



**ANDREW M. CUOMO**  
Governor

**RICHARD A. BALL**  
Commissioner

**TROY W. WAFFNER**  
Director, New York State Fair

Updated 8/8/19

Valid 4/1/19 – 3/31/20

**2019 SPONSORSHIP OPPORTUNITIES**

**I. Indoor Space – 13 Day Booth Rentals\***

<b>Square Footage</b>	<b>2019 Indoor Space</b>
100	\$11,000
200	\$15,000
300	\$25,000
400	\$35,000
500	\$55,000
600	\$65,000
700	\$80,000
800	\$85,000
900	\$105,000
1000	\$120,000
1100	\$130,000
1200	\$140,000

**II. Outdoor Space**

**a. Single Day Rentals\***

<b>Square Footage</b>	<b>Zone A** 2019</b>	<b>Zone B** 2019</b>	<b>Zone C** 2019</b>
100	\$2,475	\$1,650	\$825
200	\$3,300	\$2,200	\$1,100
300	\$3,713	\$2,475	\$1,238
400	\$4,125	\$2,750	\$1,375
500	\$4,538	\$3,025	\$1,513
600	\$4,950	\$3,300	\$1,650
700	\$5,363	\$3,575	\$1,788
800	\$5,775	\$3,850	\$1,925
900	\$6,188	\$4,125	\$2,063
1000+	\$6,600	\$4,400	\$2,200

\*Not-for-profit entities with IRS classifications of 501(c)(3), 501(c)(5) or 501(c)(6) with exhibits approved as educational or as offering a service to the New York State Fair and/or its patrons are eligible for a discount. Prospective exhibitors must provide proof of tax status and proof of NYS Department of State filings to receive a discount. Display-only exhibits are eligible for a site rental fee discount of 25% of the current per square foot location rate. Organizations may not collect any funds for any purpose. The space allotted to each organization is for the use by that organization only.

\*\*See map for Zone designations.

**b. 13 Day Booth Rentals\***

Square Footage	Zone A** 2019	Square Footage	Zone B** 2019	Zone C** 2019
5,500	\$143,000	100	\$10,000	\$5,000
6,000	\$155,650	200	\$13,500	\$6,750
6,500	\$168,850	300	\$20,000	\$10,000
7,000	\$181,500	400	\$25,000	\$12,500
		500	\$30,000	\$15,000
		600	\$32,250	\$16,125
		700	\$35,000	\$17,500
		800	\$37,000	\$18,500
		900	\$39,000	\$19,500
		1000	\$41,000	\$20,500
		1100	\$43,000	\$21,500
		1200	\$45,000	\$22,500
		1300	\$47,000	\$23,500
		1400	\$49,000	\$24,500
		1500	\$50,000	\$25,000
		1600	\$52,000	\$26,000
		1700	\$54,000	\$27,000
		1800	\$56,000	\$28,000
		1900	\$58,000	\$29,000
		2000	\$60,000	\$30,000
		2100	\$62,000	\$31,000
		2200 - 4900	\$65,000	\$32,500
		5000+	\$80,000	\$40,000

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### III. Building Sponsorships

Art & Home Center- \$10,450

Demo Kitchen - \$550

Center of Progress Building- \$33,000

Coliseum - \$11,000

Dairy Exhibits Building- \$50,600

Dairy Products Building- \$8,250

Exposition Building - \$250,000 - \$300,000 (to include VIP Overlook Room)

