

# MISSISSIPPI STATE FAIR

LET THE FUN BEGIN

OCTOBER 2-13

2025





# WHY SPONSOR?



## DISPLAYS – VISIBILITIES

Experiential event marketing is one of the most effective ways to reach a targeted consumer base and help establish brand loyalty. Our audience enjoys the sense of community experience and pride in our great state that the Mississippi State Fair evokes.



## COMMUNITY OUTREACH

Associate your brand with a show of community support by being involved at the Mississippi State Fair, helping to revive a tradition and participate in Mississippi's #1 family event.

## DIRECT CONSUMER MARKETING

Your company's generous support helps continue the cherished legacy and agriculture traditions that are so integral to the fabric of our state and also returns significant, high profile visibility.



## COMPANY PERKS

By sponsoring the Mississippi State Fair, your company will receive complimentary tickets for your employees and their families and clients. This is an excellent way to reward your employees and provide them with a memorable experience.



# MEDIA

## INSIGHTS



### 2024 TOTAL ATTENDANCE

507,000



### EMAIL LIST / WEBSITE

The Mississippi State Fair is proud to have over **88,000** contacts that we send reminders and information to for the Fair. Our website had over **680,000** views in 2024.



### GEOGRAPHY

Our insights reveal that attendees of the Mississippi State Fair come from across the southern region. The majority are from central Mississippi, closely followed by those from the southern part of the state. It truly is a statewide event.

### SOCIAL MEDIA

The Mississippi State Fair social media platforms combined with the MS Fairgrounds platforms, reach **93,000** followers. Our following is active and highly engaged, centered upon the demographic of young women 25-34 and parents of young children.



# ABOUT US



The Mississippi State Fair is a 12-day extravaganza filled with family-friendly entertainment, livestock shows, exhibitions, thrilling rides, unique foods, and fun games for all ages.

Throughout the 2025 State Fair, both attendees and participants can enjoy a variety of attractions, including diverse livestock showcases, captivating musical performances in the Coliseum, the Taste of Dixie National Rodeo, the Zerbini Family Circus, the Paul Bunyan Lumberjack Show, and countless other exciting offerings.






# Great American Fair

## Sponsorship

### Benefits



	\$2,500 and under	\$2,600 to \$4,999	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$24,999	\$25,000 and up
<b>Mention on social media posts</b>	2 	2 	3 	4 	6 	8 
<b>Tickets to the MS State Fair</b>	10 	20 	25 	25 	50 	75 
<b>Logo included on the website</b>						
<b>Logo included fairgrounds signage</b>						
<b>Display banner at Gates 1, 3, 7, 10, &amp; 14</b>						
<b>Logo included in Market Bulletin</b>						
<b>Logo included in TV ads</b>						
<b>Logo included in billboard ads</b>						
<b>Mention in radio ads</b>						
<b>Recognized before Lee Greenwood concert and fireworks</b>						
<b>Exclusive access to VIP Lounge on Oct. 13th before Lee Greenwood Concert</b>				4 	6 	10 



Sponsor this historic event by contacting Deputy Commissioner Hayes Patrick.

[Hayes@mdac.ms.gov](mailto:Hayes@mdac.ms.gov)





# MAIN STAGE SPONSOR

- Naming rights of Main Stage in the Coliseum
- Logo included in:
  - a. TV Ads
  - b. Social Media – featured in a minimum of 10 social media posts on Facebook, Instagram, and X
  - c. Website
  - d. Signage around the Fairgrounds
  - e. State Fair Fun Guide
  - f. Billboard Ads – featured in a minimum of 4 billboards placed around the Jackson metro area
- Designated display space on the Fairgrounds
- Banners at gate 1, 3, 7, 10, 14, and Main Stage (We will supply the banners)
- 100 State Fair tickets

