



ANDREW M. CUOMO
Governor

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Commissioner

TROY W. WAFFNER
Director

6.18.21

Valid 4/1/21 – 3/31/22

2021 SPONSORSHIP OPPORTUNITIES

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

Square Footage	2021 Indoor Space
100	\$9,519
200	\$12,981
300	\$21,635
400	\$30,288
500	\$47,596
600	\$56,250
700	\$69,231
800	\$73,558
900	\$90,865
1000	\$103,846
1100	\$112,500
1200	\$121,154

II. Outdoor Space

a. Single Day Rentals (*, **)

Square Footage	Zone A 2021	Zone B 2021
100	\$1,856	\$1,125
200	\$2,475	\$1,500
300	\$2,784	\$1,688
400	\$3,094	\$1,875
500	\$3,403	\$2,063
600	\$3,713	\$2,250
700	\$4,022	\$2,438
800	\$4,331	\$2,625
900	\$4,641	\$2,813
1000+	\$4,950	\$3,000

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

**See map for Zone designations.

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

Square Footage	Zone A 2021	Square Footage	Zone B 2021
5,500	\$123,750	100	\$8,654
6,000	\$134,697	200	\$12,981
6,500	\$146,120	300	\$17,308
7,000	\$157,067	400	\$21,635
		500	\$25,962
		600	\$27,909
		700	\$30,288
		800	\$32,019
		900	\$33,750
		1000	\$35,481
		1100	\$37,212
		1200	\$38,942
		1300	\$40,673
		1400	\$42,404
		1500	\$43,269
		1600	\$45,000
		1700	\$46,731
		1800	\$48,462
		1900	\$50,192
		2000	\$51,923
		2100	\$53,654
		2200 - 4900	\$56,250
		5000+	\$69,231

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

**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
- * 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 - \$5050
- * Light Pole Banners – 15 available – \$300 each
- * Lost Kid Tags - \$5,000
- * Map Back Panel (Fair) - \$5,000
- ** NY Experience Pond - \$7,500
- * 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")

IV. 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)

Horticulture Building - \$28,875

The Eatery - \$7,150

Science & Industry Building - \$7,425

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
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	\$505 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 - Canceled 2021 only	Yes - Canceled 2021 only	Yes - Canceled 2021 only	Yes - Canceled 2021 only	Yes - Canceled 2021 only	Yes - Canceled 2021 only	Yes - Canceled 2021 only	Yes - Canceled 2021 only	Yes - Canceled 2021 only
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									
6.18.21									

2021 Re-Imagined New York State Fair Zone Designations for Outdoor Sponsors

KEY: Inside Green → Zone A
Inside Blue → Zone B

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.

