

An aerial photograph of The Meadow Event Park, showing a large fairground with numerous tents, rides, and parking lots. The park is surrounded by green fields and trees. A logo for 'THE MEADOW EVENT PARK' is overlaid at the top center, featuring a stylized green plant icon above the text. The text 'THE MEADOW' is in blue and 'EVENT PARK' is in green.

THE MEADOW EVENT PARK

MEADOW EVENT PARK

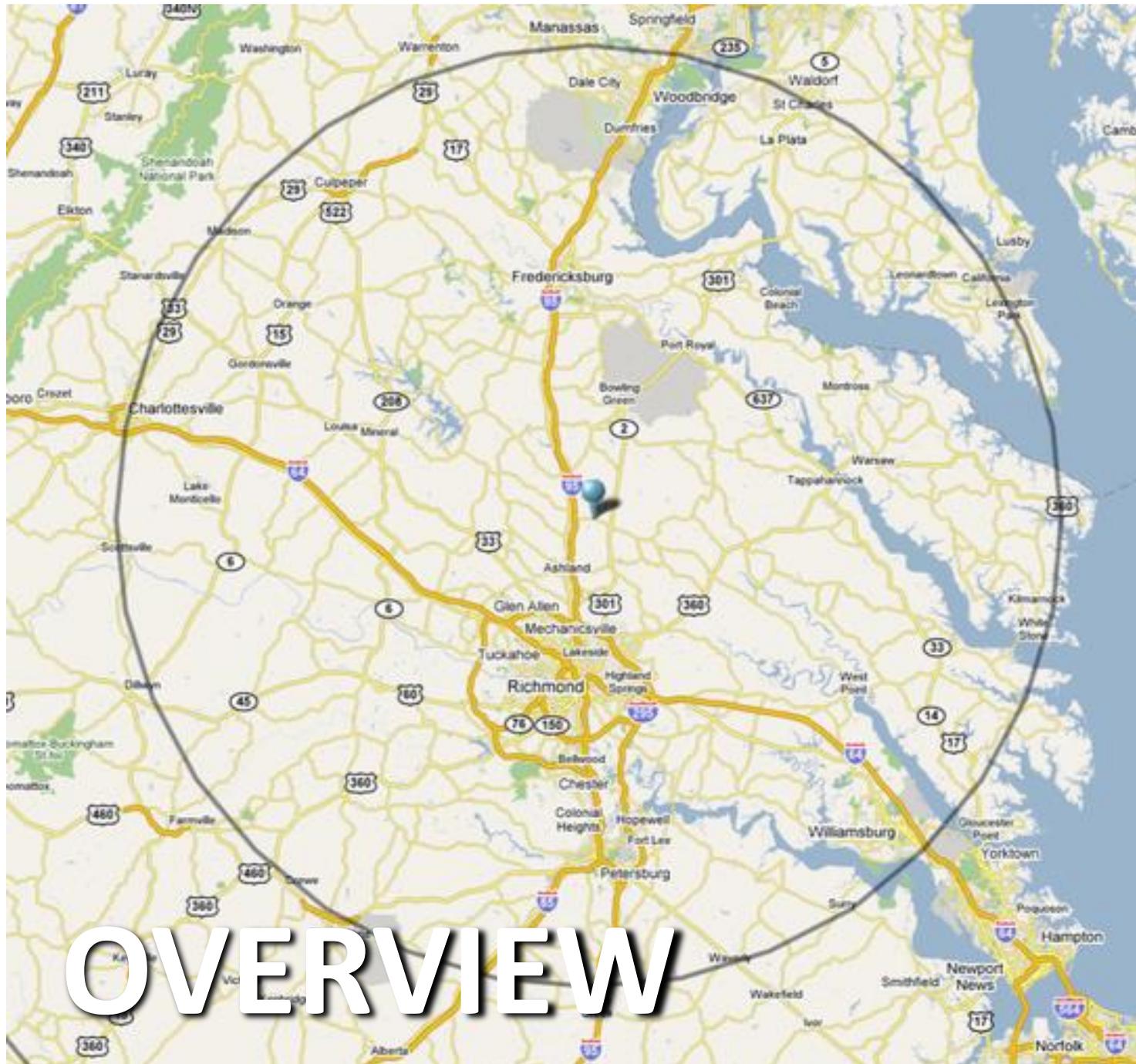
Situated just minutes from I-95, the Meadow Event Park offers a diverse setting for all types of events. The unique collection of facilities can accommodate a wide variety of events year-round.

