



KATHY HOCHUL
Governor

RICHARD A. BALL
Commissioner

TROY W. WAFFNER
Director

12/20/21

Valid 4/1/22 – 3/31/23

2022 SPONSORSHIP OPPORTUNITIES

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

Square Footage	2022 Indoor Space
100	\$10,450.00
200	\$14,250 .00
300	\$23,750 .00
400	\$33,250 .00
500	\$52,250 .00
600	\$61,750 .00
700	\$76,000.00
800	\$80,750.00
900	\$99,750.00
1000	\$114,000.00
1100	\$123,500.00
1200	\$133,000.00

II. Outdoor Space

a. Single Day Rentals (*, **)

Square Footage	Zone A 2022	Zone B 2022
100	\$2,351.25	\$1,567.50
200	\$3,135.00	\$2,090.00
300	\$3,527.35	\$2,351.25
400	\$3,918.75	\$2,612.50
500	\$4,311.10	\$2,873.75
600	\$4,702.50	\$3,135.00
700	\$5,094.85	\$3,396.25
800	\$5,486.25	\$3,657.50
900	\$5,878.60	\$3,918.75
1000+	\$6,270.00	\$4,180.00

* EACH SPACE WILL INCLUDE 1 – 115V/20AMP DUPLEX OUTLET. Additional electrical charges may apply.

**See map for Zone designations.

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

Square Footage	Zone A 2022	Square Footage	Zone B 2022
5,500	\$135,850.00	100	\$9,500.00
6,000	\$147,867.50	200	\$12,825.00
6,500	\$160,407.50	300	\$19,000.00
7,000	\$172,425.00	400	\$23,750.00
		500	\$28,500.00
		600	\$30,637.50
		700	\$33,250.00
		800	\$35,150.00
		900	\$37,050.00
		1000	\$38,950.00
		1100	\$40,850.00
		1200	\$42,750.00
		1300	\$44,650.00
		1400	\$46,550.00
		1500	\$47,500.00
		1600	\$49,400.00
		1700	\$51,300.00
		1800	\$53,200.00
		1900	\$55,100.00
		2000	\$57,000.00
		2100	\$58,900.00
		2200 - 4900	\$61,750.00
		5000+	\$76,000.00

* EACH SPACE WILL INCLUDE 1 – 115V/20AMP DUPLEX OUTLET. Additional electrical charges may apply.

**See map for Zone designations.

III. Marketing Opportunities (additional opportunities may be available)

- * 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 at 6:00 pm & Experience Stage at 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 - \$5050/50 rooms (Total trade rooms needed for 2022 Fair is 150)
- * Light Pole Banners – 15 available – \$300 each
- * Lost Kid Tags - \$5,000
- * Map Back Panel (Fair) - \$5,000
- * Milk Cups - \$15,000
- * 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 - \$9,930
Demo Kitchen - \$525

Center of Progress Building - \$31,350

Coliseum - \$10,450

Dairy Exhibits Building - \$48,070

Dairy Products Building - \$7,840

Exposition Building - \$237,500 - \$285,000
(to include VIP Overlook Room)

Horticulture Building - \$27,435

The Eatery - \$6,795

Science & Industry Building - \$7,055

2022 Ribbon Level	\$1,000 - \$4,999 Pink Ribbon	\$5,000 - \$9,999 White Ribbon	\$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
Time Period	Varies	Varies	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	60	100	110	120	120
Parking Tickets	0	0	0	50	75	85	100	100
Sponsor Reception Tickets	0	2	2	2	4	4	6	6
Non-Fair Rental Credit	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	\$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 Backlit Signs	0	0	0	0	0	1	1	2
Media Buys - Tags 50%/75%	No	No	No	No	No	No	50%	75%
Public Address Announcements	No	No	2/day	4/day	6/day	8/day	10/day	10/day
Fairgrounds Map	No	No	Logo	Logo	Double Block Ad	Double Block Ad	Triple Block Ad	Triple Block Ad
Website	No	No	No	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Link & Logo
Participation in Daily Parade	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Access to Fair Account Representative	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship of Attraction/Area	No	No	No	No	Yes	Yes	Yes	Yes
Signage at Sponsored Attraction/Area	No	No	No	No	Yes	Yes	Yes	Yes
Ad on Chevy Court	No	No	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
Signage at Gates/Entrances	No	No	No	No	Yes	Yes	Yes	Yes

* Ribbon level pricing on a per-year basis
12.20.21

2022 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 Building
- 3 » Dairy Products Building
- 4 » Horticulture Building
- 5 » The Eatery
- 6 » Pan African Village
- 7 » Science & Industry Bldg.

