



ANDREW M. CUOMO
Governor

RICHARD A. BALL
Commissioner

TROY W. WAFFNER
Director

12.1.20

Valid 4/1/21 – 3/31/22

2021 SPONSORSHIP OPPORTUNITIES

I. Indoor Space – Full Fair Booth Rentals (*, **)

Square Footage	2021 Indoor Space
100	\$12,692
200	\$17,308
300	\$28,846
400	\$40,385
500	\$63,462
600	\$75,000
700	\$92,308
800	\$98,077
900	\$121,154
1000	\$138,462
1100	\$150,000
1200	\$161,538

II. Outdoor Space

a. Single Day Rentals (*, **, *)**

Square Footage	Zone A*** 2021	Zone B*** 2021	Zone C*** 2021
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

* EACH SPACE WILL INCLUDE 1 – 115V/20AMP DUPLEX OUTLET.

** 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 25% discount. Prospective exhibitors must provide proof of tax status or proof of registration with the Attorney General’s Charities Bureau.

***See map for Zone designations.

b. Full Fair Booth Rentals (*, **, *)**

Square Footage	Zone A*** 2021	Square Footage	Zone B*** 2021	Zone C*** 2021
5,500	\$165,000	100	\$11,538	\$5,769
6,000	\$179,596	200	\$17,308	\$8,654
6,500	\$194,827	300	\$23,077	\$11,538
7,000	\$209,423	400	\$28,846	\$14,423
		500	\$34,615	\$17,308
		600	\$37,212	\$18,606
		700	\$40,385	\$20,192
		800	\$42,692	\$21,346
		900	\$45,000	\$22,500
		1000	\$47,308	\$23,654
		1100	\$49,615	\$24,808
		1200	\$51,923	\$25,962
		1300	\$54,231	\$27,115
		1400	\$56,538	\$28,269
		1500	\$57,692	\$28,846
		1600	\$60,000	\$30,000
		1700	\$62,308	\$31,154
		1800	\$64,615	\$32,308
		1900	\$66,923	\$33,462
		2000	\$69,231	\$34,615
		2100	\$71,538	\$35,769
		2200 - 4900	\$75,000	\$37,500
		5000+	\$92,308	\$46,154

* EACH SPACE WILL INCLUDE 1 – 115V/20AMP DUPLEX OUTLET.

** 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 25% discount. Prospective exhibitors must provide proof of tax status or proof of registration with the Attorney General’s Charities Bureau.

***See map for Zone designations.

III. Marketing Opportunities (additional opportunities may be available) (** new opportunities)

- * Adopt a Family Program – Sponsor a day at the NY State Fair for struggling families living in Upstate NY. \$14,000 (Super Hero), \$7,000 (Hero) and \$3,500 (Rock Star). \$70 per 4 packages.
- ** Asphalt Advertisement (less than 40 sq. ft.) – \$1,500
- * Baby Care Cottages - \$2,000/each
- * COP Signs
 - * 4'x10' backlit signs - \$5,000 ea (1 yr)
 - ** Digital signs - \$5,000 ea (1 yr)
- * Banner Signage (Indoors/Outdoors) – \$500/ first one and \$250 for each additional one (no larger than 4'x8')
- * Beer Competition - \$5,000
- * Bike Rack Signage (Chevy Court) – \$12,250/all 100 bike racks
- * Butter Sculpture - \$5,000
- * Chevy Court Commercials before each Entertainment Show of 2:00 pm and 8:00 pm. Full Fair Only - \$425/day (30 second spot)
- * Chevy Court Event Sponsor - \$5,000
- * Chevy Court Introduction/Appearance before entertainment acts - \$3,000
- * Drone Competition - \$1,000-\$5,000
- ** Exit Sampling Program - \$2,500/day
- * Expo Building Indoor Wall or Back Wall Panel Banner - \$12,500 each
- ** Expo Building Lighting (Exterior) - \$250/day
- * Fireworks – 1 of 2 evenings at the Fair – \$5,000 each
- ** Food Bucks - \$10,000
- * Gate Sign(s) 4'x8' available - \$2750 each (1 yr)
- ** Giveaway Recycled Bags - \$5,000
- ** Giveaway T-Shirts - \$10,000
- * Guest Relations Kiosks - \$2,000 each
- * Hotel Sponsorship - \$5,050/40 rooms & \$1010 cash (Total trade rooms needed for 2021 Fair is 200)
- * Light Pole Banners – 15 available – \$300 each
- * Lost Kid Tags - \$5,000
- * Map Back Panel (Fair) - \$5,000
- ** NY Experience Pond - \$7,500
- ** Personalized Cups - \$500
- * Restroom Mirror Signage - \$4,000/all 40 restrooms
- * Sand Sculpture (Center of Progress) - \$15,000
- * Social Media Post - Single day post – \$500/day - (Instagram, Twitter and Facebook)
- * Special Day Sponsor (Women's, Youth, other) – \$5,000
- * Tram Signage - \$1,000/tram
- * Tram Stop Signage - \$1,000/each
- ** Video Screen Signage (outside Chevy Court) Full Fair Only - \$300/day (min 2 - 30 second spots)
- * Wade Skyliner Ride - \$10,000
- * Wi-Fi – Full Fair - \$10,000 – Link on landing page and website branding
- ** Window Clings - \$7,500 (6 buildings - COP, Hort, Eatery, Coliseum, Dairy Products, Science & Industry - max sign size of 5"x5")

2021 Ribbon Level	\$1,000 - \$4,999 Pink Ribbon	\$5,000 - \$9,999 White Ribbon	\$5,050+ White Ribbon Hotel	\$10,000 - \$24,999 Yellow Ribbon	\$25,000 - \$49,999 Red Ribbon	\$50,000 - \$74,999* Blue Ribbon	\$75,000 - \$99,999* Silver Ribbon	\$100,000 - \$124,999* Gold Ribbon	\$125,000+* Platinum Ribbon
Term of Contract	Varies	Varies	Varies	Varies	Varies	Varies	Varies	Varies	Varies
Time Period	Varies	Varies	One Year	Max 1 Year	Max 1 Year	Max 5 Years	Max 5 Years	Max 5 Years	Max 5 Years
Payments Schedule	Full Payment Due 6/1	Full Payment Due 6/1	Full Payment Due 6/1	Full Payment Due 6/1	Full Payment Due 6/1	Full Payment Due 6/1	Full Payment Due 6/1	Full Payment Due 6/1	Full Payment Due 6/1
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/\$200/\$300/\$400 \$500/\$1,000/\$2,500 \$3,000/\$4,000/\$5,000	\$100 - \$400 for \$5 parking/\$3 admission tickets	\$500 for \$5 parking/\$3 admission tickets	\$6,102 - \$550 for \$5 parking/\$3 admission tickets \$12,204 - \$1,100 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
COP 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	6/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

2021 New York State Fair

Zone Designations for Outdoor Sponsors

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

Rev. 7/23/20

CONCESSIONS & EXHIBIT AREAS

- 1 » Art & Home Center
- 2 » Center of Progress
- 3 » Dairy Products Building
- 4 » Horticulture Building
- 5 » The Eatery
- 6 » Pan African Village
- 7 » Science & Industry Bldg.
- 8 » Wine, Beer & Spirits Village

