



**TWELVE DAYS**

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**300 ACRES**

---

**MILLIONS**

OF OPPORTUNITIES TO

**IMPACT**

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It's not just a fair, it's a culture.



**97%**

CUSTOMER  
SATISFACTION



**291,663**

ATTENDANCE



**17,633,090+**

SOCIAL MEDIA  
IMPRESSIONS



**1,624,245**

OVERALL  
WEBSITE VISITS

"As a private, nonprofit 501(c)(3) corporation, the Fair relies on generous sponsors to help produce a successful Fair. Nearly 50 sponsors, plus grant funders, other donors and volunteers support everything from Fair events and programs to infrastructure projects. Our goal is to create lasting partnerships."

**KELLY R. LARSON**

Director of Community and  
Corporate Partnerships





**\$400,000**

MARKETING  
CAMPAIGN



**25+**

MEDIA PARTNERS



**316,000+**

PRINTED MARKETING  
MATERIALS



**691,961**

UNIQUE  
WEBSITE VISITS



**28,412**

BOREALIS CONCERT  
ATTENDANCE



**13,800**

DAILY GLENN  
HIGHWAY TRAFFIC



**23.7M**

ECONOMIC  
IMPACT



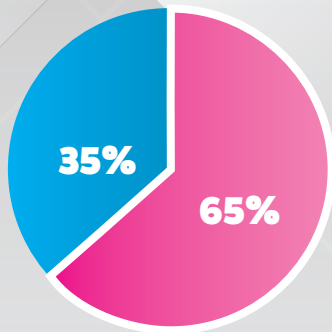
**300**

ACRES

## :: DEMOGRAPHICS ::

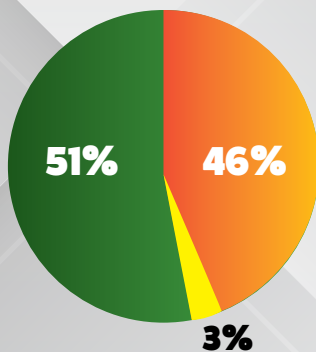
### Gender

Female  
Male



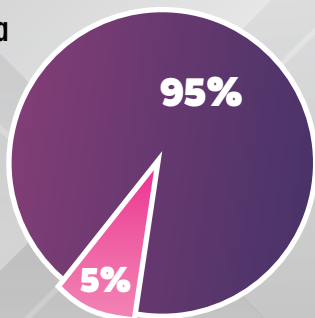
### Children in the Household

Yes  
No  
No answer

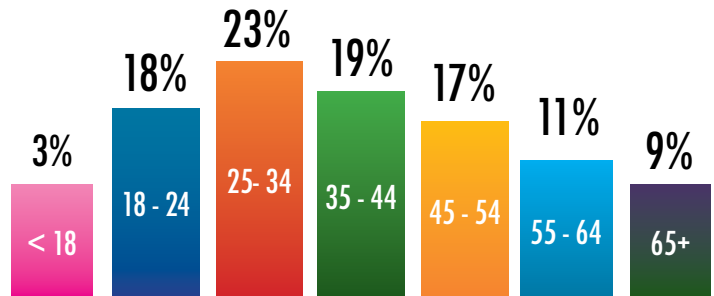


### Community of Residence

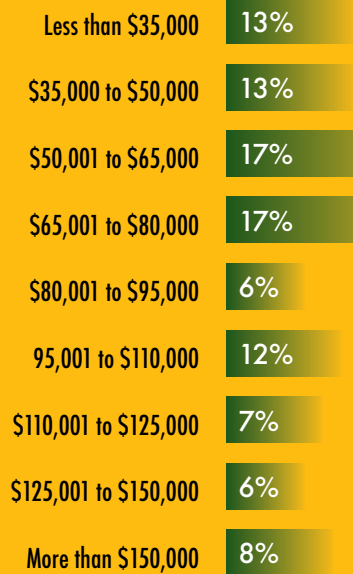
From Alaska  
Outside



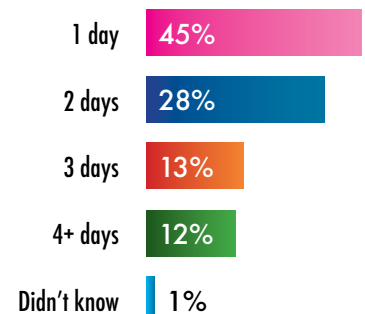
### Age



### Annual Household Income



### Average Days at the Fair





## :: UNIQUE BENEFITS ::

Twelve days of events & contests happen at Fairground venues, offering a variety of options for our partners.



