

Welcome to the Florida State Fairgrounds!

We're always excited to welcome new partners to the 330+ acres of fun that we call the Florida State Fairgrounds!

Centrally located in the heart of Tampa, there's excitement around every corner from the traditions of the Annual Florida State Fair to the innovations found at the largest RV show in the nation. Of course, our foundation is firmly rooted in the rich agricultural heritage and industries of our great state. We proudly host and showcase a vast assortment of events and activities throughout the year that support and celebrate our agricultural community.

Partnership with the fairgrounds comes in a variety of opportunities that connect our sponsors with our community in relevant ways, building brand affinity and awareness, engagement opportunities and other promotional aspects.

It is truly a privilege to serve our youth, families and all of our guests through the beautiful grounds and the events that bring us together. In truth, this would not be possible without the financial support from our corporate sponsors. The fairgrounds does not receive operational funding from the State of Florida, so we rely heavily on a robust sponsorship program to bring value to our partners.

Thank you for your interest in partnering with the Florida State Fair. On the following pages, you will find a brief introduction to our program. We are also open to your ideas to build on what is here as well as it's important for us to deliver what you most need from the partnership investment.

I look forward to discussing in more detail at your earliest convenience,
Sincerely,

Patty Chandler

Patty Chandler
Sponsorship and Community Engagement!
Florida State Fair Authority
Patty.Chandler@FloridaStateFair.com
(813) 627.4227

DESTINATION FOR YEAR ROUND FUN

OVER 1.5 MILLION VISITORS EACH YEAR

Home to the annual Florida State Fair, the 330 acre campus in the heart of Tampa also attracts more than a million people to enjoy the hundreds of Live Nation concerts, trade and consumer expos, equestrian events and agricultural programs throughout the year.

Grounds include:

- Multi-use, indoor venues ranging from 5,000 to 87,000 sq. ft.
- 20,000 seat Live Nation **MIDFLORIDA Amphitheater**
- 23-acre **Bob Thomas Equestrian Center**
 - **TECO Arena** – indoor arena
 - 60,000 sq. ft. covered arena
 - Three outdoor rings
 - Five barn complex
- Authentic, living history museum of early life in rural Florida
- Campgrounds
- Botanical and learning gardens



JOIN IN THE CELEBRATION OF COMMUNITY

PARTNERSHIP at the Florida State Fairgrounds begins with a shared commitment to our community.

Join a prestigious roster of both fair and year round partners from various industries who make the fun possible.

We rely on the support and advocacy of our corporate partners. Whether through trade or flexible, customized sponsorship programming, we connect our partner brands and our guests in authentic and relevant ways.

- ✓ Diverse audience
- ✓ Fair or Year Round opportunities
- ✓ Community-focused
- ✓ Branding and consumer engagement



CREATE THE PERFECT PARTNERSHIP

SELECT THE RIGHT LEVEL OF INVESTMENT, BENEFITS AND ACTIVATION

YEAR ROUND SPONSORSHIP OPPORTUNITIES

VENUE SPONSOR

- Naming rights
- List of available arenas, exhibit buildings, barns, more
- Starting at \$20,000 cash/trade

FAIRGROUNDS SPONSOR

- Year round signage and visibility
- Exclusivity option
- Starting at \$18,500 cash/trade

FAIR TIME SPONSORSHIP OPPORTUNITIES

GOLD: PREMIER SPONSOR, starting at \$40,000

Benefits: Inclusion in \$375K Paid Media • Sponsor of Major Attraction/Event/Stage • Official Partner Designation • Plus SILVER and BRONZE Benefits

SILVER: CORPORATE SPONSOR, starting at \$15,000

Benefits: Sponsor of Attraction/Event/Stage • On-Premise Signage • PA Announcements • Social Media Spotlight • Press Release • Daily Access to Hospitality Room • Invitations to Governor's Luncheon • Plus BRONZE Benefits

BRONZE: FRIEND OF FAIR, starting at \$7,500

Benefits: Premium Activation Space • Recognition on Gate Signage/Visitor's Guide/Website Sponsor and Homepage • Admission Tix & Parking Passes.

2022 FAIR FACTS AT A GLANCE

FEB 10 – 21, 2022



TOTAL ATTENDANCE: **428,200**

NEW OFFICIAL RETAIL TICKETING PARTNER: **Wawa**

RECORD THREE CONSECUTIVE DAYS OF ATTENDANCE OVER 60,000!

