

# CELEBRATING ALL THINGS KANSAS



## 2020 Business Opportunity Guide

**Sell products.**

**Engage customers.**

**Reward employees.**

**Build your brand.**



**September 11-20, 2020**

**CELEBRATING KANSAS**

*Since 1913*

**Once a year, more than 330,000 Kansans flock to Hutchinson to celebrate the Sunflower State.**

**It's a place of curious wonder.  
Childhood discovery. Big thrills.  
Belly laughs. Renewed friendships.  
Beloved treats. Family traditions.**

**The Kansas State Fair features the best of all things of Kansas — up close and personal.**

<b>Exhibit</b>	<b>7</b>
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*Celebrating Kansas since 1913*







**The Kansas State Fair is a self-funded agency. We've been able to continue to showcase the best of Kansas because of our great partners.**

**As the world's largest gathering of Kansans, the Fair provides enormous opportunity to connect directly with customers, potential employees and partners that can help you reach your goals.**

# People are crazy about the Kansas State Fair.

## ATTENDANCE

**337,000+**  
attendees

**24,000+**  
grandstand event  
attendees

## MARKETING PARTNERS

**75+**  
corporate  
sponsors

**600+**  
commercial  
exhibitors and vendors

## SOCIAL

**61,000+**  
Facebook followers

**11,000+**  
Twitter followers

**6,000+**  
Instagram followers

## DIGITAL

**36,000+**  
Email contacts

**295,000+**  
annual unique  
website visitors

**485,000+**  
annual unique  
website sessions

**VISITOR GUIDE**  
**New magazine**  
**format for 2019!**

**200,000**  
copies

Distributed through  
**65 Dillons**  
locations in Kansas

**36 pages**





Think the State Fair is only  
cows, corn dogs and a carnival?  
You're missing our

# AMAZING EDUTAINMENT

Here is a look our 2019 offerings.

## NEW

### **Fearless Flores Family**

"Motorcycle Madness"  
daredevils in the legendary  
"Globe of Death" in the  
Gottschalk Park arena

## NEW

### **Free Concerts**

Nashville up-and-comers Mason  
Ramsey (Walmart Yodeler) and  
Lindsay Ell played Bretz &  
Young Arena on Tuesday and  
Thursday—free with gate  
admission!

## NEW

### **Explore Kansas Festival**

Lecompton North-South  
reenactment, Lindsborg's  
Swedish dancers, Wilson's  
Czech dancers, and more on  
Sat., Sept. 7

## NEW

### **The Strong Man**

America's Got Talent finalist  
John Beatty wowed crowds  
with fantastic feats of strength

## NEW

### **Jason D'Vaude**

Comedic juggling, fire and  
balancing acts include a dash of  
danger—with a laugh

## NEW

### **Sudsy's Barn**

Colorful, voice-animated  
characters encourage  
handwashing

## NEW

### **Draft & Miniature Horse Parade**

Majestic animals big and small  
paraded the grounds on Fri., Sept. 6

## BACK BY POPULAR DEMAND

### **Bandaloni**

This beloved one-man-band  
roving act returned in 2019

## BACK FOR A SECOND YEAR

### **Moo-U Barn Tours**

Go behind the scenes to learn  
about livestock in these 45-  
minute guided tours

## BACK FOR A SECOND YEAR

### **The Butterfly Experience**

Feed butterflies and watch  
caterpillars in this enclosed  
butterfly garden

### **Dr. Goddard's Lab**

Learn how rockets work in this  
interactive show from the  
Cosmosphere

### **Demonstrations**

K-9

Electrical safety

Emergency preparedness

Sheep shearing

Beading and Needlework

Deco art and china painting

Woodcarving & wheatweaving

Fiber arts

Dairy, soybean & wheat foods

## FAN FAVE!

### **Ron Diamond**

Comic hypnotist

### **Milking Parlor**

Witness first hand how milk  
makes its way from farm to  
table

### **Hedrick's Pig Races**

Crowds cheer little porkers in  
their race for the Oreo cookie

### **Exotic Petting Zoo**

Get up close and personal with  
a variety of exotic and domestic  
animals

### **Birthing Center**

Try your hand at delivering  
Bessie's calf and watch  
mommies from across the  
livestock world give birth

### **Gary Keenan—Chainsaw Woodcarver**

Fan favorite wood sculptor  
demonstrates his skill

### **AgriLand**

Kids can milk a cow, drive a  
combine, and learn about the  
soil under their feet.

