



2009 SPONSORSHIP OPPORTUNITIES



PROMOTE YOUR PRODUCTS AND SERVICES TO OVER 200,000
CONSUMERS AT WEST VIRGINIA'S LARGEST MULTI-DAY EVENT

- Promote products and services to a statewide consumer audience.
- Create pre-fair traffic-building consumer promotions
- Create on-site turn-key and interactive promotions
- Create post fair retail incentives
- Enhance regional and statewide branding/marketing initiatives
- Sponsorships are a great avenue for employee benefits and rewards



CONTACT

Marlene Pierson-Jolliffe, Manager. The State Fair of West Virginia
PO Box 986, Lewisburg, WV 24901/Phone 1.304.645.1090/Fax
1.304.645.6660
manager@statefairfww.com

QUICK FACTS:

- Attendance averages 200,000
- The State Fair of West Virginia, with an \$8.9 million dollar economic impact on Greenbrier County, is a 501 © 3 nonprofit corporation committed to the traditions of agriculture, family, entertainment, and education.
- Primary market: 2-3 hour radius including Beckley, Bluefield and Charleston, WV and Roanoke, Lexington and the New River Valley in Virginia. 1.5 million people residing in the primary marketing area (125 mile radius)
- Largest Multi Day Event in the State of West Virginia
- American Bus Association top 100 events 2007-2008
- Event marketing success with national/regional companies: Allegheny Power; West Virginia Lottery; CVS; Ford; Dodge; Pepsi; BB & T; Cellular One (now AT&T)
- Fairgoers can be categorized as primarily West Virginian (80%), Virginian (15%) with a mix of other border states comprising the additional 5%.
- Families (parents with children) comprise almost 3/4ths of fairgoer groups.
- 63% of fairgoers attend the fair annually
- The core age group is 25-44.
- 91% of fairgoers would recommend the event to out of town friends and relatives.
- Fairgoers traditionally rank food as their #1 reason to visit.



Generally, sponsorship packages include: retail promotional tie-ins with customer incentives i.e. fair tickets; leveraging opportunities via fair’s paid media campaigns (print, television, radio and Internet); event marketing/product demonstration space for 9 day fair; hospitality and ticketing packages, opportunities to “showcase” products, and full season tie-ins through branding on tickets.

CATEGORIES INCLUDE:	INVESTMENT LEVEL
• Official Product Status	\$10,000-\$15,000
• Retail Promotions and Product Trades :	\$2,500-\$10,000 + TRADES
• Day Sponsorships	\$3,000
• Grounds Entertainment & Attraction Sponsorships	\$3,000-\$20,000
• On-Grounds Exhibit/Marketing Display Space	\$4,000-\$10,000
• Mobile Marketing Opportunities	\$1000-\$9000
• Facility Sponsorships	\$15,000 +
• Web, Ticket and Collateral Advertising	\$2,000 +
• Service/Equipment Sponsorships i.e. Complimentary Shuttles branded with message and greeting.	\$5,000
• Contest Sponsorships	\$1,000-\$3,000
• 2009 – Sponsorship Investments of \$5,000 + will include a 10 month Electronic Message Sign Package	

1. Sponsor a Day at the State Fair of West Virginia

- Reach a potential of 20,000-35,000 people in one day.
- Great opportunity to put products in the hands of consumers and/or allow consumers the chance to “test” or “taste”
- Provides excellent signage and branding at fair gates
- Make the most of your day by adding an employee hospitality event or creating a prefair drive to retail promotion
- Option includes providing 300-350 t-shirts for fair employees to wear on your day.

2. State Fair Shuttles/Transportation

- Mobile promotion at it’s best. State Fair shuttles operate all nine days of the fair transporting fairgoers and campers to the main ticket entrance.
- Two banners are provided for each shuttle

- Great opportunity to distribute brochures or promotional items via the shuttle volunteers.

3. Fireworks Sponsor

- Sponsorship includes exclusive branding of the two fireworks displays: Saturday, August 15 and Saturday, August 22.
- Package includes signage during the entire fair, great ticket package and inclusion in state fair program and paid media campaigns
- Sponsor may choose one of the two Saturdays to incorporate on-site day promotion to fairgoers

4. Free Grandstand Concert Events

- Southern Gospel Music Celebration
- American Mountain Music Theater – grandstand - Branson style comedy and musical variety show
- America's New Artist for the Heroes – Grandstand – new country artists celebrating our military, firemen, police and others
- Championship Motorcross
- The above can include signage, gate tickets, retail space inside grandstand, inclusion in all fair marketing materials, and opportunity to distribute information or samples.

5. Ticket (backs)

- A variety of tickets are printed for the annual fair. Ticket backs offer an excellent opportunity to create incentive offers pre and post fair via special coupon stubs on the tickets.

6. Free Attractions

- Elephant Encounter
- Kids Bucks Game Show
- Cow Town Educational Exhibit
- Hilby the German Juggler – strolling performer
- Center Stage – 6 musical performances a day
- BMX Bike Stunt Show

Signage, ticket packages, opportunities to incorporate sponsor messaging in show, great opportunity to provide specific company information

from the site and inclusion in all fair promotional collateral

7. Draft Horse Pulls

- An annual tradition and one of the fair's most consistently attended grandstand events, this sponsorship provides excellent signage, ticket packages, messaging opportunities during the pulls and targeted promotions in collateral pieces that promote the pull.

8. Web Site Sponsor Packages

- Banner ads on key high-traffic pages provide guaranteed click through rates for ad sponsor. 60% of concert tickets are sold via the Internet and from February 2008 to February 2009 the site received 230,000 visits.

9. Facility Sponsorships

- Year long facility sponsorships put your message in front of 200,000 fairgoers plus, the tens of thousands who visit events at our Event Center throughout the year. Opportunity for signage, year around web advertising, electronic message sign package, and incentive packages that include tickets and meeting space for your events.

10. State Fair Map

- 40,000 fair maps are printed for the annual event. Great opportunity for couponing and post-fair drive to retail promotion.

11. Sampling

- Provide sampling space in the heart of the fairground and in the highest traffic area. Includes 10x10 or 12 x 12 space, electrical and inclusion on fair web site and in program. Reach 30,000-40,000 on a weekend day and 15-20,000 on weekdays.

12. Mobile Marketing

- Opportunities for single or multiple day mobile marketing including space for promotional vehicles, electric and water.