



2020 SPONSORSHIPS



ABOUT US

The Utah State Fair is the largest annual event in Utah. With annual attendance of nearly 300,000 people, it has been an unparalleled cultural asset to Utah since 1856. The Fair offers a wide array of attractions, live entertainment, agricultural and competitive exhibits, exciting carnival rides, rodeos, concerts, and specialty foods. This September will mark the 165th year.

The Utah State Fair is operated by the Utah State Fair Corporation, a public, non-profit 501(c)3 corporation formed in 1995 that is responsible for managing, supervising and controlling all activities relating to the state fair and the state Fairpark facilities.





Why Sponsorship?



Sponsorship is great for business in that it allows a trusted influencer to tell your story to it's fans. It provides targeted marketing and promotional opportunities that other marketing avenues simply can't match. Sponsorship, is all about creating *positive experiences*, incorporating your brand into an interactive, memorable and natural exchange with fans. Unlike traditional marketing (i.e. TV advertising, website pop-up banners or telemarketing) which relies on interrupting people to get their attention. In short, advertising isn't working like it used to. Consumers feel overwhelmed, interrupted, and stalked by advertising and have taken steps to remove it from their day-to-day lives. What you need is a marketing strategy that:

- Doesn't rely on interrupting consumers
- Builds rapport, trust and authority
- Creates irresistible experiences
- Creates consumer sentiment towards your brand.

Why the Fair?

The Utah State Fair is an event like no other in Utah. It's an experience affecting all of your senses. You see the colors, the lights, and thousands of smiling people. You hear the excitement of gleeful screaming on the thrill rides and laughter and cheering coming from the entertainment stages. You can smell the incredible food from the seemingly endless number food vendors offering hundreds of mouth-watering options. Each year hundreds of thousands of Utahns make the trip to Salt Lake to visit the Utah State Fair to get their fix of fun, animals and entertainment. For the fair fanatics, the fair is a tradition they wait in anticipation for. A tradition often started from childhood, they wouldn't think of missing it. They know what they will find, exciting rides, amazing food, farm animals and a fantastic array of exhibits from local artisans. They also come looking for what's new. New entertainment, new rides, new vendors, and new food. They create new traditions for others by bringing family, friends and co-workers who have never experienced the Fair. Fair fanatics are renowned for supporting the brands that support their traditions.



Let us help you build a bridge between consumers and your brand with the five pillars of sponsorship success:

Halo Effect

The halo effect is the positive influence that flows from the fair community to your brand. Fair patrons unconsciously transfer positive feelings to you, increasing the likelihood of choosing your products and services over the competition. Sponsoring the Utah State Fair, your brand is associated with fun, excitement, family, and Utah tradition!

Engaged and Passionate Fair Community

We have a ready-to-go audience; hundreds of thousands of engaged Utahns.. With State Fair sponsorship, you will be speaking with your audience, not at them. Your message is woven directly into the action, reaching consumers while they are engaged in fun-filled activities. Within the audience we have a number of segments we can market to:

- Fair Fanatics
- Families
- Millennials
- Ag enthusiasts

Irresistible Experiences

Together, sponsorship allows us to create irresistible experiences which combine your message, interactive elements, and the fair community in a live setting. These experiences create genuine relationships with the audience and promote emotional involvement and commitment to your brand. The Fair is also uniquely suited for employees and clients who respond positively to invitations that include their spouses, children or grandchildren.

Content Creation

Content is king. One of the benefits of creating an irresistible fair experience is the interactive content that naturally flows from the experience. This content is fed into the rest of your marketing mix to promote your business, deliver quality leads and strengthen relationships with current and potential customers.

Social Proof

Social proof is the phenomenon where our behavior is influenced by others. We assume that decisions by people around us are correct and therefore should be followed. Sponsorship allows you to tap into social proof by leveraging the influence the Utah State Fair has with the Utah community to influence buying behavior and brand affinity.





