



KATHY HOCHUL
Governor

RICHARD A. BALL
Commissioner

JULIE LAFAVE
Director, New York State Fair

12/16/2025

Valid 4/1/26 – 3/31/27

2026 SPONSORSHIP OPPORTUNITIES

NOTE: Applications must be received, and sponsorship opportunities must be discussed and confirmed with the Sponsorship Department on or before April 15, 2026. Applications that are received and confirmed after this deadline may be subject to a 1.5% increase in published rates.

I. Indoor Space

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

Square Footage	Indoor Space
100	\$11,091.00
200	\$15,125.00
300	\$25,208.00
400	\$35,291.00
500	\$55,456.00
600	\$65,539.00
700	\$80,663.00
800	\$85,706.00
900	\$105,871.00
1000	\$120,996.00
1100	\$131,078.00
1200+	\$141,161.00

b. Single Day Rentals

Square Footage	Indoor Space – Expo Center – Full Day (12 hours) (Use of designated space limited to Educational Exhibit or Corporate Private Secure Meeting Space. Limited to no more than 2 single day rentals.) Includes: Area for use – 12 hours Dimensions: 75' x 75' Hours: 9:00am- 9:00pm (Portion of area will include seating, games and security from 9:00am-9:00pm)
5,625	\$11,165.00

Square Footage	Indoor Space – Expo Center – Partial Day (5 hours) (Use of designated space limited to Educational Exhibit or Corporate Private Secure Meeting Space. Limited to no more than 2 single day rentals.) Includes: Area for use – 5 hours Dimensions: 75' x 75' Maximum of 5 hours between the hours of 9:00am- 9:00pm (Portion of area will include seating, games and security during approved hours of use)
5,625	\$6,090.00

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

**SEE MAP FOR ZONE DESIGNATIONS.

II. Outdoor Space

a. Single Day Rentals (, **)*

Square Footage	Zone A	Zone B
100	\$1,664.00	\$1,247.00
200	\$2,218.00	\$1,664.00
300	\$2,495.00	\$1,872.00
400	\$2,772.00	\$2,079.00
500	\$3,050.00	\$2,287.00
600	\$3,327.00	\$2,495.00
700	\$3,604.00	\$2,703.00
800	\$3,882.00	\$2,911.00
900	\$4,159.00	\$3,119.00
1000+	\$4,437.00	\$3,327.00

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

Square Footage (Premier)	Zone A (Premier)	Square Footage	Zone A	Zone B
5,500	\$144,186.00	100	\$10,083.00	\$6,655.00
6,000	\$156,941.00	200	\$13,612.00	\$8,984.00
6,500	\$170,251.00	300	\$20,166.00	\$13,310.00
7,000+	\$183,007.00	400	\$25,208.00	\$16,637.00
		500	\$30,248.00	\$19,965.00
		600	\$32,518.00	\$21,461.00
		700	\$35,291.00	\$23,291.00
		800	\$37,306.00	\$24,623.00
		900	\$39,324.00	\$25,954.00
		1000	\$41,340.00	\$27,284.00
		1100	\$43,357.00	\$28,616.00
		1200	\$45,374.00	\$29,947.00
		1300	\$47,390.00	\$31,277.00
		1400	\$49,406.00	\$32,609.00
		1500	\$50,415.00	\$33,274.00
		1600	\$52,431.00	\$34,604.00
		1700	\$54,449.00	\$35,935.00
		1800	\$56,464.00	\$37,267.00
		1900	\$58,480.00	\$38,597.00
		2000	\$60,498.00	\$39,928.00
		2100	\$62,514.00	\$41,260.00
		2200 - 4999	\$65,539.00	\$43,256.00
		5000+	\$80,663.00	\$53,238.00