### **Ye Old Mill**

### **State Fair Railway**

### **Lake Talbott Boat Rides**

## FAMILY FAVORITES



The Kansas State Fair is filled with sights, sounds, smells, and tastes to spark every child's sense of wonder.

### ANIMALS

Moo-U Barn Tours, pig races, exotic animal petting zoo, birthing center, milking demonstration and barns full of rabbits, chickens, pigeons, goats, horses, cattle and more.

### FOOD

Hundreds of dining options can be found across the Fairgrounds – from full menu dinners to hand-held snacks – including many in the air-conditioned comfort of Cottonwood Court.

### ACTIVITIES

Ye Old Mill, the Kansas State Fair Railroad, Lake Talbott boat rides, Dr. Goddard's Lab, Agriland in the Pride of Kansas Building, face painting, electricity and energy demonstrations, safety demonstrations from the Kansas Highway Patrol and, of course, all the exciting rides and games on the Midway.

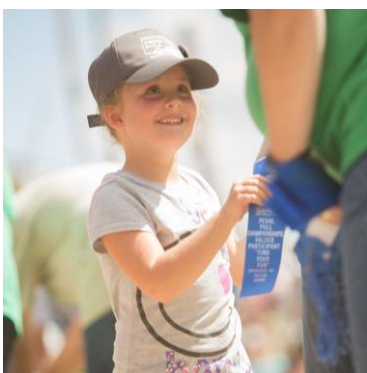
### SHOPPING

Nearly 700 vendors come to the Kansas State Fair each year to showcase their latest products. Whether you're in the market for a new purse, the latest in cookware technology, outdoor gear, or just something fun for the kids, you are bound to find it at the Kansas State Fair.

## KANSAS' LARGEST CLASSROOM

More than 13,000 students from preschool to high school age travel to the Kansas State Fair each year to learn about the richness of our state in a hands-on way. From the animal birthing center and milking parlor to classroom art competitions and the marching band contest featuring over 100 schools, there is no shortage of opportunity to spark curiosity.

## CONTESTS & COMPETITIONS



### Competitive Exhibits:

- Crops
- Quilting and textiles
- Fine arts & photography
- Floriculture and horticulture
- Foods
- Horses
- Livestock (cattle, pigs, sheep, goats, llamas, alpacas, and more)
- Poultry
- Rabbits
- 4-H
- Boy Scouts and Girl Scouts

### Contests:

- State Pedal Pull Championships
- Kansas Arm Wrestling Championships
- Celebrity Goat Milking
- Celebrity Grape Stomping
- Kansas State Fair Car Show
- Grilled Cheese Grill-Off
- Mutton Bustin'
- Antique Tractors
- Auctioneer Contest
- Pronto Pup Eating Contest
- Marching Band Competitions

2019 marked the 20<sup>th</sup> anniversary of The Grand Drive and Gala—a premier youth livestock show with over 800 4-H and FFA participants.



# Exhibit Space



## Shake Hands. Educate. Sell Products.

Commercial exhibit spaces at the Kansas State Fair gives you a place to directly interact with over 330,000 attendees in a 10-day period. Whether you need an indoor air-conditioned space or an expansive outdoor display, we can accommodate your needs.

We welcome applications from companies and organizations of all kinds, and we select a variety of exhibitors to create a balanced program of products and an attractive grounds for attendees. The Fair will start taking applications Jan. 6, 2020. Selection for new exhibitors begins April 15 until filled.

### AVAILABLE SPACES

#### Indoor – Air-Conditioned

Meadowlark Building  
Pride of Kansas Building  
Sunflower North Building  
Sunflower South Building

#### 10x10 booths

Possible options to double space  
Basic electric included

#### Indoor – Non-Air-Conditioned

Eisenhower Building  
Expo Center  
Nex-Tech Wireless Grandstand

#### 10x10 booths

Possible options to double space  
Basic electric included

#### Outside Exhibit Areas

Spaces are priced by the front foot with a standard 25' depth.  
Additional depth is available—see website for pricing details. Electrical is based on need.