### ALASKASTATEFAIR.ORG

- Logos and/or web banners
- Links to your website
- Name recognition
- Print-at-home ticket sales
- Digital version of print marketing material

### FACE-TO-FACE ACTIVATION

- Booth space at all four entrances and Pioneer Plaza
- Access to Fair Vendor list

### SOCIAL MEDIA

We reach 11% of Alaska's population just through Facebook. Our powerful platforms include Snapchat, YouTube, Instagram, Tumblr, Pinterest, Twitter and Reddit

- Facebook likes 85,000+
- Facebook Engagements 450,000+
- Twitter Impressions 211,000+
- Video Views 98,000+

### NETWORKING OPPORTUNITIES

- Admission, parking and concert tickets
- Board of Directors Reception invitation
- VIP Hospitality Lounge

### COMMUNITY PRESENTATIONS

- Anchorage Chamber of Commerce
- Wasilla Chamber of Commerce
- Palmer Chamber of Commerce
- Service organizations
- Schools

### ON-GROUNDS MARKETING

- Large format banners on-grounds
- Electronic sign on Glenn Highway with 13,800 daily drive-bys
- Booth space at all entrance gates

### ADVERTISING MATERIAL

- 59,400 Programs distributed statewide and online
- 70,000 Guides distributed statewide and online
- 5,000 - 10,000 Daily Schedules distributed on-grounds and online per day
- 500 - 1,000+ Posters for a variety of purposes
- 25 Media promotional partners including radio, newspapers and television



## :: SPECIAL DAYS ::



**Starting at \$15,000**

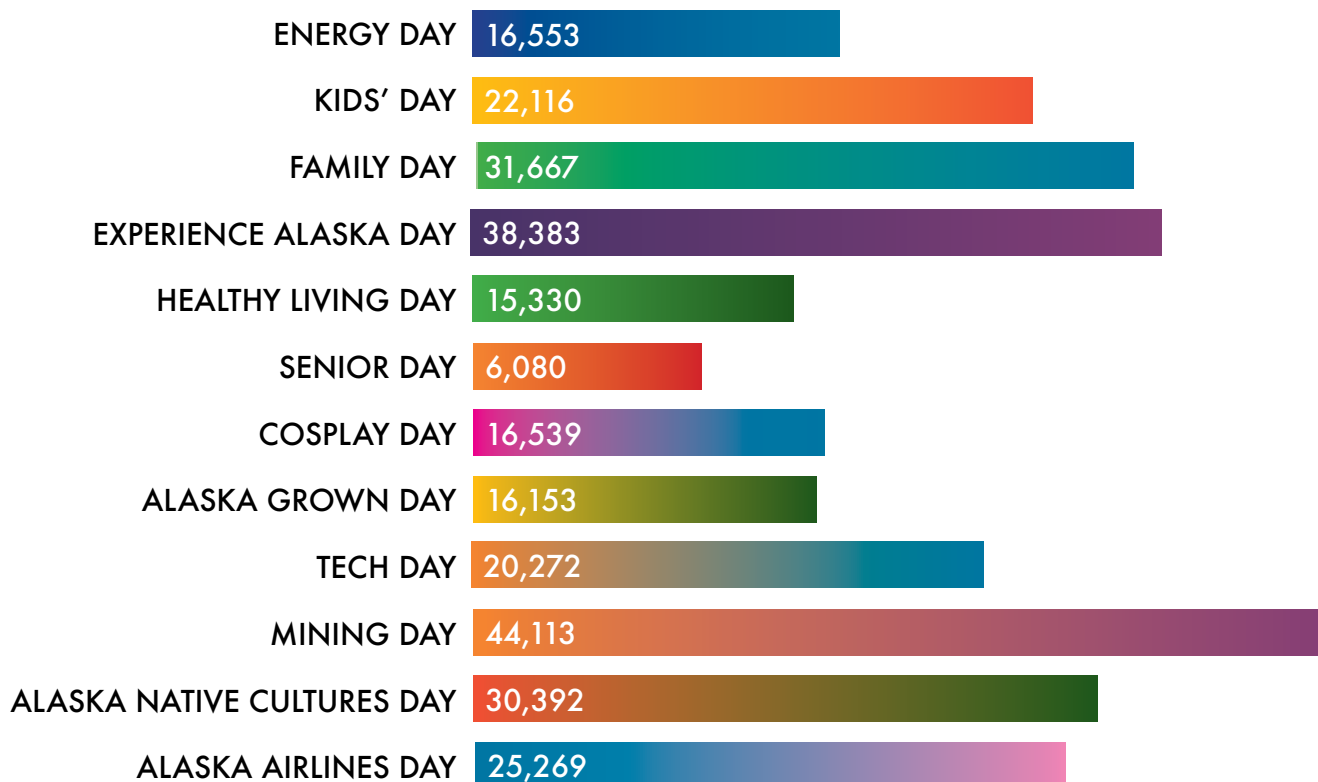
Each day of the Fair is available for customized activation. We help to create your unique day and greet customers at each fair entrance gate. We want to create something distinctive for you.

- Exclusive naming rights
- Hospitality benefits
- Marketing benefits
- Unique, customized activation opportunities
- Private event opportunities

### **Additional Opportunities:**

Host a private event on the fairgrounds  
or  
purchase an advertising panel for added presence in the Fair Daily Schedule.