Nursing Room - \$10,000

VIP Overlook Room - \$40,000 - \$50,000

Horticulture Building- \$28,875

International Building- \$7,150

Science and Industry Building- \$7,425

### IV. Marketing Opportunities (additional opportunities may be available)

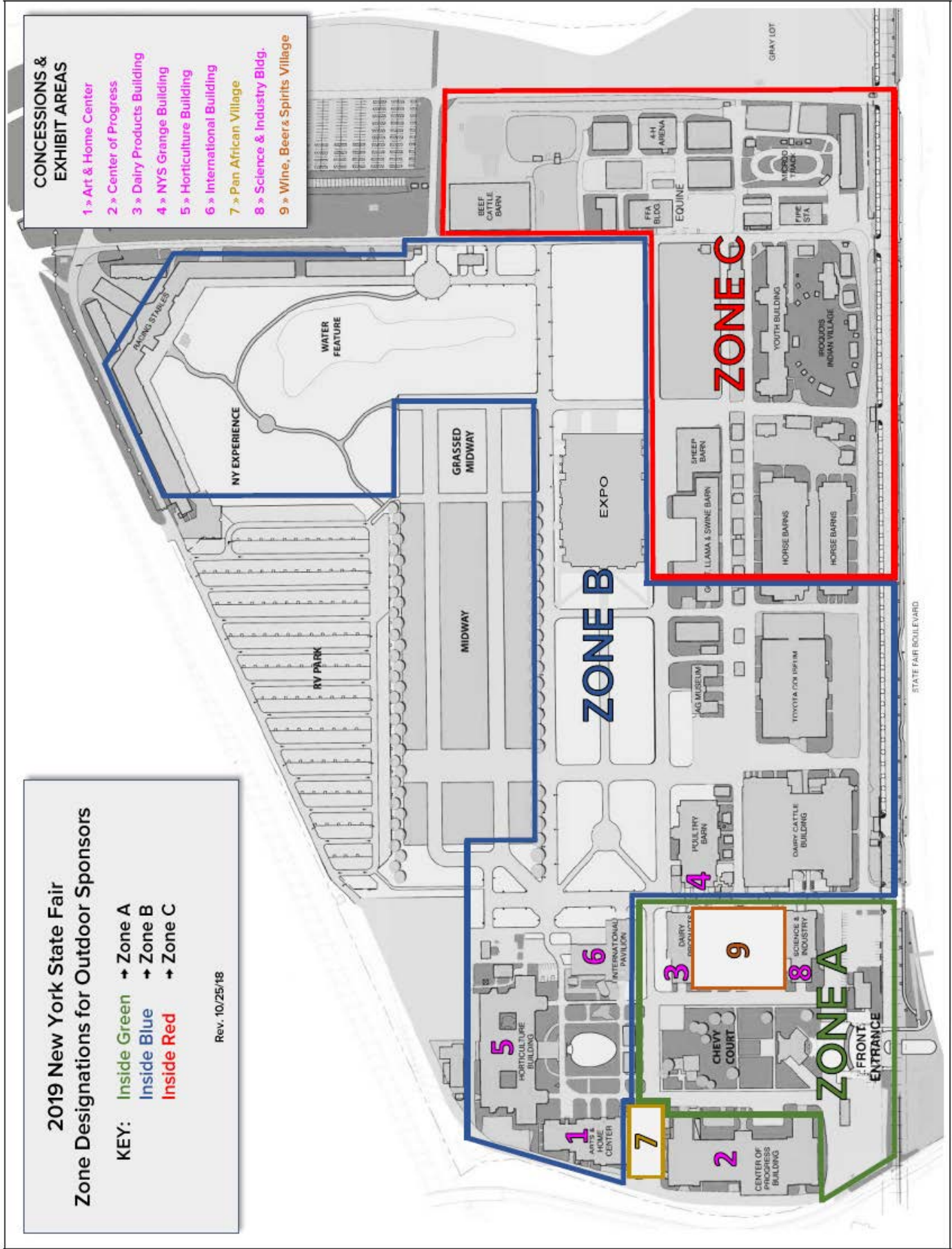
- Adopt a Family Program – Sponsor a day of fun at the Great New York State Fair for struggling families living in Upstate NY. \$14,000 (Super Hero), \$7,000 (Hero) and \$3,500 (Rock Star). The cost per 4 package is \$70.
- Baby Care Cottages - \$2,000/each
- Backlit Sign(s) – 4’ x 10’ signs available in our highest traffic Building (Center of Progress) - \$5,000 each (one calendar year)
- Banner Signage (Indoors/Outdoors)- \$500/ first one and \$250 for each one after (no larger than 4’x8’)
- Beer Competition - \$5,000
- Beer Cups - \$10,000
- Bike Rack Signage (Chevy Court) - \$12,250/all 100 bike racks
- Butter Sculpture - \$5,000
- Chevy Court Commercial Program - Commercials before each National Entertainment Show of 2:00 pm and 8:00 pm. Full 13 days - \$5,500 (30 second spot)
- Chevy Court Event Sponsor - \$5,000
- Chevy Court Introduction/Appearance before entertainment acts - \$3,000
- Drone Competition - \$1,000-\$5,000
- Etix & Advance Sale Print At Home Tickets - (Logo & Website Branding) - \$.10 per ticket (Approximately 500,000 Tickets) - \$50,000
- Expo Building Indoor Wall Panel Banners - \$12,500
- Expo Building Back Wall Panel Banners - \$12,500
- Fireworks - Last Evening of the Fair- \$12,500
- Gate Sign(s) - 4’ x 8’ signs available for \$2,750 each (one calendar year)
- Hotel Sponsorship - \$6,102/each
- Information Kiosks - \$2,000/each
- Light Pole Banners – 15 available- \$300 each
- Lost Kid Tags - \$5,000
- Map Back Panel (Fair) - \$5,000
- Milk Cups - \$15,000
- Rain Ponchos- \$17,000 for 50,000 logoed rain ponchos for our customary rainy day at the Fair
- Restroom Mirror Signage - \$4,000/all 40 restrooms
- Sand Sculpture - Located in the Exposition Building (highest traffic building) - \$15,000
- Social Media Post - Single day post- \$500/day – (Instagram, Twitter and Facebook)
- Special Day Sponsor (Women's, Youth, Other) - \$5,000
- STEAM Exhibit - \$11,000
- Tram Signage - \$1,000/tram
- Tram Stop Signage - \$1,000/each
- WiFi - 13 Day Fair Sponsorship - \$50,000 - Link on landing page and website branding

