. We can customize any package to help celebrate that special someone with admission tickets, concert tickets, carnival ride wristbands, or food vouchers right at the Delaware State Fair. Each package and experience can be uniquely built to fit your exact marketing goals.



BASE SPONSORSHIP MARKETING BENEFITS

Gate admission tickets: quantity to be determined based on sponsorship level

VIP Parking Passes: quantity to be determined based on sponsorship level

Print Media: Sponsor's name/logo printed in the Entertainment Guide, distributed to Event patrons with digital copies available via website, distributed at sponsor and tourism locations

Average impressions/reach: 325,000 media value: \$16,250

Digital Media

- a) SOCIAL MEDIA POST - Sponsor's name/logo included in the "Thank You to Our Sponsors" social media post on the Property's Facebook page with a link to Property's "Sponsors" webpage. **Average impressions /reach: 66,000 media value \$1,320**
- b) WEBSITE - Sponsor's name/logo displayed on Property's website (where applicable) with link to the Sponsor's website special section placed on the "Thank You to Our Sponsors", Concerts, and Individual Concert Event Pages' social media post on the Property's. **Over 330,583 visitors to website main page, with 3,664,440 page views – measured 153,254 visitors to "Things to Do" page**
- c) EMAIL - Sponsor's name/logo included in the "Thank You to Our Sponsors" email blast. **Average impressions /reach: 86,000 media value: \$17,200**
- d) SPONSOR SPOTLIGHT- Sponsor's name/logo included in the "Sponsor Spotlight" social media post on Instagram and Facebook. **Average impressions /reach: 66,000 media value \$1,320**
- e) MOBILE APP - Sponsor's name/logo included in the Delaware State Fair Mobile App. **Downloads/reach: 12,000 media value: \$2,400**

Signage

- a) THANK-YOU SIGNAGE - Sponsor's name/logo displayed on three (3) "Sponsor Thank You" signs located in high-traffic areas on the Fairgrounds during the Event. **Average impressions /reach: 525,000 media value: \$15,750**
- b) MAP STATIONS - Sponsor's name/logo displayed at five (5) map stations located in high-traffic areas on the Fairgrounds during the Event. **Average impressions /reach: 875,000 media value: \$26,250**

ONSITE SPONSORS (will receive additional benefits)

- a) Social Media Post - Sponsor's name/logo included in the "Come visit us at the Fair" Facebook message. **Average impressions /reach: 66,000 media value \$1,320**
- b) EMAIL - Sponsor's name/logo included in the "Come See Us at the Fair" email blast. **Average impressions /reach: 86,000 media value: \$17,200**

Exhibit Hall Sponsors Only: EXHIBIT HALL SIGN - Sponsor's name/logo displayed on the Exhibit Hall "Sponsor Thank You" sign, located outside of the Exhibit Hall

CONTACT INFORMATION

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