* 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)*

Asian Village (3 signs on welcome archway- 2 7'8"x14' max and 1 2'2"x 30' max)- \$3,462 (6 days – 8/26-8/31/26)	Lost Kid Tags - \$5,500
Baby Care Cottages - \$2,500/each (1 yr) (Can wrap entire cottage)	Main Gate (area around Marquee) Landscaping - \$5,000
Banner Signage (Indoors/Outdoors) – Zone A \$1,000/ first one and \$500 for each additional one. Zone B \$500/first one and \$250 for each additional one (no larger than 4'x8')	Map Back Panel (Fair) - \$5,500
*Locations based off Sponsorship Dept. and Directors discretion	Milk Cups - \$25,000
"Best of Fair" Competitions - \$1,000	Misting cooling stations- 2'x2' - \$2,500 5'x5' - \$5,000 10' x 10' \$10,000
Bring your Mascot to The Fair! - \$1,000/ day Limit 1 mascot per day.	Pan African Village - \$7,500
Butter Sculpture - \$5,500	Placement of logo on NYS Fair App - \$2,500
Cellphone Charging Stations -\$1,450 each	Restroom Mirror Signage - \$4,000/all 40 restrooms (1yr)
Chevy Court Introduction/Appearance before entertainment acts - \$4,000	Sand Sculpture (Center of Progress Building) Multiple 18" x 24" signs around the circumference of sculpture - \$5,500
Commercials before each Entertainment Show at Chevy Court and Suburban Park Stage. Full Fair Only \$6,500	Sensory Program (Includes outdoor sensory area, main sensory area, sensory shed, sensory kits, emotions cards, sensory stickers, coloring books/pencils/pens, fidget toys, sensory boards, etc.) - \$13,000
COP Signs	Skyliner Ride (signage on entrance & exit fencing) - \$5,000
· 4'x8' ' backlit signs - \$5,000 each (1 yr)	Social Media Post Visibility (360,250 current followers with 2.77 million views in 2025: 958,092 from non followers)
· 4'x7' digital signs - \$1,000 for 1 \$500 each additional (8 Second Ad placed on rotation) Fairtime only	Tier 1 – 13 Day "Boosted" Posts + Analytics (Facebook, Instagram), Full Fair & increased visibility. Max 3 sponsors - \$3,500.00
Cow Birthing Tent - \$10,000	Tier 2 – Single Day Post (un-boosted/organic) + Analytics (Facebook, Instagram), 4 post max per sponsor. Max 4 sponsors - \$1,500.00
Drone Show - \$7,500	Tier 3 – Story (Facebook, Instagram) no Analytics. Max 3 sponsors - \$1,000.00
Electronic Kiosks - \$2,500 (up to 3 sponsors) (10 signs)	Special Day Sponsor (Women's, Youth, Agriculture Career, Pride, New Americans, Law Enforcement, Fire & Rescue, Beef, Armed Forces, Dairy, Labor Day, Sensory Day, Other) – \$5,500
Exit Sampling Program - \$2,500/day	Sports Activity Area - \$7,000
Expo Building Indoor Wall or Back Wall Panel Banner - \$6,000 each (28'x20') (1 yr)	Tram Signage - \$1,500/sign 2'x8'
Fair Finder- Logo featured on NYS Fair section of App & website -\$3,500	Tram Stop Signage - \$1,500/each 2'X8' (1yr)
Fireworks – \$5,500	Trash and Recycle Containers - Logo 250 combined \$8,000; 500 combined \$12,500 (1yr)
Gate Sign(s) 4'x8' digital sign Ad - \$3,500 (1 yr) (8 second Ad placed on rotation)	Waterfall Area - Landscaping sponsorship only - includes signage - \$15,000
Horticulture Building (Bob Chase Garden) Landscaping - \$1,500.00 (Fair only)	Wi-Fi – Full Fair - \$10,000 – Link on landing page and website branding
Hotel Sponsorship - \$6100/50 rooms (Total trade rooms needed for 2026 Fair is 150)	
Latino Village (3 signs on welcome archway- 2 7'8"x14' max and 1 2'2"x 30' max)- \$3,462 (6 days 9/2-9/7/26)	

IV. Building & Locations Sponsorships- 1 year

4-H Youth Building- \$14,639.00
Art & Home Center – Includes The Demo Kitchen – \$11,502.00
Beef Barn - \$18,822.00
Center of Progress Building - \$34,507.00
Coliseum - \$23,005.00
Dairy Exhibits Building - \$53,329.00
Dairy Products Building - \$11,502.00
Exposition Building - \$78,426.00
Goat, Swine, Llama Building - \$18,822.00
Horse Barns (Main Barn & DVM Barn) - \$44,965.00
Horticulture Building - \$30,325.00
Poultry Building - \$11,502.00
RV Park- \$6,181.00
Science & Industry Building - \$7,425.00
The Eatery - \$7,529.00

The following entities are required to purchase sponsorships to be a vendor at the Fair:

- Entities seeking static or digital advertising.
- Entities seeking promotional sponsorship opportunities.
- Entities requesting space at the Fair for less than 13 days.
- National or international franchise or franchisee.
- Entities selling products associated with multi-level marketing (MLM) companies.*
- Mobile marketing partners or companies represented by an agency or similar business that assists, plans, or presents the concession on behalf of or in partnership with the prospective sponsors. Mobile marketing partners representing the US Military are exempt from this.
- Home improvement or similar entities that market, sell and/or install home remodeling and improvement products and services including windows, sheds, garages, and roofing systems.*
- Entities selling home goods including mattresses, furniture, massage chairs, grills, patio furniture, air purifiers, vacuums, and similar items.*
- Entities selling pools, hot tubs, saunas, and similar items.*
- Entities selling kitchen and cookware including appliances, pots and pans.*
- Entities selling beauty type products and/or services including skin and hair treatments.*

* Applicable to entities selling products with a retail value of \$200 or more as determined by the Sponsorship Department. The Sponsorship Department reserves the right to request price lists and further information from applicants to determine whether applicant must be a sponsor. The final determination will be made by the Sponsorship Department with the approval of the Director or designee.