FUN FACTS

2019 ATTENDANCE	274,027
HOW LONG THEY STAY	4+ hours
# VEHICLES PARKED ON GROUNDS	30,933
WHY THEY ATTEND	Food, animals, entertainment
WEBISTE VIEWS DURING FAIR	973,861
FACEBOOK FOLLOWERS	32,000
2019 FACEBOOK IMPRESSIONS	3,997,764
# OF CONCERT GOERS	17,348
# OF CARNIVAL RIDES	37
# OF COMPETITIVE ENTRIES	15,210
# OF FOOD VENDORS	68
# OF VENDOR BOOTHS	290
# OF K-12 CHILDREN ON FIELD TRIPS	6,790
# OF VOLUNTEERS	832
WINNER 2019 FAIR FOOD	Cheesecake stuffed scone by Rocky Mountain Concessions

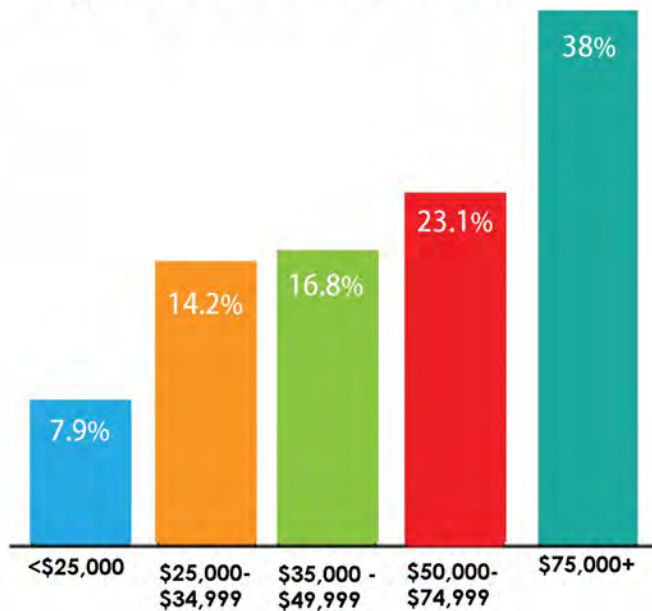




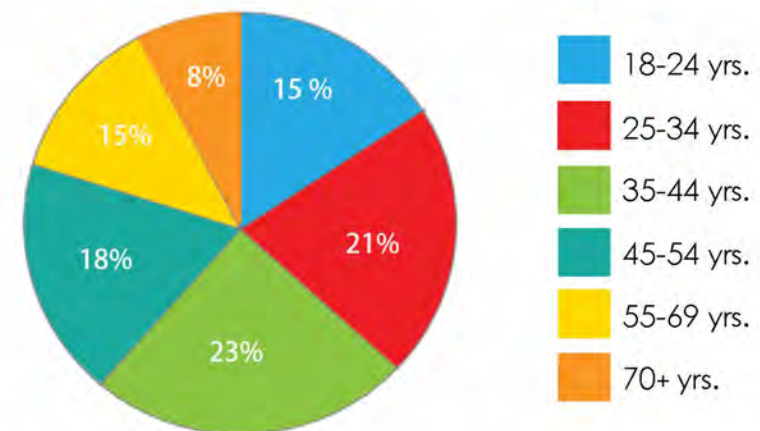
DEMOGRAPHICS

Who attends Utah's largest annual event?

ANNUAL HOUSEHOLD INCOME



AGE DISTRIBUTION



46%



54%



61% OWN
THEIR HOME



62% MARRIED



61% HAVE A
DEGREE



89% LIVE WITHIN
50 MILES OF THE
FAIRPARK

*Data based on 2018 on-site and post event surveys.



In the world of modern marketing, traditional advertising has taken the backseat to customer experience. Sponsorship marketing offers the unique opportunities you need to truly connect with your audience and expand the reach of your brand.

Here's why partnering with the Utah State Fair will be good for your business:

Speak face to face with nearly 300,000 people in 11-days.

Connect and engage with a wide demographic of Utah consumers.

Increase and reinforce your company name and brand position.

Deliver marketing messages through advertising, public relations, and social media.

Showcase products and increase sales.