# 2019 New York State Fair Zone Designations for Outdoor Sponsors

- KEY:**
- Inside Green → Zone A
  - Inside Blue → Zone B
  - Inside Red → Zone C

Rev. 10/25/18

- CONCESSIONS & EXHIBIT AREAS**
- 1 » Art & Home Center
  - 2 » Center of Progress
  - 3 » Dairy Products Building
  - 4 » NYS Grange Building
  - 5 » Horticulture Building
  - 6 » International Building
  - 7 » Pan African Village
  - 8 » Science & Industry Bldg.
  - 9 » Wine, Beers & Spirits Village



2019 Ribbon Level	\$1,000 - \$4,999	\$5,000 - \$9,999	\$6,102-\$12,204	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999*	\$75,000 - \$99,999*	\$100,000 - \$124,999*	\$125,000+*
Term of Contract	Varies	Varies	Varies	8/1/19 - 8/30/19	8/1/19 - 5/31/20	8/1/19 - 5/31/19	8/1/19 - 5/31/19	8/1/19 - 5/31/19	8/1/19 - 5/31/19
Time Period	Varies	Varies	One Year	Fair Only	One Year	Max 5 Years	Max 5 Years	Max 5 Years	Max 5 Years
Payments Schedule	Full Payment Due 8/1	Full Payment Due 8/1	Full Payment Due 8/1	Full Payment Due 8/1	Full Payment Due 8/1	Full Payment Due 8/1	Full Payment Due 8/1	Full Payment Due 8/1	Full Payment Due 8/1
Admission Tickets (Spec. Service)	0	0	0	0	60	100	110	120	120
Parking Tickets	0	0	0	0	50	75	85	100	100
Sponsor Reception Tickets	0	2	2	2	2	4	4	6	6
Non-Fair Rental Credit	0	0	0	0	0	0	0	\$2,500	\$5,000
Fairtime Credit	\$100 - \$400 for \$5 parking/ \$3 admission tickets	\$500 for \$5 parking/ \$3 admission tickets	\$6,102 - \$550 for \$5 parking/ \$3 admission tickets	\$1,000 for \$5 parking/ \$3 admission tickets	\$2,500 for \$5 parking/ \$3 admission tickets	\$3,000 for \$5 parking/ \$3 admission tickets	\$4,000 for \$5 parking/ \$3 admission tickets	\$5,000 for \$5 parking/ \$3 admission tickets	\$5,000 for \$5 parking/ \$3 admission tickets
Backlit Signs	0	0	1	0	0	0	1	1	2
Media Buys - Tags 50%/75%	No	No	NO	No	No	No	No	50%	75%
Public Address Announcements	No	No	No	2/day	4/day	8/day	8/day	10/day	10/day
Fairgrounds Map	No	No	No	Logo	Logo	Double Block Ad	Double Block Ad	Triple Block Ad	Triple Block Ad
Website	No	No	Link & Logo	No	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Link & Logo
Participation in Daily Parade	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Access to Fair Account Representative	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship of Attraction/Area	No	No	No	No	No	Yes	Yes	Yes	Yes
Signage at Sponsored Attraction/Area	No	No	No	No	No	Yes	Yes	Yes	Yes
Ad on Chevy Court	No	No	Yes	No	No	Yes	Yes	Yes	Yes
Name/Logo on Fair's "Thank You To Our Sponsors" Board	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Signage at Gates/Entrances	No	No	No	No	No	Yes	Yes	Yes	Yes

\* Ribbon level pricing on a per-year basis  
3/25/2019