To give each sponsor the opportunity to generate adequate revenue while also offering a diverse range of products and services across the fairgrounds, the Sponsorship Department will conduct an annual product/service saturation assessment. The saturation review will comply with the requirements established for mandatory sponsors, and when reviewing applications, the following will be considered:

- No more than 5 sponsors offering the same or similar product or service will be present onsite during the fair, unless otherwise approved by the State Fair Director and Sponsorship & Sales Manager.
- No more than 4 sponsors offering the same or similar product or service will be placed in the same zone or building during the fair, unless otherwise approved by State Fair Director and Sponsorship & Sales Manager.

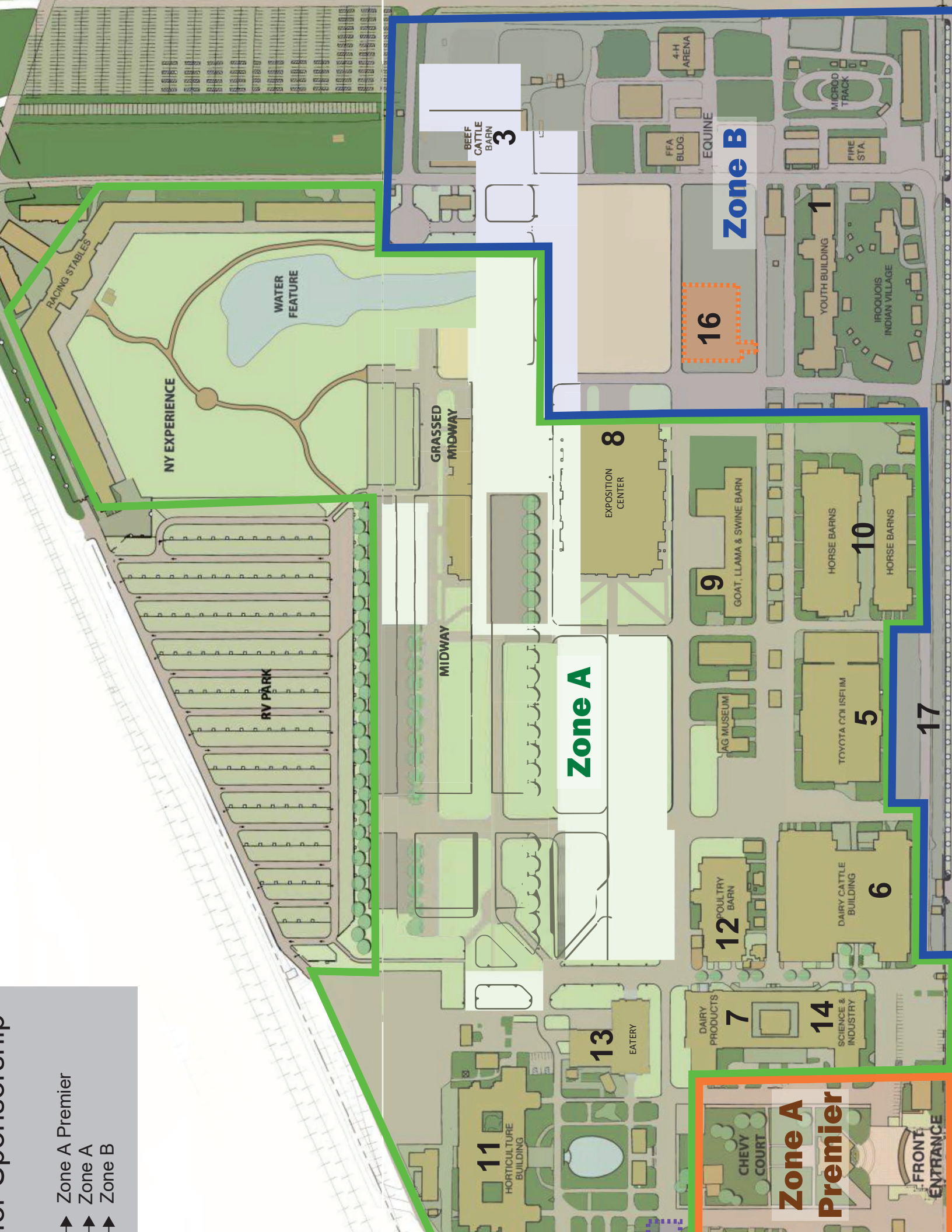
The following Late Fees will apply:

- **Late Payment 5% of unpaid invoice amount**
- **Late Paperwork - \$50 per required document**
- **If the late fee is not paid by the due date or by the end of the grace period, additional late fees may be incurred every thirty (30) days at the discretion of the Department**

The following Contract Change Fees will apply:

- **All modifications made to contracts after they are created may incur a \$250 contract change fee if the change is requested by the Sponsor**

- ➔ Zone A Premier
- ➔ Zone A
- ➔ Zone B



BEEF CATTLE BARN 3

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Zone B

Zone A

CHEVY COURT

11 HORTICULTURE BUILDING

13 EATERY

14 SCIENCE & INDUSTRY

12 POULTRY BARN

7 DAIRY PRODUCTS

6 DAIRY CATTLE BUILDING

5 TOYOTA COLiseum

9 GOAT, LLAMA & SWINE BARN

10 HORSE BARNs

8 EXPOSITION CENTER

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Zone A Premier

FRONT ENTRANCE

