

# 2021 SPONSOR PRICING LIST

If there is something you have in mind that is not on this list, please let us know! We can help fit your needs!

1. **PRESENTING SPONSORSHIPS** - One title sponsorship will be sold for the annual State Fair. Please contact our office for more information and pricing.
2. **CONCERT LINEUP** - 2021 Concert Series presented by (insert your name here). Sponsor the entire 2021 concert lineup featuring top name artist from around the country. Your business name would be included on all concert marketing materials from TV and Radio, to tickets and signage. Please contact our office for more information and pricing.
3. **MAIN STAGE (\$50,000)** - The State Fair of West Virginia is renting a mobile stage for the 2021 State Fair of West Virginia concert series. The State Fair of West Virginia concert series on (Insert your business name here).
4. **FACILITY (BUILDING) SPONSORSHIP 365 days (\$15,000 + )** - Get your message in front of thousands of fairgoers plus, the tens of thousands who visit events at our Event Center throughout the year. Includes signage, year around web advertising, electronic message sign package and incentive packages that include tickets and meeting space for your events.
5. **DAY SPONSORSHIPS WEEKDAY/WEEKEND (\$1,500 - \$3,000)** — Own 1 day of the fair and reach 20,000-30,000 potential consumers! Place products in the hands of consumers allowing them to “test” or “taste”. Signage and branding at fair gates with a strong supporting marketing and promotional package. Add an employee hospitality event or use the day as a “Thank you” to customers.
6. **INDIVIDUAL GRANDSTAND EVENTS (\$15,000-\$20,000)** — Inclusion in all marketing channels and programming:
  - Draft Horse Pull - one of the fair’s most attended grandstand events
  - Fireworks Sponsor - own the Fireworks on both nights, or just one!
  - National Artist Ticketed Concert
4. **GROUND ENTERTAINMENT AND ATTRACTION SPONSORSHIPS (\$5,000 - \$15,000)** — Grounds attractions are the “icing on the cake!” Sponsors receive signage, ticket packages, creative messaging weaved into show scripts, and exposure to the entire fair going population during the entire event; include small promotional space at the entertainment site.
5. **FREE STAGE (\$10,000)** - Sponsor the Free Stage for the entire 10-day event.
6. **EQUIPMENT SPONSORSHIPS (\$5,000- \$10,000)** - Example: Our complimentary Shuttles branded with sponsor message and greeting. Includes full package of promotional support & tickets.
7. **HOME, ARTS AND GARDENS COMPETITIONS (\$8,000)** - Sponsor awards and premiums for the thousands of exhibits in the Food, Arts & Crafts, Vegetable, Flower and Needlework Divisions. Smaller packages per department available upon request.
8. **LIVE SCHEDULES (\$7,000)** -Due to our schedules changing with COVID-19 guidelines, the State Fair will not print a brochure in 2021. Instead, our daily schedule will be scrolling on TV screens across the property.
9. **ENDOWMENT DONATION (\$500+)** - Created “to support promote and invest in the future of the State Fair of West Virginia and its youth involvement through scholarships, agricultural education and awards premiums,” the State Fair of WV Endowment Fund will help ensure the future of this organization. Numerous levels of sponsorships are available. Each year, over \$20,000 is given to students from the state of West Virginia.
10. **JUNIOR LIVESTOCK SHOW SPONSOR - (\$500-\$15,000)** - Sponsor levels and packages vary.
11. **RETAIL PROMOTIONS AND PRODUCT TRADES** — We love to partner with retailers and we use a wide variety of products that can be incorporated into sponsorships: landscaping, cleaning supplies, tractors etc.... We value opportunities to have visibility through point of sale materials and retail locations that are positioned in our target markets.

*The perfect sponsorship package can be any combination of benefits that work for you!*

For more information and options, contact:

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