Contact Janene Starks [Janene.k.starks@ks.gov](mailto:Janene.k.starks@ks.gov) or 620-669-3612



# Sponsor



## Branded entertainment. One-on-one engagement. Big-time awareness.

The Kansas State Fair is full of opportunities to build your brand, and sponsorships are a great option for having a “wow” presence—especially if you can’t staff a booth for 10 days. We can help you craft a custom package to meet your specific goals.

Contact Marla Parsons to design your package today at [marla.parsons@ks.gov](mailto:marla.parsons@ks.gov) or 620-669-3613.

### Example Package Elements

Gate Tickets	✓
Parking Passes	✓
Concert Tickets	✓
Premium Exhibit Space	✓
Signage	✓
KSF Website	✓
KSF Social Media	✓
KSF Visitors Guide	✓
LED Screen Ads	✓

## Example Investment Levels

<i>Sunflower</i> \$40,000+	<i>Prairie</i> \$25,000+	<i>Bison</i> \$10,000+	<i>Harvest</i> \$3,500+
<ul style="list-style-type: none"><li>• Building Naming Rights</li><li>• Official Equipment Supplier</li><li>• Day Naming Rights</li></ul>	<ul style="list-style-type: none"><li>• Kansas’ Largest Classroom</li><li>• Performance Arena Naming Rights</li><li>• Grandstand Concert Presenting Sponsor</li><li>• Tram Sponsor</li></ul>	<ul style="list-style-type: none"><li>• Day Sponsor</li><li>• Free Entertainment Presenting Sponsor</li><li>• Grand Drive Presenting Sponsor</li><li>• Ticket Sponsor</li><li>• Mobile App Presenting Sponsor</li><li>• Refuse Container Sponsor</li><li>• Branded Entertainment Sponsor</li></ul>	<ul style="list-style-type: none"><li>• Visitor Guide Sponsor</li><li>• High-Def Screen</li><li>• Grandstand Partner on the Patio</li><li>• Roving Act Sponsor</li><li>• Contest or Exhibit Category Sponsor</li><li>• Special Event Sponsor</li></ul>



# 2020 Sponsorship Opportunities

*Italics indicates sold*

## Venue Presenting Sponsor

*Grandstand*  
*Lake Talbott Stage*  
Open-Air Performance Arena  
Prairie Pavilion  
Livestock/Horse Expo Centers  
Pride of Kansas Stage  
Cottonwood Court  
Domestic Arts  
Professional Arts Gallery (new)  
Oz Gallery

## Grandstand Presenting Sponsor

Acts To Be Determined

## Featured Free Entertainment Sponsor

*Pig Races*  
Kansas State Fair Mascot (new)  
*Ron Diamond Comic Hypnotist*  
Explore Kansas Festival (9/12-9/13)  
Draft & Miniature Horse Parade  
Moo-U Barn Tours  
*Gary Keenan, Chainsaw*  
*Woodcarver*  
Glenda & Mike's Magic and  
Ventriloquism Show  
*Milking Demonstration*  
Birthing Center  
Gottschalk Park Entertainment

## Education Sponsor

*Kansas' Largest Classroom*  
*Presenting Sponsor*  
*Milking Parlor*  
*Agriland*  
High School Marching Bands  
*High School Debate Demos*  
*Dr. Goddard's Lab*

## Day Sponsor

Friday 9/11 – Welcome Back Day  
Saturday 9/12 Explore Kansas  
Sunday 9/13 – Explore Kansas  
*Monday, 9/14 - Dillons Dollar Day*  
Tuesday, 9/15 – Foodie Fest  
Wednesday, 9/16 – Kansas Cares  
Thursday 9/17 – Fall Festival  
Friday 9/18 – Ag Innovation  
*Saturday 9/19 – Arts & Culture*  
Sunday 9/20 – Kansas  
Outdoors/Family Day  
\* Day themes are tentative

## Roving Act Sponsor

Acts To Be Determined

## Attraction Sponsor

State Fair Trams  
State Fair Railway  
Skyride  
Lake Talbott Boat Rides  
*Pollinator Garden*

## Event Sponsor

*Veterans' Brunch*  
*Grand Drive Youth Livestock Show*  
*Legislative Showmanship*  
*Worship Service*  
*Legislative Luncheon*

