



SPONSORSHIP OPPORTUNITIES

2024



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WELCOME

We're always excited to welcome new partners to the Arizona State Fair fun!

Since 1905, for over a century, the Arizona State Fair has been a gathering place for residents from the far corners of the state. Guests come here to enjoy the richness and diversity of communities, to honor the past, celebrate the current and explore the future, and to get out of their daily routine and immerse themselves in a wonderland of amusement right in their own backyard. The Fairgrounds is home to Veterans Memorial Coliseum which opened over 50 years ago and has been visited by the likes of Elvis, Pope John Paul II, President Obama, and Cher.

The Arizona State Fair is Arizona's largest annual event. The 2023 Fair attracted more than 1.4 million people. Arizonans are ready to turn on the Fair fun!

Partnerships 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.

Thank you for your interest in partnering with the Arizona State Fair. No matter what your corporate goals are, a package can be tailored to suit any sponsor's needs. Whether it is to enhance brand awareness, increase sales, target new customers or launch new products or services, Arizona State Fair is the ideal platform to reach more than one million Fairgoers in 23 days. I look forward to discussing in more detail at your earliest convenience.



HEATHER HAMMONDS

Marketing Partnerships Manager

Arizona State Fair

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INTRO

JOIN THE CELEBRATION OF COMMUNITY

Partnership with the Arizona State Fair begins with a shared commitment to our community. Join hundreds of Sponsors and exhibitor partners from various industries that make the Fair fun.

Sponsoring the Arizona State Fair provides a company with on-site branding and exposure and the opportunity to reach more than 1.4 million fairgoers through face-to-face interaction and activation over the course of 23 days.



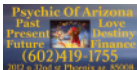
EXPERIENCE

- High Volume Traffic
- Opportunity to Reach a Diverse Audience
- Face to Face Interaction
- 23 Days of Fair Fun Exposure
- You Brand It, They Will Come



BENEFITS

- Programming Integration
- Social Media Promotions
- Website Hyperlinks
- Category or Brand Exclusivity
- Product Sampling
- Prime Activation or Booth Space Locations
- Voice of Fair Announcements
- Guaranteed Visibility and Signage
- Video Board Commercials
- Multi-year Contracts
- Fair App Advertising
- Hospitality Packages
- And More!



OPPORTUNITIES

LET'S CREATE THE PERFECT PARTNERSHIP



PRESENTING SPONSOR OF THE FAIR

Presenting sponsor rights of the whole event, name and logo inclusion in all media.

OPPORTUNITIES

FAIRGROUND STAGES



Community Stage
Daily performances by Community Acts.



Avenue Stage
Daily performances by a variety of family entertainers.



Citrus Grove Stage
Daily performances by a variety of Cultural Acts & more.



Carnival Stage
Performances by entertainers by day & bands at night.



Backyard Stage
Featuring the Backyard Concert Series Tribute Bands & more.



Culinary Stage
Featuring cooking demos & culinary themed contests.



Whiskey & Wine Stage
Daily performances by several local bands.



The Hangout Stage
Featuring film screenings, sports broadcasts, entertainment & beer.



North Hall
Featuring daily displays by Artists & Photographers.



Desert Painted Stage
Featuring a different street artist daily.



Farm to Fair Stage
Daily scientific & animal related demonstrations.

OPPORTUNITIES

FAIRGROUND ATTRACTIONS



Cabanas

A new way to experience the Fair by relaxing in your own private Cabana while taking a break from the Fair atmosphere & enjoying your own TV and private bar.



Grandstand Series

Nightly events happening in the Grandstand arena featuring Monster Trucks, Figure 8 Racing, Native American Rodeo & High School Rodeo.



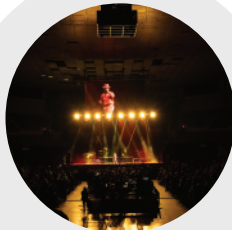
Barns & Buildings

There are several different barns and buildings featured throughout the Fair.



Thunderbird Model Railroad

For over 60 years this mini-city scale model railroad is one of the best kept secrets of the Fairgrounds.



Coliseum Concert Series

Shows featuring bands and artist from a variety of genres. Seats must be reserved and include fair admission.



Native American Rodeo

Rodeo featuring Bareback Riding, Team Roping, Bull Riding, Barrel Races and more.



The Great American Petting Zoo

A chance for animal lovers of all ages to pet, feed and learn about many different kinds of animals.

OPPORTUNITIES

PROGRAMS & DISCOUNT DAYS



Armed Forces Day

In partnership with VetTix, we honor FREE admission to all active military members & veterans for one day.



\$3 Foodie Friday

Guests can enjoy sample portions of Fair foods across the grounds from specific food stands that will offer specific food items at \$3 each from noon to 6pm on Fridays.



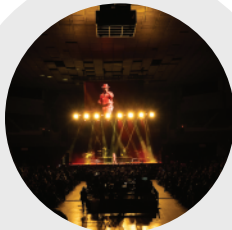
Feel Good Fridays

Every Friday presented by Sanderson Ford benefiting St. Mary's Food Bank and Operation Santa Claus, ten (10) cans of food will get you FREE admission from noon to 6pm.



Safety Days

In partnership with the Governor's Office of Highway Safety, this event helps increase public awareness of safety issues & shares tips on how to protect Arizona's families.



Read & Ride Children's Program

Students 5-14 can read three (3) books, complete the Read & Ride form & receive three (3) FREE carnival rides.



Unlimited Ride Wristband Day

Wristbands are available for purchase on-site only every Thursday from noon to 6pm for \$50.



Friends 55+

In partnership with Humana, we offer complimentary admission to our Friends 55+ for one day.