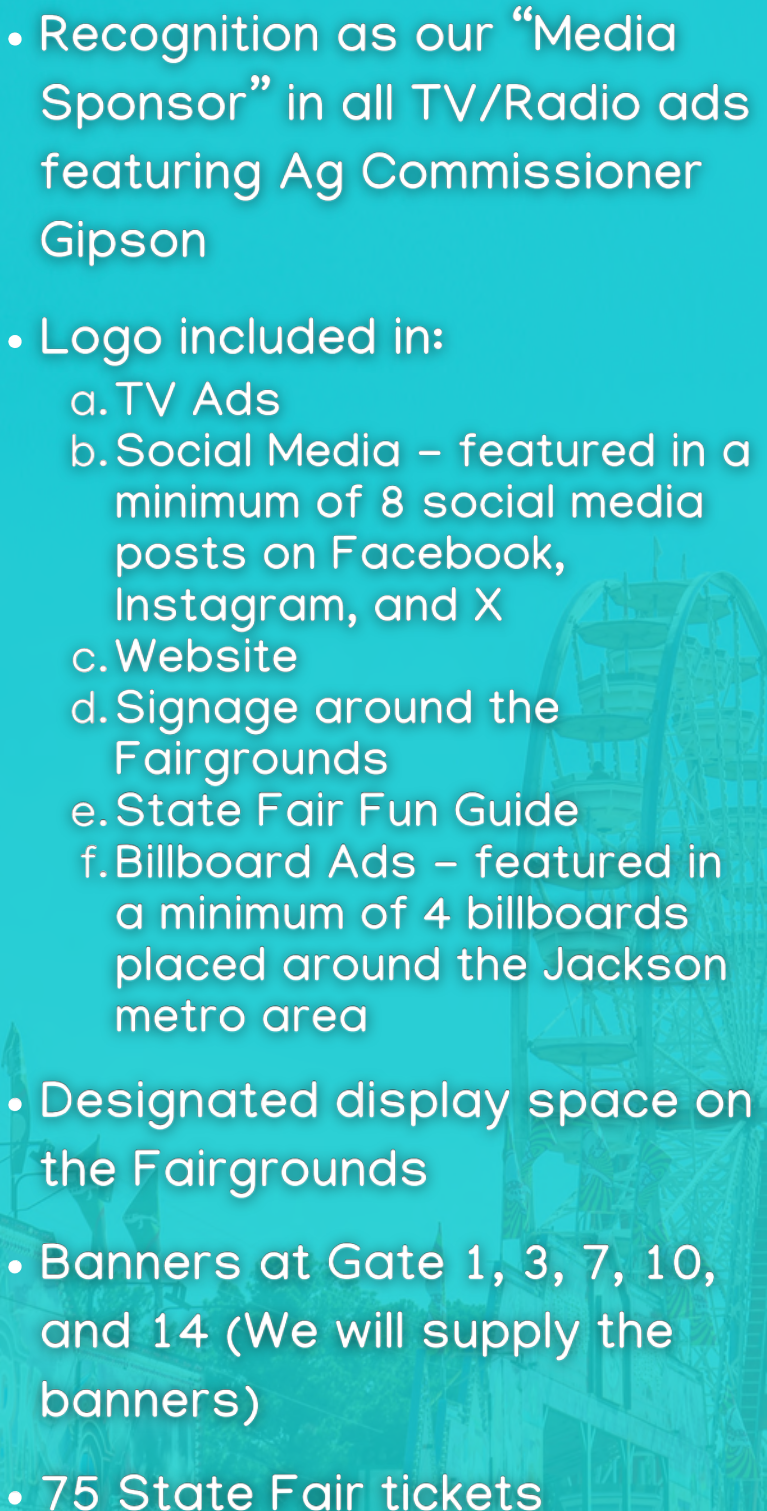
**\$40,000**

In 2025, we will host 4 concerts and 4 events on the Main Stage. We estimate that these events will bring in around 10,000 attendees.



MISSISSIPPI STATE

FAIR



- Recognition as our “Media Sponsor” in all TV/Radio ads featuring Ag Commissioner Gipson
- Logo included in:
  - a. TV Ads
  - b. Social Media – featured in a minimum of 8 social media posts on Facebook, Instagram, and X
  - c. Website
  - d. Signage around the Fairgrounds
  - e. State Fair Fun Guide
  - f. Billboard Ads – featured in a minimum of 4 billboards placed around the Jackson metro area
- Designated display space on the Fairgrounds
- Banners at Gate 1, 3, 7, 10, and 14 (We will supply the banners)
- 75 State Fair tickets





# FRONTIER VILLAGE SPONSOR



**\$15,000**

- Naming rights for Frontier Village
- Logo included in:
  - a. TV Ads
  - b. Social Media – featured in a minimum of 6 social media posts on Facebook, Instagram, and X
  - c. Website
  - d. Signage around the Fairgrounds
  - e. State Fair Fun Guide
- Display on grounds in your sponsored location (ex. Outdoor booth, cars, tractors)
- Banners at Gate 1, 3, 7, 10, 14, and entrance to Frontier Village ( We will supply the banners)
- 50 State Fair tickets

Frontier Village, located near the Biscuit Booth, is made up of the Taste of Dixie National Rodeo, Pig Races, Petting Zoo, and Paul Bunyan Lumberjack Show. It is a fun destination for the whole family.