The Meadow Event Park features:

- 335 acres of property
- Meadow Pavilion, a 6,984 square-foot multipurpose facility
- Farm Bureau Center, a 63,354 square-foot Exhibition Hall
- Dominion Conservation classroom
- State of the art equestrian center
- RV campgrounds
- Meadow Hall, a mansion for corporate meetings or weddings

THE MEADOW EVENT PARK





RICHMOND-FREDERICKSBURG AREA

Richmond-Fredericksburg region was founded in 1737 by British Settlers. Located in Northern Virginia, the area is known for having numerous historical sites from the Civil War.

Key Demographics:

- Population – 1,284,315
- DMA Name/ Ranking – Richmond-Petersburg/ 55
- Number of Households – 564,510
- 48% Male, 52% Female
- Median age – 38.2 years old

Located along I-95 between Fredericksburg and Richmond, the Meadow Event Park is the home to major regional events such as the State Fair of Virginia, Illuminate, and the Virginia Horse Festival. It is also home to the birthplace of world famous, Triple-Crown winning racehorse, Secretariat. Caroline County has a population of about 30,000 people which is more than double what it was 50 years ago.



New in 2020, The Meadow Event Park welcomes the Virginia Farm Festival. A two-day event filled with family friendly activities, farm animals, agriculture and good old fashioned fun on the farm. Children 12 and under are free.