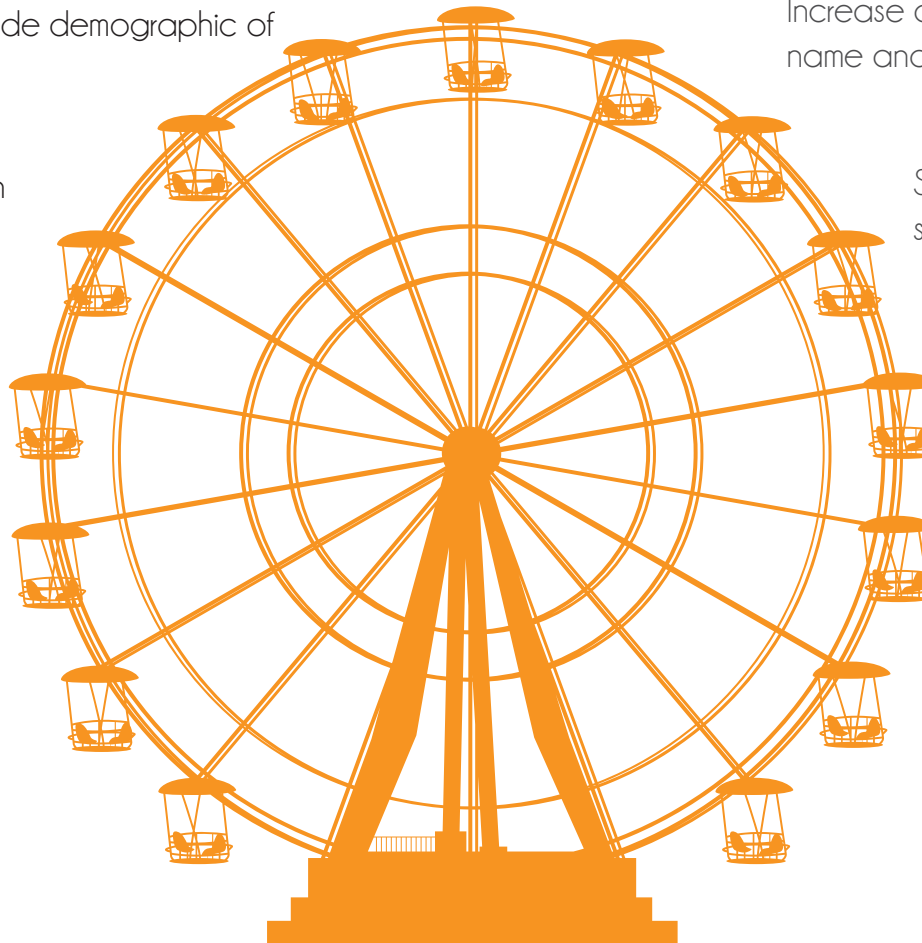
Reach consumers while they are engaged in fun-filled activities

Align with an iconic and historic property.

Demonstrate community leadership.

Support existing community programs.

The Fair is an iconic, fun-filled, family-oriented event.




SPONSOR BENEFITS

As a Utah State Fair sponsor, your fully integrated package of benefits may include:

- Hospitality or VIP packages
- Admission tickets and parking packages
- Inclusion in the Fair's robust TV, radio, print and online advertising campaign
- Activation or booth space
- Jumbo-tron commercials during arena events
- Complimentary space for private gatherings during the Fair.
- Social media platform promotions
- Traffic drivers or display/point of sale promotions
- Inclusion in Utah State Fair marketing materials
- Website inclusions and hyper-links
- Guaranteed visibility and signage
- Daily PA mentions by Fair announcer
- Discount sales code for clients or employees
- Recognition as a Utah State Fair Education or Community Partner





We are your specialized promotional partner, connecting your brand with our fair community. Together, we will create, implement and activate a range of promotional strategies to generate leads and ultimately win new customers.

There are many opportunities to promote your brand directly to our fair patrons. The aim is to enrich and add value to the fair experience. The following pages list current available opportunities.



NAMING RIGHTS & PRESENTING SPONSORSHIPS

TITLE SPONSOR

The title sponsorship provides naming rights, extensive media value with inclusion in all network and cable TV, radio, newspaper, social media and magazine media promotion of the event. The title sponsor also receives additional logo inclusion on-site with banners, t-shirts, recognition at special venues, large social media campaign and much more.

ATTRACTION SPONSOR

Make your brand stand out by being a presenting sponsor for one of the dozens of exhibits or attractions. Sponsorship includes your logo or company name on relevant marketing materials, logo inclusion on-site with company banners or signage, website and social media coverage, recognition at the venue or attraction, and much more. 2020 attractions will vary, contact us for more information.

STAGE SPONSOR

The most visible areas at the Fair are the entertainment stages, where non-stop live entertainment occurs all eleven days. A stage sponsorship includes name mentions in produced promotional Utah State Fair materials, PA mentions, and on-site banner stage advertising.