VISITORS TO FLORIDASTATEFAIR.COM: **614,221**

2022 MEDIA CAMPAIGN: **\$590,000** TOTAL SPEND

CAMPAIGN IMPRESSIONS: **31,518,430 TOTAL**

EARNED MEDIA: **647,661,758 TOTAL CIRCULATION**

PAID MEDIA MIX

40% TV • 24% DIGITAL • 14% OUT OF HOME

9% RADIO • 7% SOCIAL • 6% PRINT

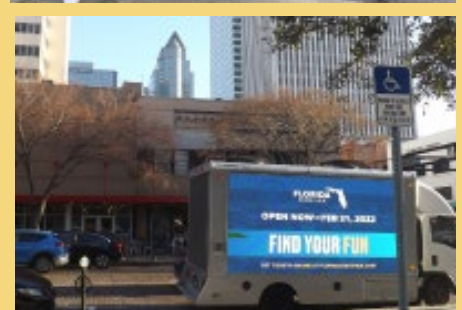
KEY DIGITAL METRICS

SOCIAL FOLLOWER INCREASE:  **42.6%**

CLICK THROUGH: **0.12%** VIDEO CTR: **0.28%** VIDEO COMPLETION: **78%**



Left: Digital ad, Retail Signage at Wawa



Right from top: Street Teams, Mobile Advertising

Events Attended/Places Visited Past 12 Months: Florida State Fair	Coverage %	Index
Gender		
Men	38.3%	80
Women	61.7%	118
Age		
18 - 20	7.1%	173
21 - 24	4.8%	89
25 - 29	15.2%	236
30 - 34	10.6%	127
35 - 39	10.5%	136
40 - 44	5.6%	88
45 - 49	7.6%	124
50 - 54	8.0%	86
55 - 59	4.0%	50
60 - 64	8.9%	99
65 - 69	7.5%	99
70 or older	10.3%	47
# of Children in Household (age 17 or under)		
One	14.3%	108
Two	19%	191
Three	3.3%	108
Four	4.8%	422
Presence of Children by Age		
Age 5 and under	19.6%	158
Age 6 - 11	24.4%	218
Age 12 - 17	16.4%	115
Household Income Summaries		
Less than \$35,000	15.4%	66
\$35,000 - \$49,999	18.2%	81
\$50,000 - \$74,999	29.6%	148
\$75,000 - \$99,999	15.6%	115
\$100,000 - \$249,999	18.7%	101



Source: Scarborough
Base: A18+ Tampa
Target: Event Attended/Places Visited: Florida State Fair
Timing: Past 12 Months (Jan '20– Jan '21)

AUDIENCE INSIGHTS + IMPLICATIONS:

- Fair visitors skew Female
- Almost 60% of fair-goers are between the ages of 25-54
 - Opportunity to target niche age groups; younger (18-20) and older (60+) through targeted media placements
- Likely to have large families with children under the age of 17 (relatively even coverage across age ranges)
- Higher income households provide more spending opportunities
- County coverage heaviest in Hillsborough, but need to ensure coverage in all priority counties of the Tampa DMA
- Majority of visitors are non-Hispanic
 - The 23% that are Hispanic tend to be more acculturated and prefer to speak English over Spanish (even at home)

Events Attended/Places Visited Past 12 Months: Florida State Fair	Coverage %	Index
County of Residence		
Citrus, FL	1.6%	51
Hardee, FL	0.1%	38
Hernando, FL	4.2%	108
Hillsborough, FL	48.3%	172
Manatee, FL	3.8%	47
Pasco, FL	12.9%	119
Pinellas, FL	19.9%	96
Polk, FL	7.5%	54
Sarasota, FL	3.0%	33
Race		
White- Non-Hispanic	60.5%	85
White- Hispanic	20.5%	151
Black/African American- Non- Hispanic	12.2%	137
Black/African American- Hispanic	1.2%	74
Asian	4.8%	403
Other- Hispanic	1.0%	47
Among Hispanics: Language personally prefer to speak		
English more than Spanish	9.5%	189
Spanish more than English	2.9%	79
Among Hispanics: Language personally prefer to speak in home		
English more than Spanish	7.6%	165
Spanish more than English	6.5%	102

BENEFITS SPONSOR PRINT AND COLLATERAL

VISITOR'S GUIDE

Recognition in 175K guides with maps and daily schedules as well as digital version.



GATE SPONSOR RECOGNITION BOARD

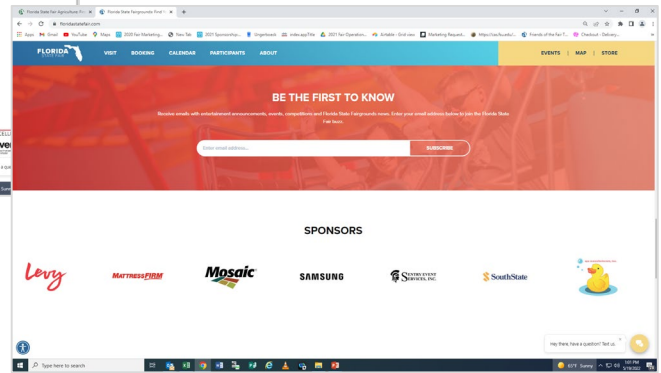
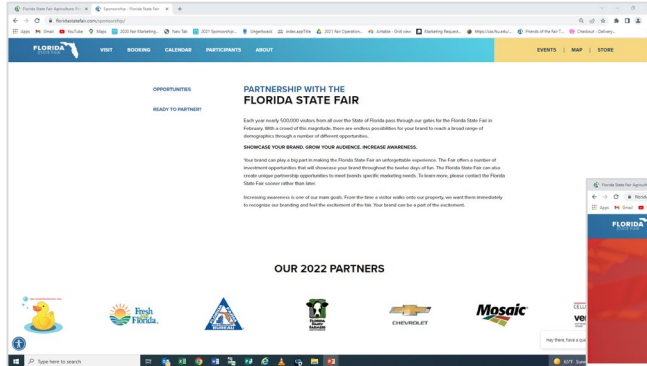
Visibility to all guests on the grounds via permanent year-round signage at each of the four main entrances.



