



PLATINUM RIBBON SPONSORSHIP • 2016

Opportunities Start at \$125,000

AUGUST 25 –
SEPTEMBER 5, 2016



The Platinum Ribbon Sponsorship offers the Fair's most extensive marketing package. The package includes: promotional category exclusivity; high-profile recognition on-site and in Fair communications; sole sponsorship on a Fair component; built-in exhibit space; sampling opportunities; a built-in activation credit; and a package of tickets and hospitality. As a Platinum Ribbon sponsor, you are also eligible for year-round promotional opportunities.

Here's an overview of what you'll receive:

- **VIP Hospitality**
 - ◆ \$5,000 activation credit to purchase admission tickets and parking passes
 - ◆ 120 admission tickets
 - ◆ 100 parking passes
 - ◆ Invitations to our annual Sponsor Reception
- **On-Site Signage and Recognition**
 - ◆ Ten Public Address announcements per day
 - ◆ Company name/logo on our "Thank You to Our Sponsors" Board
 - ◆ Signage within each entrance area recognizing sponsors
 - ◆ Two 4' x 10' Back Lit signs in the Center of Progress Building or the Toyota Coliseum for one-year
 - ◆ 30-second ad on Chevy Court video screen shown all 12 days of the Fair
 - ◆ Recognition signage at each sponsored attraction/area all 12 days of the Fair
- **Visibility On-Site**
 - ◆ Opportunity to place a character or vehicle in the State Fair's Daily Parade
 - ◆ Sponsorship of an attraction or area during all 12 days of the Fair
- **Sampling/Display**
 - ◆ On-Site Distribution
 - ◆ On-Site Exhibit Space
- **Publications/Collateral Materials**
 - ◆ Sponsor ad on State Fair map
- **Visibility on Fair Website**
 - ◆ Company logo and link on State Fair's website Home Page and Sponsor Page for three months
- **Guaranteed ID in Measured Media**
 - ◆ Guaranteed identification within the Fair's general media buys
- **Access to Fair Account Representative**