Stage Options:

- Gazebo Stage (high-caliber variety acts)
- South Plaza (Various local music acts, dance groups, etc.)

GENERAL SPONSORSHIP

ACTIVATION SPACE/BOOTH

Prime booth and display spaces (both indoor and outdoor) are reserved for our valued sponsors. Various booth configurations can be accommodated from 10x10 and up. Power included upon request. Call ahead for available space limitations!

PROMO-DAY SPONSOR

Align your brand with fun by sponsoring a day at the Fair. A promo-day allows your company align with a specific segment of the community or local cause and to interact directly with fair-goers. Sponsorship may include gate interaction with visitors, prime booth space for the day, name mentions on specific promotional material, PA mentions, banner advertising, and more. Current promo days are listed below:

- Patriot Day (Friday, September 11)
- Special Needs Day (Wednesday, September 16)
- Thank-a-Farmer Day (TBD)
- Senior Day (TBD)

TRAFFIC DRIVERS & CROSS PROMOTION

Drive traffic to your business with Fair promotions or other opportunities. The Utah State Fair may also promote these offers in our annual marketing campaign.

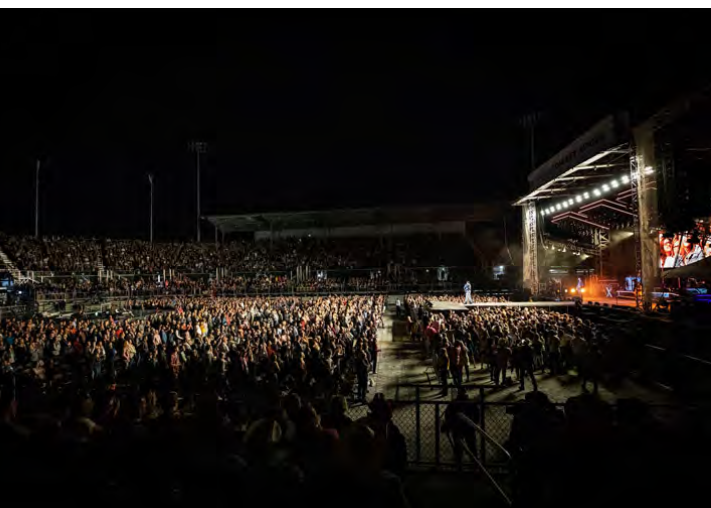
SPONSORED STATIONS

Give your brand and message high visibility at popular stops in the Fair, such as charging stations, social media photo stations, ATM's, restrooms, and more.

SIGNAGE & BANNERS

Market your business at the Fair with your own creative signage. Space is available in various places on our 65 acre property including inside the fairgrounds, at the gates, or on the exterior fence.





ARENA EVENT SPONSORSHIP

Our 10,000+ seat arena hosts some of the best entertainment in the state during the 11-day Fair. From a rodeo one day to concerts the next, the arena is an ideal place for sponsors to market to a captive audience. An arena event sponsorship may include corporate name mentions on produced promotional Fair materials and advertising throughout event, Fair PA mentions all day, extensive on-site banner advertising, social media mentions, e-mail blasts, as well as concourse activation space, jumbo-tron commercial spot, VIP ticketing package and more!

UTAH'S OWN PRCA RODEO

The Utah's Own Rodeo at the Utah State Fair has been Professional Rodeo Cowboys Association (PRCA) approved for 33 years. Some of the PRCA & WPRA's best cowboys and cowgirls will compete in sponsorable events such as Bareback Bronc Riding, Team Roping, Saddle Bronc Riding, Tie-down Roping, Steer Wrestling, Barrel Racing and the fan favorite, Bull Riding! We also feature the crowd-pleasing Mutton Bustin' competition, a rodeo clown and barrel man, and specialty acts.

2020 CONCERT SERIES

Our arena hosts national and international acts from all genres of music from country to rock to Latino. Past concerts have included award winning acts such as Dan & Shay, Old Dominion, Foreigner, Kansas, Blue Oyster Cult, 3 Doors Down, Prince Royce, and Collective Soul.

ACTION EVENTS

Thousands of thrill seekers fill the arena at the Utah State Fair to experience the heart pounding, action-packed excitement! Past events have included the 'Day of Wreckoning' Demolition Derby, Monster Truck Insanity Tour, Knights of Mayhem Jousting Tournament, and more!



