

Arizona State Fair

A State of Wonder
Thu - Sun • Oct 1 - Nov 1

Sponsorship Opportunities

2026





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Welcome

Partner with the Arizona State Fair – Reach Over 1.4 Million Arizonans in 20 Days

The Arizona State Fair is more than just an event—it’s a statewide tradition that brings communities together for an unforgettable celebration of culture, entertainment, food, and fun. As the largest annual event in Arizona, the Fair attracts over 1.4 million attendees from across the state and beyond. From families and teens to professionals and retirees, our guests represent a rich cross-section of Arizona’s population—giving your brand a unique opportunity to connect with a broad and diverse audience.

We understand that every brand has different goals, which is why we offer fully customized sponsorship packages designed to maximize your return on investment. Our experienced team is here to collaborate with you every step of the way to craft a campaign that delivers results.

I am excited to explore how we can work together. Let’s start the conversation and make your brand a standout at the next Arizona State Fair.



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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 20 days.

Experience

- High Volume Traffic
- Opportunity to Reach a Diverse Audience
- Face to Face Interaction
- 20 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 Activations or Booth Space Locations
- Voice of Fair Announcements
- Guaranteed Visibility and Signage
- Video Board Commercial
- Multi-Year Contracts
- Fair App Advertising
- Hospitality Packages
- And More!

Thank you to our top 2025 Sponsors



Opportunities

Let's Create the Perfect Partnership



Presenting Sponsor of the Arizona State Fair

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

Opportunities

Fairground Stages



Citrus Grove Stage

Daily performances by Community Acts.



Avenue Stage

Daily performances by a variety of family entertainers.



Sky Line Stage

Daily performances by a variety of entertainers.



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.



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 artists 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.

Opportunities

Program & Discount Days

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



Armed Forces Day

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



\$5 Food Flight Fridays

Guests can enjoy sample portions of Fair foods across the grounds from specific food stands that will offer specific food items at \$5 each from noon to 6 pm on Fridays.



Feel Good Fridays

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



Read & Ride Children's Program

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



Unlimited Ride Wristband Day

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



Friends 55+ Day

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

Opportunities

Advertisements

Digital Package

Our digital packages are designed to support and enhance on-site engagement, so they're exclusively available as an add-on for booth sponsors.



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.



Fair Email Blast

Our digital packages are designed to support and enhance on-site engagement, so they're exclusively available as an add-on for booth sponsors.

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

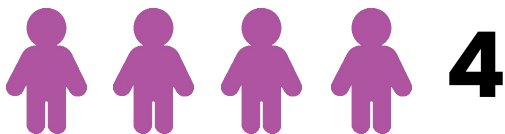
2025 Fair Attendance



Top 5 Reasons For Visiting



Average Party Size



Average Money Spent at the Fair



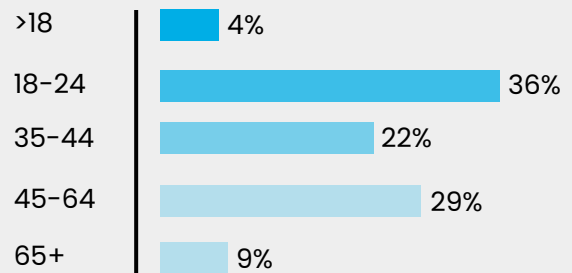
Hours Spent at the Fair



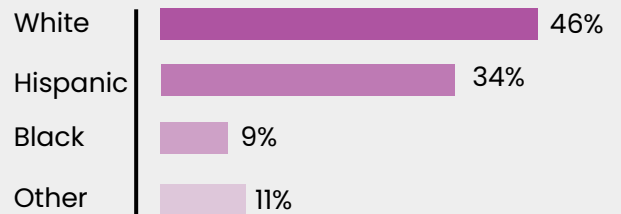
Gender



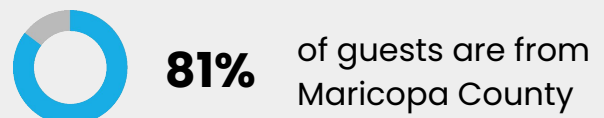
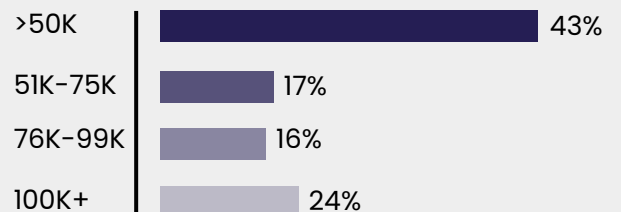
Age



Ethnicity



Income



Analytics

AzStateFair.com Website



884,664

site visitors



2.5

average pages
per user



53 s

average
engagement time
per session



3,890,897

total page
views



66.4%

engagement
rate



1,032,674

2025 Fair Attendance



12,663

text club subscribers

Email Marketing



491,470

email subscribers



30%

average open rate

Social Media



35 M

organic social media impressions



48,958,583

paid digital impressions



296,311

total social media interactions



21 K

Arizona State Fair app downloads

Social Media Followers



60,863



4,380



29,233



164,815

Let's Get In Touch



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azstatefair.com