# ZERBINI FAMILY CIRCUS SPONSOR



- Naming rights for Circus
- Logo included in:
  - a. TV Ads
  - b. Social Media – featured in a minimum of 4 social media posts on Facebook, Instagram, and X
  - c. Website
  - d. Signage around the Fairgrounds
  - e. State Fair Fun Guide
- Banners at Gate 1, 3, 7, 10, 14, and entrance to the Circus (We will supply the banners)
- 25 State Fair tickets

**\$10,000**

We estimate over 7,000 fairgoers visit the Zerbini Family Circus during the duration of the Fair! This year there will be two shows every day.





# STATE FAIR MARKETPLACE SPONSOR

- Naming rights for the State Fair Marketplace
- Logo included in:
  - a. TV Ads
  - b. Social Media – featured in a minimum of 4 social media posts on Facebook, Instagram, and X
  - c. Website
  - d. Signage around the Fairgrounds
  - e. State Fair Fun Guide
- Designated display space in the Trade Mart
- Banners at Gate 1, 3, 7, 10, 14, and entrance the the Marketplace ( We will supply the banners)
- 25 State Fair tickets



**\$10,000**

The State Fair Marketplace will consist of over 100 booths. You can find food vendors, boutiques, educational exhibits, and more. We project over 100,000 fairgoers to walk through during the State Fair.





# SENIOR AMERICAN DAY SPONSOR



- Naming rights for Senior American Day
- Logo on 4 large banners
- Logo included in:
  - a. Social Media – featured in a minimum of 4 social media posts on Facebook, Instagram, and X
  - b. TV Ads
  - c. Website
  - d. State Fair Fun Guide
- Opportunity to address the audience from the stage for 10 minutes during the event
- Premium booth space in the Coliseum
- 25 State Fair tickets

**\$10,000**

Senior American Day will take place on Wednesday, October 8, starting at 8am. Seniors can get important information from a variety of vendors, and enjoy breakfast and entertainment by Ronnie McDowell.





# DISABILITY DAY SPONSOR



- Naming rights for Sensory Day
- Logo on 4 large banners
- Logo included in:
  - a. Social Media – featured in a minimum of 4 social media posts on Facebook, Instagram, and X
  - b. TV Ads
  - c. Website
  - d. State Fair Fun Guide
- Opportunity to address the audience from the Stage for 10 minutes during the event
- Premium booth space in the Coliseum
- 25 State Fair tickets



Disability Day will take place on Tuesday, October 7, starting at 9am.





# BISCUIT BOOTH SPONSOR (GOLD)

- Logo at the site of the Biscuit Booth
- Logo included in:
  - a. Social Media – featured in a minimum of 3 social media posts on Facebook, Instagram, and X
  - b. State Fair Fun Guide
  - c. Website
- 25 State Fair tickets



**\$5,000**

The Biscuit Booth attraction is one of the most adored of the entire fair. Each year, the MDAC staff give out over 100,000 fresh biscuits to fairgoers!





## BISCUIT BOOTH SPONSOR (SILVER)

- Logo at the site of the Biscuit Booth
- Logo included in:
  - a. Social Media – featured in a minimum of 2 social media posts on Facebook, Instagram, and X
  - b. State Fair Fun Guide
  - c. Website
- 20 State Fair tickets



**\$2,500**

The Biscuit Booth attraction is one of the most adored of the entire fair. Each year, the MDAC staff give out over 100,000 fresh biscuits to fairgoers!





# PIG RACES SPONSOR

- Logo at the site of the Pig Races
- Logo included in:
  - a. Social Media – featured in a minimum of 2 social media posts on Facebook, Instagram, and X
  - b. State Fair Fun Guide
  - c. Website
- 20 State Fair tickets

The Pig Races has three shows per day, and we project around 5,000 fairgoers to attend daily.





# PETTING ZOO SPONSOR

- Logo at the site of the Petting Zoo
- Logo included in:
  - a. Social Media – featured in a minimum of 2 social media posts on Facebook, Instagram, and X
  - b. State Fair Fun Guide
  - c. Website
- 20 State Fair tickets



The Petting Zoo is open all day every day, and we estimate over 100,000 fairgoers will walk through the exhibit during the Fair!





# LUMBERJACK SHOW SPONSOR

- Logo at the site of the Paul Bunyan Lumberjack Show
- Logo included in:
  - a. Social Media – featured in a minimum of 2 social media posts on Facebook, Instagram, and X
  - b. State Fair Fun Guide
  - c. Website
- 20 State Fair tickets



**\$2,500**

The Paul Bunyan Lumberjack Show will have three shows per day during the Fair!