VIRGINIA FARM FESTIVAL May 2-3, 2020



STATE FAIR OF VIRGINIA

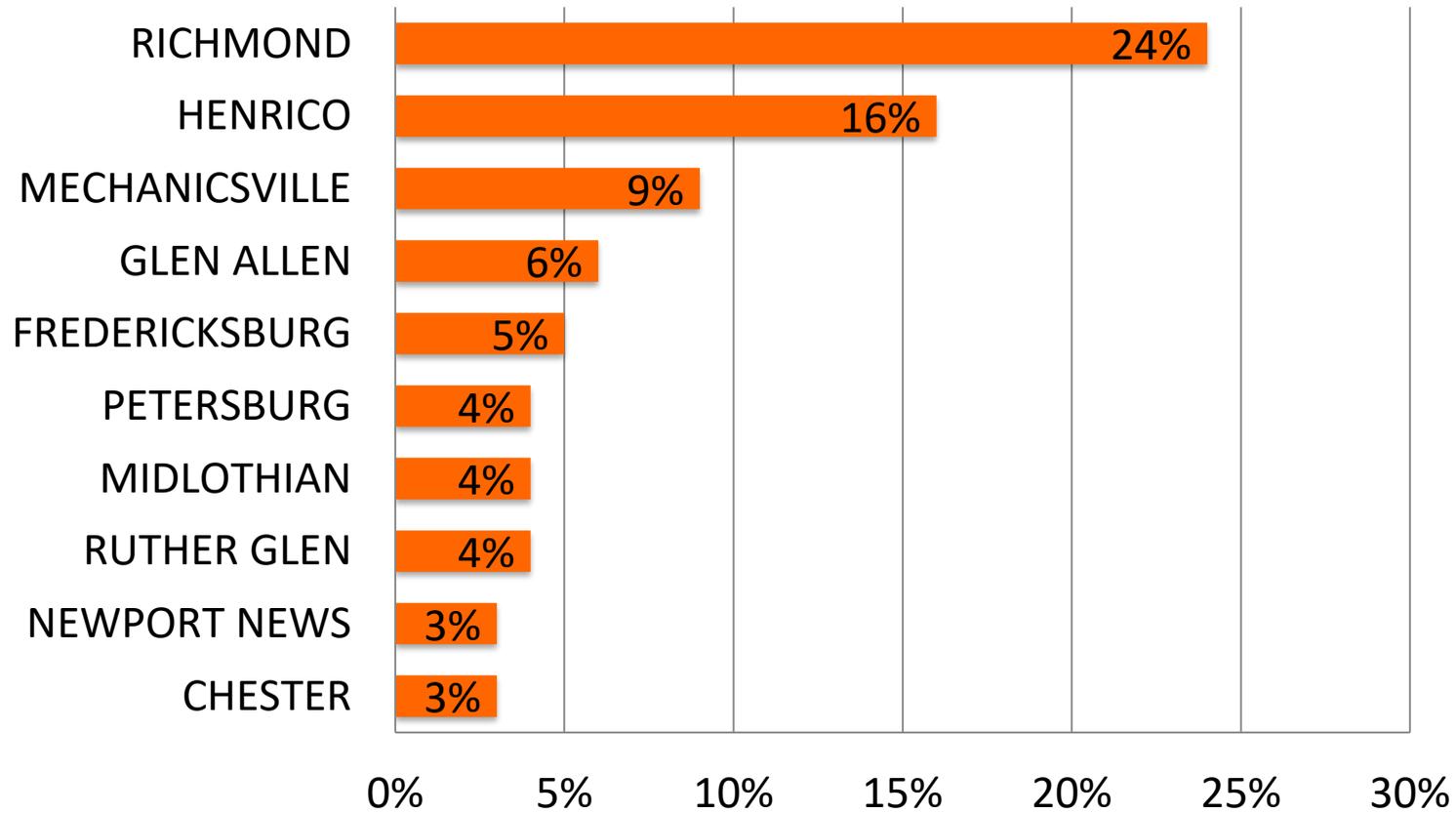
September 25 – October 4, 2020

Taking place at the Meadow Event Park in Caroline County, the State Fair of Virginia attracts over 250,000 visitors each year. At the fair, attendees are able to play games, listen to music, hop on rides, taste a variety of fair foods, and many more different activities. Thus, we are positive that there is something to do for everyone. We pride ourselves on our ability to create unforgettable experiences as well as increasing awareness about agricultural and natural resources in Virginia.



