

LET FREEDOM RING!

AT THE

MISSISSIPPI STATE



AN AMERICA250 CELEBRATION
OCTOBER 8-18TH 2026



AMERICA
250
MISSISSIPPI



THE MISSISSIPPI STATE FAIR IS AN 11-DAY EXTRAVAGANZA FILLED WITH FAMILY-FRIENDLY ENTERTAINMENT, LIVESTOCK SHOWS, EXHIBITIONS, THRILLING RIDES, UNIQUE FOODS, FUN GAMES FOR ALL, AND MEMORIES THAT WILL LAST A LIFETIME.

The 2026 Mississippi State Fair, LET FREEDOM RING, is part of the AMERICA250 nationwide initiative celebrating our great nation's 250th birthday, and we welcome you to partner with us!

Our host of NEW ATTRACTIONS this year - INCLUDING THE FLYING FOOLS HIGH DIVE SHOW, FETCH & FISH, AND THE ROYAL LEGACY CIRCUS - are sure to add a new level of thrilling entertainment. Of course, crowd favorites like the competitive livestock shows, thrilling rides, live concerts, and activities designed to celebrate our state's heritage and culture will be returning. Ensuring the tradition and magic continue stronger than ever.

The Mississippi State Fair is a highly anticipated annual event that brings together families, businesses, community leaders, and visitors from across the state and beyond. As a valued member of our community, your support would play a vital role in helping us bring this beloved tradition to life while showcasing your commitment to community involvement.

Enclosed, you will find a list of SPONSORSHIP OPPORTUNITIES and ways to PARTNER with us that offer valuable exposure through event signage, promotional materials, social media recognition, website listings, announcements during events, and direct engagement with fairgoers. We offer several sponsorship levels and would be happy to discuss a partnership package that aligns with your marketing goals and budget.





500K VISITORS

78+ VENDORS **1,094** CONCERT
TICKETS SOLD

11 DAYS **95,475** BISCUITS
MADE

77+ RIDES **10,080** RIBBONS
GIVEN OUT

SOCIAL MEDIA METRICS

@MISSISSIPPISTATE FAIRGROUNDS

 **82K**  **1K**

@MISSISSIPPISTATE FAIR

 **14K**  **3K**

 **79K** WEBSITE VIEWS

Partner
with us

- STRONG BRAND
- 34TH BEST FAIR IN THE USA
- MISSISSIPPI'S #1 FAMILY EVENT
- JOIN ONE OF JACKSON'S BEST TRADITIONS
- 167 YEARS OF FAIR FUN

Produce
with us

- POSITIVE RESULTS
- BRAND LOYALTY
- STRONG RELATIONSHIPS
- B2B OPPORTUNITIES
- COMMUNITY INVOLVEMENT

Promote
with us

- ENGAGE WITH NEARLY 500K VISITORS
- CO-BRAND WITH SPONSORS
- DEVELOP MEMORABLE EXPERIENCES
- ENTERTAIN CLIENTS

SPONSORSHIP LEVELS

	Diamond Plus \$50,000	Diamond \$35,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Logo in Fun Guide	★	★	★	★	★	★
Logo on Website	★	★	★	★	★	★
Social Media Posts	★ 8	★ 6	★ 4	★ 3	★ 2	★
Admission Tickets	★ 50	★ 35	★ 25	★ 15	★ 10	
Area Signage	★	★	★	★	★	
In Show Shout-Out	★	★	★	★		
Logo on TV Commercial	★	★	★			
Radio Mention	★	★	★			
Logo on Billboard	★	★				
Banner at Entry	★	★				
Private Seating	★ 2 DAYS	★ 1 DAY				
VIP Concert Experience	★					

SPONSORSHIP OPPORTUNITIES:

FIRST COME FIRST SERVE

DIAMOND PLUS: \$50,000+

MAIN STAGE

- Premier concert venue
- Special events, Competitions, and pageants
- Including the Dixie National Rodeo Pageant



DIAMOND: \$35,000

FLYING FOOLS HIGH DIVE SHOW

- Serious to comical dives
- Up to 5 stuntmen at once
- Even a fire dive



FIRST RESPONDER FRIDAY

- Free admission for first responders

MILITARY MONDAY

- Free admission for active military and veterans

PLATINUM: \$25,000

ROYAL LEGACY CIRCUS

- Show for all ages
- Wide variety of circus acts



SENIOR AMERICAN DAY

- Live Performances
- Vendors

GOLD: \$15,000

FETCH AND FISH

- Minimum two 30 minute shows daily
- Obedience training, splash tub, and retrievals

4-H DAY

- Support our local 4-H kids while they show off their amazing hard work and sportmanship



FIREWORKS

- 15 minute firework show at the end of the night
- Celebrating America 250

SILVER: \$10,000

PIG RACES

- World famous racing pigs
- Long standing Mississippi state fair tradition



PETTING ZOO

- Great family friendly event
- Around 30 animals to feed and pet



ADDITIONAL DETAILS



- **VIP CONCERT EXPERIENCE.** Never before offered: a row of 20 premium concert seating, a private bar line with two drink tickets per person, as well as a possible meet and greet with this YEAR'S entertainer, Flo Rida (pending artist approval).
- **PRIVATE SEATING AREA.** Never before offered: a reserved seating area in the beer tent off the Midway with access for the whole day of your choosing (first come first serve) with live music and access to food and drinks. It's a great spot to rest or entertain your guests.
- **BANNERS AT ENTRY.** The ability to hang your own custom banner at all fair entry points.
- **BILLBOARD ADS.** Last year's impressions: Trailhead Billboards: 3,318,420 impressions in 4 weeks. Lamar Billboards: 257,875 impressions weekly. High Street Billboard: 101,144 impressions weekly.
- **RADIO ADS.** Can be expected to be heard by a number of people via 3 major platforms.
- **AREA SIGNAGE.** You can expect to see your company's logo on a banner on the fence as well as on signage in high-traffic/ visible areas.
- **SPECIALTY ACT SHOUT-OUT.** Your company's name will be heard by up to 5,000 people daily with our specialty act shout-out.
- **SOCIALS.** With a combined total of about 100k views across all our platforms, this is an amazing opportunity to expand your brand.
- **LOGO ON OUR WEBSITE.** You can also expect to get around 1.5k views.
- **FUN GUIDE.** Last year, we printed and distributed up to 32,000 physical copies of our FUN GUIDE, not to mention the countless people who downloaded it ONLINE. This is a great opportunity to get visibility for your company.

2026 Mississippi State Fair Sponsorship Submission

Online form available at <https://www.msstatefair.com/sponsor/>

Business Information

Business Name _____

Mailing Address _____

Physical Address
Different? ☐ **Yes** ☐ **No**

If Yes, please
provide physical
addresss. _____

Point of Contact

Contact Name _____

Title _____

Email _____

Phone _____

Payment Details

Payment Method: ☐ Money Order ☐ Check ☐ Cash

Sponsor Level: ☐ Diamond Plus \$50,000 ☐ Diamond \$35,000 ☐ Platinum \$25,000

 ☐ Gold \$15,000 ☐ Silver \$10,000 ☐ Bronze \$5,000

 ☐ Other \$ _____

Additional Details:

Payment / Materials Instructions

Please provide a high-resolution logo (JPG or PNG) no later than August 1, 2026, to hattie@mdac.ms.gov.

Payment must be received no later than August 1, 2026. Send payment to:

2026 Mississippi State Fair Sponsorship

1207 Mississippi St. Jackson, MS 39201