## Demonstration Sponsor

*Electrical Safety Demonstrations*  
Sheep Shearing Demonstration  
*K9 Demonstration*

## Signage / Awareness Sponsor

Mobile App Presenting Sponsor  
Visitors Guide Presenting Sponsor  
Wi-Fi  
Main & Plum Street LED Sign  
Refuse Containers  
High Def LED Screen (Grandstand)  
High Def LED Screen (Fairgrounds)  
High Def LED Screen (Livestock)  
*State Fair Vehicle Wraps*  
Agriculture Ed Mythbusters  
Information Kiosks  
Staff and Gate Worker T-Shirts

## Exhibit or Competition Sponsor

*Pedal Pull Championships*  
*Butter Sculpture*  
*Agriculture Challenge of*  
*Champions*  
Celebrity Goat Milking  
*Celebrity Grape Stomping*  
Kansas Arm Wrestling  
Championships  
*Largest Pumpkin*  
*Youth Cake Contest*  
*Flapjack Flippin*  
*Stacker Sandwich Contest*  
*Fresh Salsa Contest*  
*Invent a Heart Health Food*  
*Pizza Pie Perfection*  
*Barbeque Sauce Contest*  
*Bread Sculptures*  
*Decorated Cakes*  
*Wedding Cake*  
*Homemade Ice Cream & Topping*  
Governor's Cookie Jar  
***Many more categories are available***

## Small Venue Sponsor

*Breastfeeding Room*  
West Event Tent  
Encampment Event Tent  
Picnic Area near House of Capper

Have a  
sponsorship idea?  
**Let's talk.**

**Contact**  
**Marla Parsons**  
**at**  
**[marla.parsons@ks.gov](mailto:marla.parsons@ks.gov)**  
**or 620-669-3613**

## Examples: Branded Experiences & Entertainment

Many of our partners create entertaining and educational experiences to engage fair-goers. Others create new contests or sponsor competitions and events that use their products. Here are a few examples:

### *Kansas Cosmosphere*

Dr. Goddard's Lab

### *Southwest Dairy Farmers*

Milking Demonstration  
Butter Sculpture Sponsor

### *Kansas Electric Cooperatives*

Electrical Safety Demonstrations

### *Dillons*

Dollar Day  
Meal packing event on Kansas Cares Day

### *Kansas Lottery*

Games of chance  
Kansas State Fair lottery tickets

### *King Arthur Flour*

Flapjack Flippin Contest

### *KSU Veterinary Medicine*

Birthing Center

### *Bureau of Land Management*

Mustang Beginnings Challenge

### *Kansas Wheat Association*

Bread Sculpture Contest &  
Demonstrations

**The opportunities  
for creativity are  
endless.**





# Advertise

## CELEBRATING ALL THINGS KANSAS

The Kansas State Fair's audience is not only available to you during the Fair on the grounds but also through our robust digital media platforms year-round. Craft a package to drive interest for your products and build your brand's reputation.

### Kansas State Fair Visitor's Guide

In the past, we published a 20-page Official Daily Schedule. In 2019, we evolved this publication into a longer, magazine-style Visitor Guide with tips for fairgoers and profiles of new foods and attractions. About 225,000 copies were distributed through 65 Dillions stores and other locations in mid-August. Visitor Guides were distributed in all 105 counties.

See our Travel Industry Association of Kansas award-winning [2019 Visitor Guide](#).

2019 Best In-House Visitor Guide: Travel Industry Association of Kansas

<b>Official Guide Sponsor</b> Back cover full page ad, logo on cover	\$7,500
<b>Inside Cover</b> Front or Back	\$5,000
<b>Full Page</b>	\$3,500
<b>Half Page</b>	\$2,000
<b>Strip</b> On map page	\$750
<b>1/4 Page</b>	\$750
<b>1/8 Page</b>	\$400
<b>Vendor Coupon</b> 1/16 Page	\$200





# REMEMBERING Our Fallen

A very emotional exhibit, *Remembering Our Fallen* will be displayed at the 2020 Kansas State Fair to remind Americans of the ultimate sacrifice made by those who died from wounds suffered in the War On Terror while wearing our country's uniform.

