

FEB 5 THRU 16, 2026

FLORIDA *State Fair*



PARTNERSHIP INTRODUCTION



Welcome to the Florida State Fairgrounds!

We're excited to welcome you to the Florida State Fairgrounds — 330+ acres of fun, tradition, and opportunity in the heart of Tampa. As home to the annual Florida State Fair and hundreds of year-round events, our venue connects with over 1 million guests annually, including **398,000 visitors** to the 2025 Fair alone. This year's event set multiple attendance records and marked the launch of our brand-new **Florida State Fair mobile app**, enhancing guest engagement and providing new ways for sponsors to connect with audiences.

We also surpassed **110,000+ social media followers**, including a **40% increase in Instagram followers**, making digital engagement one of our fastest-growing assets. The 2026 Fair, running **February 5–16**, is set to build on that momentum with more dynamic experiences for guests and sponsors alike.

Our mission is rooted in Florida's agricultural heritage, but we thrive through innovation, community partnerships, and immersive storytelling. Since the Fairgrounds does not receive operational funding from the State, sponsors are critical in helping us bring high-value, memorable experiences to families, youth, and visitors from across the state.

What makes our sponsorship program unique?

- Flexible and value-driven pricing
- Creative in-house support to bring your brand to life
- Authentic and engaging on-site activations

Thank you for your interest in the Florida State Fair. The following pages outline our sponsorship offerings — and we're always open to custom ideas. Let's create something exciting together.

I look forward to connecting with you soon!

Shannon Dixie
Corporate Sponsorship & Sales Executive
Florida State Fair Authority
Shannon.Dixie@FloridaStateFair.com
(813) 957-7385

WELCOME



OVER 1.75 MILLION VISITORS EACH YEAR

Home to the annual Florida State Fair, the Tampa campus attracts over a million visitors for Live Nation concerts, trade shows, consumer expos, equestrian events, and agricultural programs throughout the year.

GROUND INCLUDE:

Multi-use, indoor venues ranging from 5,000 to 87,000 sq. ft.

- Expo Hall
- Florida Center
- Special Events Center

20,000 seat Live Nation **MIDFLORIDA Amphitheater**

23-acre **Bob Thomas Equestrian Center**

- Indoor Arena
- 60,000 sq. ft. Covered Arena
- Three outdoor rings

Five barn complexes

Cracker Country

- Authentic, living history museum of early life in rural Florida.

Campgrounds

Botanical and learning gardens

OUR FAIRGROUNDS



FLORIDASTATEFAIR.COM



FLORIDA STATE FAIRGROUNDS



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 across the country who value our mission. Whether through trade or in-kind sponsorship programming, we customize and connect our partner brands to our guests in authentic and relevant ways.

- Diverse audience
- Branding and consumer engagement
- Community-focused
- Premium Licensed Fair Space
- Fair or year-round opportunities

SPONSORSHIP



FLORIDASTATEFAIR.COM

Our Sponsors



CELEBRATE FAIR!



Customize The Perfect Partnership

Craft the Right Level of Investment, Benefits & Activation

YEAR-ROUND PARTNERSHIP OPPORTUNITIES

FAIRGROUNDS SPONSOR

Branding: Year-Round Permanent Signage and Visibility
Starting at \$20,000 cash/in-kind

VENUE SPONSOR

Naming Rights: Arenas and Exhibit Buildings
Starting at \$15,000 cash/in-kind

FAIR TIME PARTNERSHIP OPPORTUNITIES

PREMIER SPONSOR

Sponsor of Major Attraction/Event
Benefits include Inclusion in \$375K Paid Media • Official Partner Designation
Plus CORPORATE and FRIEND OF FAIR Benefits
Starting at \$40,000

CORPORATE SPONSOR

Sponsor of Attraction/Promotion/Event/Stage
Benefits include Customized Activation • On-Premises Signage
PA Announcements Social Media Spotlight • Press Release
Daily Access to Hospitality Room • Invitations to Governor's Luncheon
Plus FRIEND OF FAIR Benefits
Starting at \$15,000

FRIEND OF FAIR SPONSOR

Premium Activation Space
Benefits include Recognition on Gate Signage/Visitor's Guide
Website Sponsor and Homepage • Admission Tix & Parking Passes
Starting at \$7,500



SHANNON DIXIE

SCAN TO CONTACT

YOUR PERFECT FIT!

2025 FLORIDA STATE FAIR HIGHLIGHTS

RECORD PERFORMANCE
ADMISSIONS \$4MM
TOTAL REVENUE \$9.4MM



3RD TIME MIDWAY SALES
GREATER THAN \$5MM



ATTENDANCE
398,000 GUESTS



HIGHEST ADVANCE
SALES EVER
59,000 TICKETS



PAID MEDIA RESULTS



PRINT

5,350,000

TV

22,900,000

RADIO

7,800,000

OUT OF
HOME

51,439,000

DIGITAL

15,706,000

89,000,000 TOTAL IMPRESSIONS (UP 11.5% OVER 2024)

SOCIAL MEDIA



6% Followers
Reach 14.4MM



40% Followers
Reach 2.2MM



25% Followers
Reach 14.7MM

SOCIAL MEDIA

SUBSCRIBERS
INCREASED
TO 110,000+

UP 35%
FROM 2024

PAID INFLUENCER PROGRAM

ADDED
1.4MM
FOLLOWERS

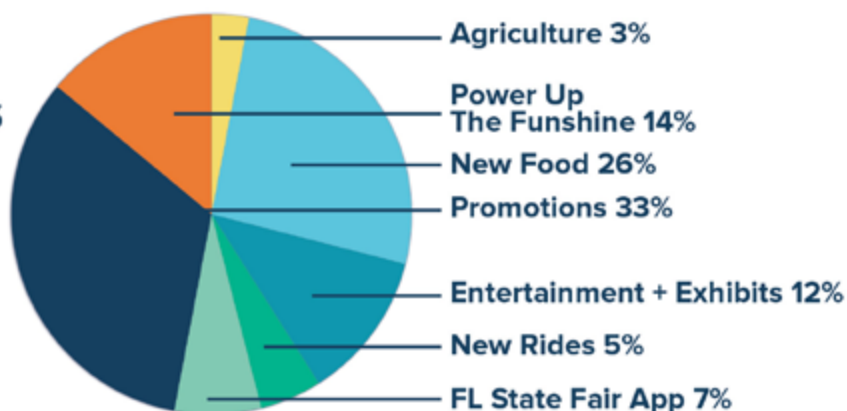
**FLORIDA
STATE FAIR**



EARNED MEDIA RESULTS

**10.07 BILLION IMPRESSIONS
UP 34% OVER 2024**

The following depicts a breakdown of the Florida State Fair topics covered by media, including, but not limited to:



NEW FAIR APP
10K+ DOWNLOADS



2025 FLORIDA STATE FAIR CREATIVE HIGHLIGHTS

Out of Home Billboards



Banner Ad



Wawa Retail POS



Wawa Retail POS



Digital Ad



Wawa Retail POS

Wawa



See You at the Fair!



FLORIDA
STATE FAIR

Learn more about partnership opportunities at the Florida State Fairgrounds
ShannonDixie • 813.957.7385 • Shannon.Dixie@FloridaStateFair.com

YOUR PERFECT FIT!