Customize a program or discount day

Don't see a program or discount day that you'd like to sponsor? Let us know if you'd like to create your own!

OPPORTUNITIES

ADVERTISEMENT

DIGITAL PACKAGE

The Digital Package includes:



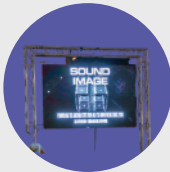
Fair Email Blast

Inclusion in an email blast that goes out to our Fair Fans, including link, logo and brief copy points to highlight your business to 180,000 subscribers.



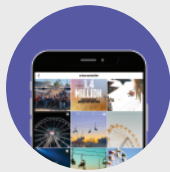
Arizona State Fair App

Logo and link inclusion on the official Arizona State Fair app. Customize a contest & giveaway on the app through a scavenger hunt or trivia contest. Banner ad or coupon inclusion on the app.



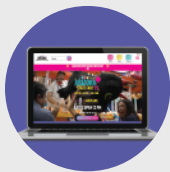
Video Boards

Opportunity to run a :15 commercial ad on five (5) video boards located across the Fairgrounds.



Social Media

Customize a program or contest across our 3 social media platforms (Facebook, X, Instagram). Inclusion in social media posts including link, logo & brief copy points to highlight your business.



Arizona State Fair Website

Logo and link inclusion on the Sponsor page of the official Arizona State Fair website.

OPPORTUNITIES

ADDITIONAL OPPORTUNITIES

Not completely sure what sponsorship opportunity best suits your needs? Looking for a unique idea to increase your visibility? We pride ourselves on customized sponsorship packages! The Arizona State Fair is the ideal place to drive awareness to your brand. As the largest event in Arizona, each day of the Fair offers new opportunities to reach the customers you are looking for.

Our team is ready to work together with you to create a customized package that meets your goals.



Our mission is to know exactly what would be most beneficial to your company and to find an opportunity that best accomplishes that goal.

OTHER OPPORTUNITIES:

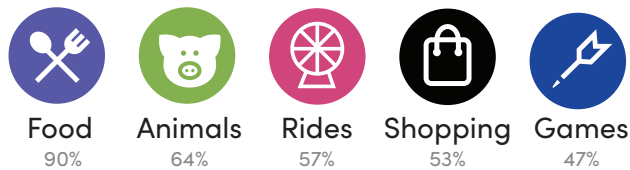
- Premium outdoor activation space
- Custom contesting
- Onsite sampling opportunities
- Couponing
- Light pole banners
- North Lot advertising
- West Lot advertising
- Entrance giveaways
- Voice of Fair announcements
- Fair swag
- Premium indoor exhibit building space
- Mobile tours
- Print at home ticket advertising
- Cooling area

DEMOGRAPHICS

RETURNING FAIRGOERS



TOP 5 REASONS FOR VISITING



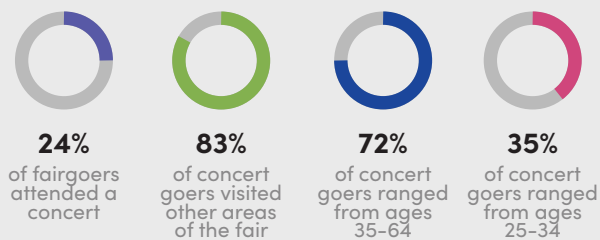
AVERAGE PARTY SIZE



AVERAGE MONEY SPENT



COLISEUM CONCERT SERIES

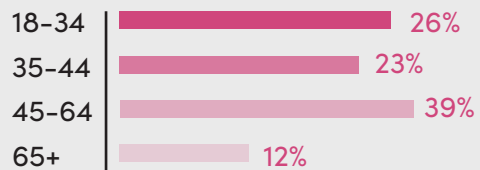


AVERAGE PARTY SIZE: **2.88**

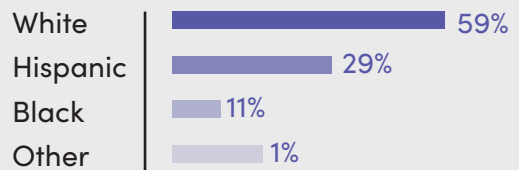
GENDER



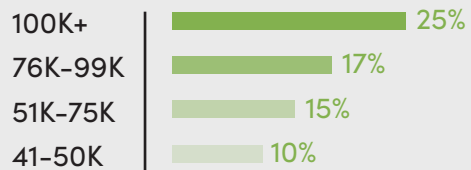
AGE



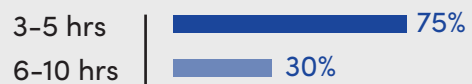
ETHNICITY



INCOME



HOURS SPENT AT THE FAIR



ANALYTICS

AZSTATEFAIR.COM WEBSITE



1.5 M
Site Visitors



5
Average Pages
per User



1.50
Minutes on
average spent
on the website

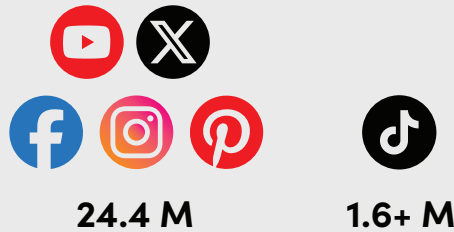


7,390,740
Total Page
Views

1,445,194 Visitors at the 2023 Fair

44,296,608 Video Board Impressions

SOCIAL MEDIA IMPRESSIONS



EMAIL MARKETING



7.2 M
Emails sent
in 2023



21.4%
Average Open
Rate



1.4%
Click Rate



\$246,782.50
Attributed Revenue

ARIZONA STATE FAIR APP



25.8k
Downloads

LET'S GET IN TOUCH



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