## HELP BRING THIS MEMORIAL TO KANSAS

The memorial includes 32 Tribute Towers with military and personal photos of over 5,000 of our nation's military Fallen since Sept. 11, 2001. This memorial was unveiled nationally at the steps of the Lincoln Memorial in Washington, D.C. in late 2017.

Contact the Sponsorship Department for details on how to be one of our valued partners in support of this memorial.



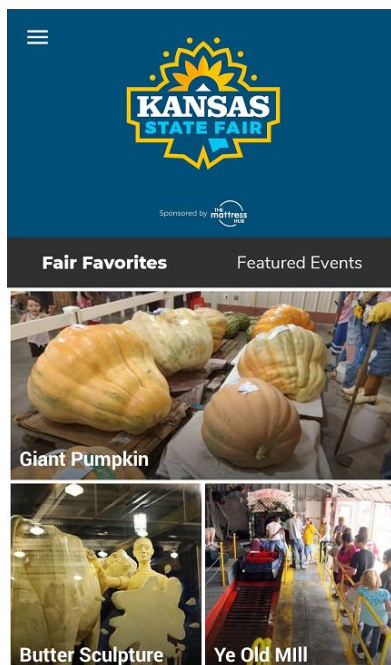
Contact Marla Parsons – [marla.parsons@ks.gov](mailto:marla.parsons@ks.gov) –  
or Connie Schmitt – [connie.schmitt@ks.gov](mailto:connie.schmitt@ks.gov) – to reserve a sponsorship.

## KansasStateFair.com



<b>Home page banner ad</b>	Rotating home page banner shown to 335,000 KSF.com website visitors. Up to 5 advertisers rotate per month.	\$300/month
<b>Page banner ad</b>	Banner ad on page of your choice on KSF.com. Available in one-month increments.	\$50-\$250/mo, depending on page traffic
<b>Google Display banners to KSF.com visitors</b>	We tag our visitors then serve your ads to them via the Google Display network as they surf the internet. Available in blocks of 25,000 impressions.	\$300

## Kansas State Fair App



Engage fairgoers via our new mobile app, which features an event calendar, map, vendor locations, food finder and news. The app had 15,000 users in 2019 who used the app more than 90,000 times during the 30 days leading up to and through the Fair.

<b>Push Notification</b>	Alert to app users. Six alerts are available each day of the Fair. We anticipate 20,000 users in 2020.	\$250/alert
<b>Contest or Survey</b>	Engage users in your brand via a contest or survey. One available per day of the Fair.	\$250-\$1,000 depending on day
<b>Sponsorship package</b>		Varies

Contact Marla Parsons – [marla.parsons@ks.gov](mailto:marla.parsons@ks.gov) – or Amy Bickel – [amy.bickel@ks.gov](mailto:amy.bickel@ks.gov) – to reserve advertising.

**Spend \$2,500 or more on digital advertising, and receive a 15% discount on pricing.**

## Main Street and Plum Digital Billboard



<b>Non-Fair rentals</b>	Those renting our facilities during the non-fair season receive a discounted rate to promote their event. Information will be posted for seven days prior to the event. This also includes social media promotions.	\$100/Weekly
<b>Organizations and non-profits</b>	Our special non-fair rate applies only to service organizations and non-profits. Not available between Aug. 15-Sept. 25.	\$70/Weekly or \$15 a day (3-day minimum)
<b>Commercial Businesses</b>	With about 70 percent of consumers looking at billboards during their drives, digital outdoor advertising is an efficient and cost-effective way to communicate with your audience. Average visual impressions - 1300 per day.	\$250/Weekly

## E-Mail



<b>Sponsorship of a KSF email</b>	Banner ad included in one of KSF's email communications. Emailed to 36,000 people who have purchased tickets online or signed up for e-communications.	\$300
<b>Exclusive Email Blast</b>	Put your information in front of 36,000 Kansas State Fair subscribers with an email featuring your content exclusively. Limited 2 per month.	\$1,500

Contact Marla Parsons – [marla.parsons@ks.gov](mailto:marla.parsons@ks.gov) –  
or Amy Bickel – [amy.bickel@ks.gov](mailto:amy.bickel@ks.gov) – to reserve advertising.