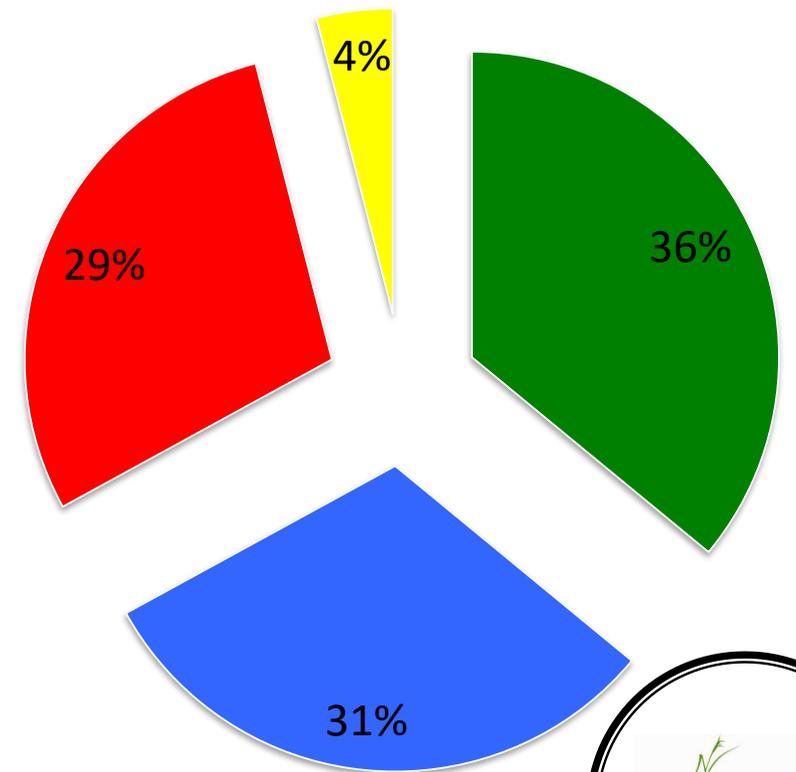
TARGET AUDIENCE

ATTENDANCE BY CITY



Customer Age

■ 16-34 ■ 35-52 ■ 53-71 ■ 72-88



SPONSORSHIP OPPORTUNITIES

At the Meadow Event Park, sponsors are able to reach a broad audience within our market and get to interact with the public in a meaningful way that will help develop their brand.

These sponsorships are a great way to build awareness of your brand throughout Virginia. We offer incredible opportunities to engage with prospective customers and are confident that we will be able to exceed all expectations..

All of the sponsorship packages are customized in order to align with your company's marketing strategy and goals. Some packages include benefits such as; category exclusivity, social media inclusion, event tickets and VIP packages, and many more.



BRANDING OPPORTUNITIES

- SIGNAGE
- TITLE SPONSOR
- PRESENTING SPONSORSHIPS
- MUSIC STAGE
- CONCERTS
- FARMERS MARKET



CORPORATE PARTNERSHIPS

- SOCIAL MEDIA GIVEAWAYS
- MOBILE TOURS & SAMPLING
- INTERACTIVE BOOTHS
- VIP EXPERIENCES
- SNAPCHAT FILTERS
- MEET AND GREET OPPORTUNITIES

CUSTOMER ENGAGEMENT



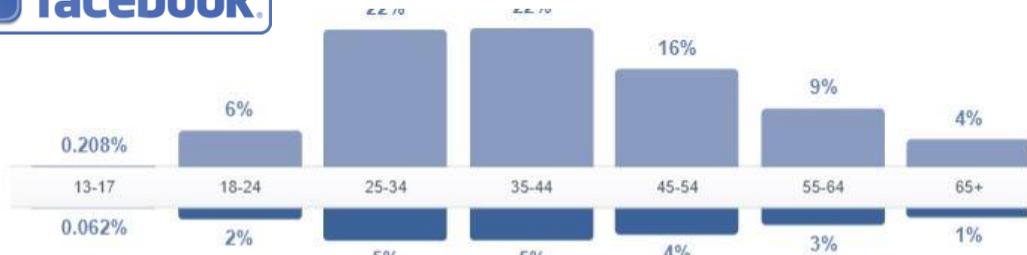
CALL TO ACTION

- TICKET BACKS
- PA ANNOUNCEMENT
- ATM RECEIPTS
- COUPONING
- SOCIAL MEDIA INTEGRATION
- PROMOTIONAL GIVEAWAYS
- PRINT-AT-HOME TICKETS



Women
79%
Your Fans

Men
20%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	102,387	Richmond, VA	16,985	English (US)	100,020
Brazil	132	Fredericksburg, VA	4,431	Spanish	1,761
India	129	Virginia Beach, VA	3,551	English (UK)	1,687
Mexico	125	Mechanicsville, VA	3,349	Spanish (Spain)	287
United Kingdom	119	Newport News, VA	2,348	Portuguese (Brazil)	206
Canada	116	Chesapeake, VA	1,624	French (France)	145
Germany	96	Norfolk, VA	1,618	Arabic	106
Philippines	90	Chesterfield, VA	1,615	Italian	42
Pakistan	71	Hampton, VA	1,525	Thai	42
Italy	63	Midlothian, VA	1,385	English (Pirate)	40

