



**Agriculture
and Markets**



KATHY HOCHUL
Governor

RICHARD A. BALL
Commissioner

JULIE LAFAVE
Director

12/16/2025

Valid 4/1/26 – 9/30/26

2026 Agriculture Competition Sponsorship Opportunities

NOTE: Applications must be received, and sponsorship opportunities must be discussed and confirmed with the Sponsorship Department on or before May 15, 2026, for the Blue and Red Rosette levels only for guaranteed inclusion. Any applications received after this date will be reviewed and accepted on a case-by-case basis.

The Agriculture Sponsorship Program aims to increase premiums, prizes awarded to competition winners, livestock husbandry, or competition enhancements (at the Department's discretion), thereby encouraging greater participation. Sponsors will be able to choose which competition(s) they want their funds or in-kind items to be awarded in.

This Sponsorship Program shall apply to all competitions under the State Fair's Agriculture Department.

Blue Rosette Level (\$5,000 and above)

- Logo placed on the NYS Fair Map
- Logo on "Thank You to our Sponsors" digital board
- Logo on NYS Fair Website Welcome Page (posted from 4/1/26-9/30/26)
- Logo on NYS Fair Website on the "How to Enter Competitions" page (posted from 4/1/26-9/30/26)
- Four (4) banners hung inside show ring- up to 3'X5'*
- Opportunity to distribute marketing material in select departments
- Three (3) public announcements during the judged show
- 20 admission and 10 parking credentials

Red Rosette Level (\$1,000 - \$4,999)

- Logo on "Thank You to our Sponsors" digital board
- Logo on NYS Fair Website on the "How to Enter Competitions" page (posted from 4/1/26-9/30/26)
- Two (2) banners hung inside show ring- up to 3'X5'*
- Two (2) public announcements during the judged show
- 10 admission and 5 parking credentials

White Rosette Level (\$500 - \$999)

- Logo on NYS Fair Website on the "How to Enter Competitions" page (posted from 4/1/26-9/30/26)
- One (1) public announcement during the judged show
- One (1) banner hung inside show ring- up to 3'X5'*

Pink Rosette Level (\$100 - \$499)

- Logo on NYS Fair Website on the “How to Enter Competitions” page (posted from 4/1/26-9/30/26)

*All banners/signs must be provided by the Sponsor. The department will be responsible for installing banner/signage.