**Spend \$2,500 or more on digital advertising,  
and receive a 15% discount on pricing.**

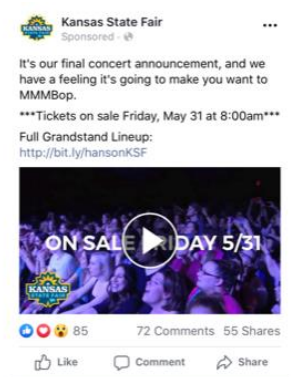


# Kansas State Fair Social Media

Use the official Kansas State Fair social media accounts to promote your business, event or destination to tens of thousands of followers. Posts are targeted to reach the audience you want at the right time.

FACEBOOK: 61,000-plus subscribers; 10.256 million impressions and a reach of more than 1 million (March through Sept. 30)

<b>Social Trifecta</b>	Featured post on KSF Facebook, Twitter and Instagram about your organization's presence at KSF or an offer related to KSF. Photo and link. Boosted to reach KSF followers and 20,000 additional people with parameters that fit your requirements. Two available per week.	\$500
<b>Facebook video post</b>	Featured post/video on KSF Facebook page about your organization's presence at KSF or an offer related to KSF. Boosted to reach KSF followers and 20,000 additional people with parameters that fit your requirements. Limited two a week.	\$400
<b>"Today at the Fair" Facebook video sponsorship</b>	Named sponsor of daily video previewing the next day's activities. Includes mention in post text, as well as logo on screen during the whole video. One available per day of the Fair.	\$400
<b>YouTube ads to KSF.com visitors</b>	We tag our website visitors, and we serve your :15 video ad to them on YouTube. These ads appear before the content they're wanting to watch. Available in blocks of 3,000 views.	\$500
<b>Sponsor carousel</b>	Inclusion in one Facebook carousel ad featuring up to five exhibitors in your category.	\$50
<b>Facebook giveaway</b>	Weekly drawing on a Facebook page for an item of at least \$50 in value. People enter by submitting their email address on our website so that you get leads. Limited one a week.	\$400
<b>Social media interview</b>	On-camera interview with KSF media team at your booth, posted on Facebook, Instagram, YouTube and Twitter and boosted to reach 10,000 people. Approximately 2 minutes in length, lightly edited. One available per day.  Also available prior to the Fair at your location. Pricing depends on travel time.	\$1,200



**Spend \$2,500 or more on digital advertising and receive a 15% discount on pricing.**

# Bring a Group

## Groups Save Up To 20 Percent

Reward employees, clients, and members with an outing at the Kansas State Fair.

Customize a package with gate admission, midway rides, food tickets, and Nex-Tech Wireless Grandstand tickets.

TOTAL ORDER	DISCOUNT
\$750 - 1,500	\$100
\$1,501 - \$2,500	\$200
\$2,501 - \$5,000	\$500
\$5,001 - \$9,000	\$1,000
\$9,001 - \$10,000	\$1,350
\$10,001 - \$20,000	\$2,000
\$20,001 - \$30,000	\$3,000
\$30,001 - \$40,000	\$4,000
\$40,001+	\$5,000

### ADVANCE GATE ADMISSION

Advance Adult Gate	\$7
Advance Senior Gate (age 60+)	\$4
Advance Child Gate (age 6-12)	\$4
Military	\$4
Children 0-5 are free	

### MIDWAY RIDES

Advance Midway Wristband (through 7/31)	\$25
Midway Wristband (starting 8/1)	\$30

### FOOD TICKETS \$1 EACH

## 2019 Concert Examples

### 2019 NEX-TECH WIRELESS GRANDSTAND CONCERTS

Free gate admission when purchased by August 11.

Fri, 9/6	Bobby Bones & The Raging Idiots with guest Nicolle Galyon	\$20-\$65
Sat, 9/7	Billy Currington	\$25-\$65
Sun, 9/8	Skillet	\$20-\$55
Wed, 9/11	Francesca Battistelli / Zach Williams	\$20-\$50
Fri, 9/13	Lauren Alaina with Mitchell Tenpenny	\$20-\$55
Sat, 9/14	Hanson	\$20-\$55

### MOTOR SPORTS

Mon, 9/9	Demolition Derby (under age 11 free)	\$10
Sun, 9/15	Monster Trucks (3:00 p.m.)	\$5 ages 6-12 / \$15 ages 12+

**PURCHASE BY AUG. 15 FOR GROUP PRICING**

# Host an Event



## Partner on the Patio

Throw a VIP party for your customers or employees on our Nex-Tech Wireless Grandstand patio. Consider this an outside version of a corporate suite -- this patio area gives sponsors a place to invite guests for a more intimate experience with a close view of the stage and an area to mingle.