State Fair of Virginia
Published by Sarah Hallett [?] · October 4 at 12:49 PM · 🌐

Now until 10/6 ride in Ram Trucks 2019 Motortrend Truck of the year and the Most Capable Heavy Duty Truck in the industry on a brand-new test track. Receive a 🎁 FREE 🎁 Ram 🎁 and enter the 2019 \$70k FCA vehicle sweepstakes. #RamBuiltToServe www.ramtrucks.com

RAMTRUCKS.COM
Ram Trucks - Pickup Trucks, Work Trucks & Cargo Vans
Check out the extensive Ram truck lineup. Explore our pickup trucks, carg...

4,806 People Reached 57 Engagements Boost Post

10 1 Comment

State Fair of Virginia
September 18 at 9:55 AM · 🌐

Listen up, State Fair Fans! Last day to win a 🏆 Blue Ribbon Experience at the State Fair of Virginia courtesy of Virginia529. Complimentary admission 🎟, unlimited rides 🎡, free food 🍔 and more! Check out the State Fair of Virginia Blue Ribbon Experience sweepstakes: <http://bit.ly/321jybE>

ENTER TO WIN!

VIRGINIA529.COM
Virginia529
For full functionality of this site it is necessary to enable JavaScript. Here a...

125 63 Comments 47 Shares

6:31

CONCERT OCT. 6TH
LOCASH
CBGB

TODAY, OCT 6 AT 7 PM - 8:30 PM
LoCash plays the State Fair of Virginia
State Fair of Virginia · Doswell

Interested Going Share More

Check In

141 going including Stacy Long

Public event by State Fair of Virginia

State Fair of Virginia
13191 Dawn Blvd, Doswell, VA 22540

Tickets
www.etix.com

About

Details

ETIX
STUDENT GATE
General Admission
\$10.00

FARM BUREAU INSURANCE
Local makes a difference.
Connect with your local agent at vafb.com

Proud sponsor of the Mash Stage at the 2019 State Fair of VA

9/27 - Sugarhill Gang
9/28 - Crooked Road ft. Blue Highway & Wade Brothers String Band
10/3 - Zach Williams
10/4 - Harry
10/5 - Foghat
10/6 - LoCash
Chinese Acrobats performing daily

September 27th - October 6th 2019

VIRGINIA FARM FESTIVAL
May 2nd & 3rd 2020



Did you know that the average driver will travel so far in their lifetimes that they could drive to the moon and back — three times! Here in Virginia, all of those miles came at a high cost. Last year, 819 people were killed in traffic crashes on our roadways, with one crash occurring every 4 minutes. In order to promote safer roadways, The State Fair of Virginia is partnering with DRIVE SMART Virginia to remind you to buckle up and put the phone down, not just as you head to the State Fair, but ALWAYS! Visit drivesmartva.org for more information!



HOSPITALITY

Located on the Meadow Event Park property, Meadow Hall is the perfect place to entertain guests. The Southern-style mansion was built in the 1800s and now showcases the Meadow Champions Galleries, the Triple Crown Room and the Museum of the Virginia Horse. Other Meadow Event Park hospitality opportunities include:

- 2 ballrooms
- Marble gas-fueled fireplace and bar
- 824 square-foot gallery
- Meadow Pavilion
- Breakout Rooms
- Fair hospitality
- Hospitality Tents
- Farm Bureau Center



THANK YOU FOR YOUR INTEREST!

IF YOU ARE INTERESTED IN ANY OF THE SPONSORSHIP
OPPORTUNITIES, PLEASE CONTACT US!

CONTACT INFORMATION

KENT WINTER

DIRECTOR, CORPORATE PARTNERSHIPS

OFFICE: 804.994.2830

MOBILE: 804.310.8198

EMAIL: kwinter@meadoweventpark.com