BENEFITS SPONSOR DIGITAL ENGAGEMENT

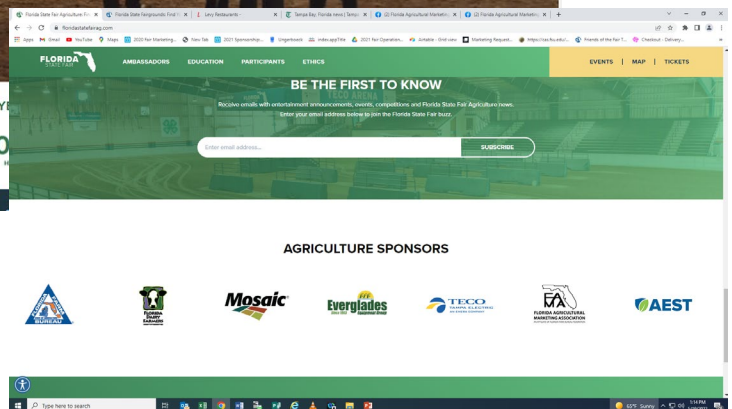
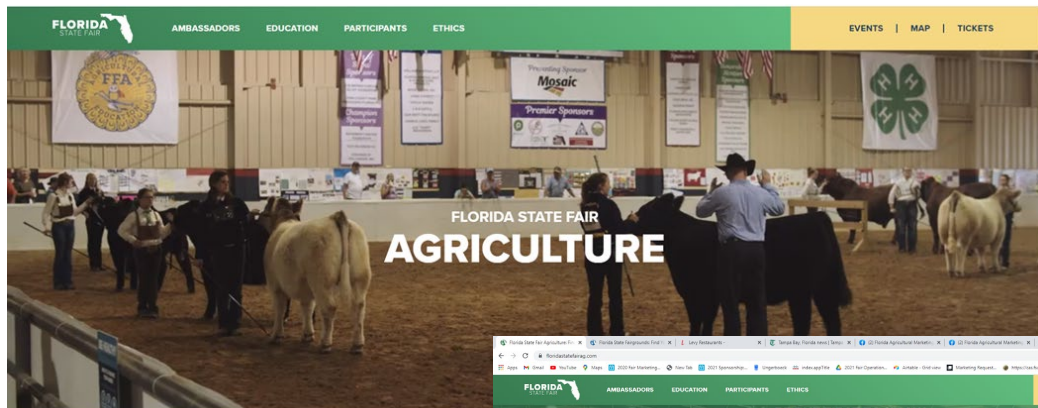
FloridaStateFair.com

Linked brand logos on homepage and sponsor page rotators



FloridaStateFairAG.com

Content throughout and linked brand logos in homepage rotator



BENEFITS SPONSOR SOCIAL ENGAGEMENT SOCIAL MEDIA

Posts, Tweets and Video via Florida State Fair Channels

Florida State Fairgrounds February 18

Head on over to the Midway Stage and watch Hillsborough Kids Rock, with Ronald McDonald! 🍌 🍌 #flstatefair
Today only, 3:00pm - 5:00pm!
Caspers Company



4,105 People reached 39 Engagements [Boost post](#)

Florida State Fairgrounds February 11

Grab a Fair Food Tour card at any information booth, and vote for which item you think should take home the gold! #flstatefair
Our Information booths are proudly sponsored by Everglades Equipment Group! #sponsorsplight



5,748 People reached 135 Engagements [Boost post](#)

Tweet

Florida State Fair @FLStateFair

Bring the kiddos by our Little Farm Hands barn to learn all about agriculture in a hands on way! 🍌 🍌 🌱

Little Farm Hands is proudly sponsored by Mosaic! #FLStateFair



1:01 PM · Feb 20, 2022 · Hootsuite Inc.

Florida State Fairgrounds February 21

It's your last chance to visit the Farm Bar presented by our friends Keel & Curley Winery at Keel Farms! 🍌 🍌 🍌
Try the Candy Apple Hard Cider, it's delicious! #flstatefair



3,439 People reached 70 Engagements [Boost post](#)



FIND YOUR FUN



Learn more about partnership opportunities at the Florida State Fairgrounds

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