EDUCATION SPONSOR

Sponsors will help support the educational programming at our interactive exhibits. In addition, we are developing outreach programs, and other agricultural and health related educational opportunities for children and the community that will occur year round. Education Partners will receive year-round recognition in all publications, materials and at educational outreach events.

BARNYARD FRIENDS

Sponsor an animal pen or agriculture activity in this popular exhibit which incorporates agriculture education with displays of live baby farm animals. Watch a chick hatch, see baby lambs, goats, calves, and piglets. Visitors will learn about the habits and proper care of farm animals, meet farmers, and gain a better understanding of the importance of local agriculture.

LITTLE HANDS ON THE FARM

Sponsor a barn, chore or donate products to help our fun and incredibly popular interactive exhibit run. At Little Hands on the Farm, tens of thousands of Utah children become a "farmer for a day". They will tend to farm animals, milk a cow, plant a seed, ride a tractor and sell their goods for a treat at the grocery store. All visitors learn about agriculture production and manufacturing, to help them better understand where their food comes from.

AG DISCOVERY ZONES

Specifically designed to educate the public on agriculture, they can be found in all areas of the Fair. These points of interest will allow the public to gain a better understanding of how important agriculture is in their every day lives. Sponsor's logo will be featured on the educational signage at the zone(s) of your choice, as well as any materials relating to the Ag Discovery Zones.

K-12 FIELD TRIPS

K-12 Educators can enhance class curriculum through an educational experience at the Fair. Teachers can create a unique self-guided experience by visiting specific exhibits and attractions that compliment their classroom curriculum. In 2019 nearly 7,000 K-12 students visited the Fair. Sponsoring field trips will help schools pay for buses that enable them to visit the Fair.



FOOD SPONSORSHIPS

State Fairs are known for fun, extreme food. Sponsors are invited to be a part of the food fun by partnering up in our culinary events! The Utah State Fair is increasing it's showcase of Utah's local foods, locally made products, and agricultural resources, giving hundreds of thousands of visitors a better understanding of where their food comes from and the benefits of supporting Utah products.

FOOD DEMONSTRATIONS

The Kitchen at the Utah State Fair is the premier location for food bloggers, chefs from Utah's hottest restaurants, bakeries, food trucks, and culinary schools to show off their culinary skills and educate thousands of Fairgoers in cooking techniques, food products, and other culinary skills.

FOOD COMPETITIONS

Promote your brand, food product, or company at one of our exciting food competitions. Over 100 competitors enter the food and culinary competitions at the Fair vying for the championship title and cash prize.

FAIR FOOD CONTEST

Fair concessionaires are invited to enter a unique food creation to win the Utah State Fair Food title, giving them specialized marketing and media coverage.

FOOD FESTIVALS

These highly anticipated food festivals during the Fair highlight local agriculture and local food producers. These events are an excellent way for organizations to promote a food product or brand! Annual events include the Utah Cattleman's Beef Feast and DairyWest's Ice Cream Festival. Past events also include Utah Pork Producers PorkFest, Utah Pork Producers BaconFest, and more!

MOBILE MARKETING & SAMPLING

MOBILE TOURS

The Utah State Fair caters to and designs event space around accommodating traveling mobile promotions & activations. We can accommodate various size footprints. Sampling rights can be included. Call ahead for available limited space locations!

SAMPLING

We provide high visibility and traffic volume, the Fair is a great place to drive brand interest via a sampling campaign. Sampling allowed for most product categories (call for more info). Provide take-away samples of your products at all exits of the Fair.

	SMALL 10X20 & under	MEDIUM 10x30-20x20	LARGE 20x30 & up
Weekend 3-day (Fri-Sun)*†	\$3,000	\$4,000	\$5,000
Single Day (Fri-Sun)	\$1,300	\$2,000	\$3,000
Single Day (Weekday, M-Th)	\$600	\$1,000	\$1,500

* Add Thursday or Mon for \$500

† Add 2nd weekend for discounted price, call for details.

Prices subject to change based on availability





Leverage the Utah State Fair's marketing platform and allow us to bring over a quarter million customers to you. There is no limit to the potential return on investment! Get your customized sponsor package started today.

Ask about year round sponsorship opportunities for our additional two hundred thousand visitors who visit the Fairpark Event Center annually.



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