Two patios are available during each grandstand concert.

- 50 premium concert tickets
- 50 gate admission tickets
- Access to a seating/standing area for 50 guests
- Area decorated with high tables and chairs
- \$20 in food tickets and 3 beverage tickets for each person (Can be customized to fit your needs)
- VIP parking for up to 10 cars
- Company visibility on our two HD LED screens
- Early entry into the venue

**PACKAGES START AT \$6,000**

## THIS YEAR'S PATIO OPPORTUNITIES

?

**Tuesday, Sept. 15**

To Be Announced

Two spots available

?

**Friday, Sept. 18**

To Be Announced

Two spots available

?

**Thursday, Sept. 17**

To Be Announced

Two spots available

?

**Saturday, Sept. 10**

To Be Announced

Two spots available

## BOOK YOUR EVENT

Contact Connie Schmitt or Marla Parsons, [connie.schmitt@ks.gov](mailto:connie.schmitt@ks.gov) or [marla.parsons@ks.gov](mailto:marla.parsons@ks.gov).





# Host an Event

## RENT PRIVATE EVENT SPACE

Gather your members, customers or employees for education, recognition or a meal during the 2020 Kansas State Fair. Space is offered on a first-come, first-served basis and is subject to availability. Preferred caterers' list is available.

## SPACES AVAILABLE

### Cottonwood Court

- **Meeting Room** – 1,600 square feet, air-conditioned second floor space with 14 tables and 42 chairs

### Encampment Building

- **Dillon Hall and Fairs Hall** – Each hall has 6,300 square feet of climate-controlled space and seating for up to 400 people (50 tables, 400 chairs). Each hall has a catering kitchen.
- **Hansen Auditorium** – seating for 749 people. Full access to the 30'x30' stage with light bar and sound system.

### Event Tents

- **Sunflower** – Located west of Sunflower North building.
- **Encampment** – Located between Encampment and Gate 5.
- **Gottschalk Park** – Located immediately south of the administration building.

## BOOK YOUR EVENT

Contact Connie Schmitt, [connie.schmitt@ks.gov](mailto:connie.schmitt@ks.gov).



**FREE OPPORTUNITIES!**

# *Educate and Entertain*

**Demonstrations, presentations and entertaining experiences are key elements of the Kansas State Fair. In the spirit of “Celebrating Kansas,” consider sharing your art, craft, tips, or other helpful information in one of our demonstration areas or on one of our stages.**

## **Demonstrations**

From painting and sheep shearing to cooking and fiber arts, the Kansas State Fair gives Kansas a chance to talk to experts in their craft. If your organization has expertise that Kansans seek, submit an application to present a demonstration. Applications are due April 1. Information on where to apply will be available soon.

**Domestic Arts**

**Oz Gallery**

**Livestock Barns**

## **Free Stage Performances and Entertainment**

If you have an entertaining presentation or performance, submit an application to be part of our free stage line-up or to be a roving act. Applications are due April 1. Information on where to apply will be available soon.

**NEW! Pride of  
Kansas Stage**

**Lake Talbott Stage**

**Bretz & Young Arena**



## FREE OPPORTUNITIES!

# Educate and Entertain

**While we are home to the Kansas State Fair 10 days in September, our grounds is host to a variety of events and shows the rest of the year.**

Centrally located and laid out over 280 acres, the Kansas State Fairgrounds includes many buildings and livestock facilities that offer the most flexible event and show venues in the Midwest. Host to more than 400 events every year, there is something happening here all year long.

Whatever the size of your event, if you need to rent a location in the heart of America, we've got you covered. Our experienced team is ready to make your rental experience a success the first time and every time.

- Corporate Parties, Meetings and Picnics
- Auctions
- Craft and Antique Fairs
- Equestrian and Livestock Shows
- Sporting Events
- RV Camping
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- Sheep, Swine & Goat Facility

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**Contact Nathan McClanahan at  
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