

◆ ◆ THE GREAT ◆ ◆

NEW YORK STATE FAIR

Sponsorship Opportunities

AGRICULTURE • FOOD • FAMILY • TRADITION



TOTAL VISITATION

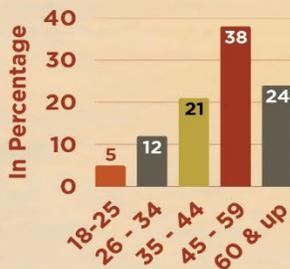
925,989

Total Visitors (2025)

A high-volume, repeat-driven audience delivering consistent year-over-year reach for sponsors.

AGE PROFILE

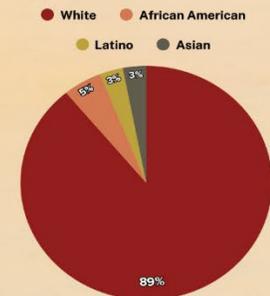
FAIRGOER AGE PROFILE



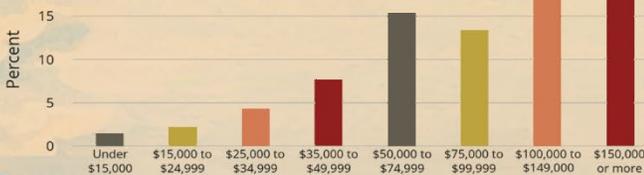
60%

ATTENDEES RANGE IN AGE FROM 35 TO 59 YEARS OLD.

DIVERSITY PROFILE



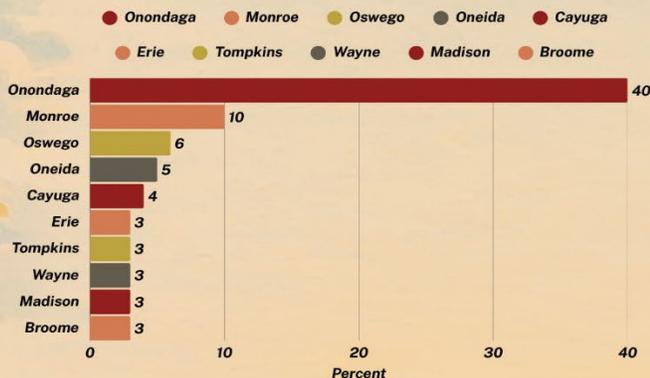
AVERAGE INCOME



SPENDING POWER



DEMOGRAPHICS



6% OF VISITORS ARE FROM OUT-OF-STATE. TOP OUT-OF-STATE VISITOR SOURCES



VISITOR TRENDS

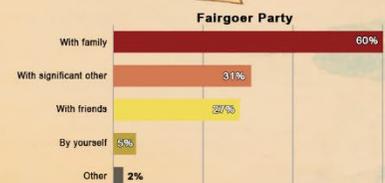
The Fair maintains a healthy influx of new visitors, with approximately 1 in 10 attendees (9%) being first timers
Young adults (18 to 25) are more likely to be first-time fairgoers (24%)

47% of visitors returned multiple times each year, which provides sponsors with repeated opportunities to connect with a loyal audience

Onondaga County residents are more likely to be repeat attendees (69% attend multiple times a year)

FAIRGOER GROUPS

Attendance is defined by family groups and couples, with only the youngest adults showing a preference for attending with friends





WHY SPONSOR WITH US?

Founded in 1841, The Great New York State Fair is the oldest fair in the United States and is consistently recognized as being among the top five state fairs in the nation.

The Fairgrounds is a 375-acre exhibit and entertainment complex that operates year-round and showcases the best of New York agriculture, provides top-quality entertainment, and is a key piece of the state's CNY Rising strategy of growing the Central New York economy through tourism.

Advantages and Benefits of Being a Sponsor at The Great New York State Fair...

- History of Our Fair
 - Repeat Customers
 - Community Engagement
 - Tradition Meets Innovation
 - Strong Agriculture Ties at Its Heart
 - Opportunities for Year-Round Exposure
 - Social Media and Digital Visibility
 - Daily Breakfast
 - High Impact Branding Opportunities
 - Diverse Demographics
 - Audience Reach