## **2017 Daily Attendance**



### **HOSPITALITY AND MARKETING BENEFITS**

- Admission, parking and concert tickets
- Board of Directors Reception invitation
- VIP hospitality lounge passes
- Access to Fair Vendor list
- Recognition in public and professional presentations
- Fair Programs distributed statewide and online
- Fair Guides & Programs distributed statewide and online
- Print marketing material
- Social media cross-promotion
- Daily Schedules distributed on-grounds and online
- Large format banners at each Fair entrance above ticket booths
- Sponsors thank-you signage
- Electronic sign on Glenn Highway
- Booth space at all entrance gates and Pioneer Plaza
- Logo on Fair website
- Customized activation with Fairgoers
- Post-Fair fulfillment report
- Fair liaison



# :: CONCERT SERIES ::



**Starting at \$5,000**

Our concert line-up at the Borealis Theatre attracts young and old, with headliner acts ranging from country and classic rock to hard rock and hip-hop music genres.

## **NAMING RIGHTS**

- Exclusive naming of the venue or concert series during the Fair
- Right of first refusal to naming rights of the venue

## **PRESENTING RIGHTS**

- Individual concert opportunities
- Right of first refusal to presenting rights of the individual concerts

## **HOSPITALITY BENEFITS**

- Admission, parking and concert tickets
- Board of Directors Reception invitation
- VIP hospitality lounge
- Meet & Greet passes

## **MARKETING BENEFITS**

- Recognized on prominent signage
- Recognized as sponsor in any print, radio and television schedules/press releases promoting venue
- Recognized in Fair presentations to Chambers, Rotaries, Civic Groups and other organizations
- Recognized with cross-promotion on Fair's social media channels
- Recognized in association with venue in the Daily Schedule brochures distributed at all Fair gate kiosks, information areas and Fair souvenir shops
- Recognized in the digital Daily Schedules and on our website
- Recognized in digital Fair Program on our website in association with venue
- Listed on the Fair mobile and desktop websites, on the concert venue page, with a link to your website
- Listed on sponsor thank-you banner on map displays
- Recognized on sponsor recognition page in the Fair Annual Report
- A post-Fair report which will include copies of all publicity and advertising
- A Fair liaison to aid in delivery of activations and general interaction with your business partners and customers.



## **Activation Opportunities**





## :: VENUES ::



**Starting at \$5,000**

Have you ever wanted your business name on a venue? Looking for a way to generate awareness of your business?

Here is your chance! Our venues provide an opportunity for sponsors to be on property during the twelve days of the Fair. By sponsoring a Venue you receive title billing rights in all publications and media. Of course your business would be included in the name of the venue such as the Alyeska Pipeline Colony Stage.

### **NAMING RIGHTS**

- Exclusive naming of the venue during the Fair
- Right of first refusal to naming rights of the venue

### **HOSPITALITY BENEFITS**

- Admission, parking and concert tickets
- Board of Directors Reception invitation
- VIP Hospitality Lounge

### **MARKETING BENEFITS**

- Recognized on prominent signage at the venue
- Recognized as title sponsor in any print, radio and television schedules and press releases promoting venue
- Recognized in Fair presentations to Chambers, Rotaries, Civic Groups and other organizations
- Recognized with cross-promotion on Fair's social media channels
- Recognized in association with venue in the Daily Schedule brochures distributed at all Fair gate kiosks, information areas and Fair souvenir shops
- Recognized in the printed and digital Daily Schedules and on our website
  - Recognized in digital Fair Program on our website in association with venue
    - Listed on the Fair mobile app and desktop websites, on venue page with a link to your website
    - Listed on Sponsor Thank You banner on map displays
    - Recognized on sponsor recognition page in the Fair Annual Report
    - A post-Fair report which will include copies of all publicity and advertising
    - A Fair liaison to aid in delivery of activations and general interaction with your business partners and customers.



### **VENUES:**

Oasis Beer Garden  
Office Court  
Millie's Garden  
Borealis Plaza Tent  
Borealis Box Office  
Borealis Theatre  
Office Lawn  
Covered Eating Pavilion  
Wineck Barn Garden  
Wineck Barn  
Colony Stage  
Colony Theatre Wine Bar  
Don Sheldon Events Center  
Perennial Garden  
4-H Exhibits  
Kid Zone  
Woodlot & Woodlot Stage  
Virgil Eckert Memorial Garden  
Irwin Exhibits  
Sluicebox  
Hoskins Exhibits  
Raven Hall  
Corral  
Purple Plaza  
Pioneer Plaza  
Yellow Gate Lawn  
Events Tent  
Watering Hole Saloon  
Grandstand Lawn  
Grandstand Ticket Booth  
Grandstand  
France Equestrian Center  
The Gathering Place  
Dena' - People's Stage  
Farm Exhibits  
Bluebonnet Stage

Call or email for current list of available venues.



## :: UNIQUE OPPORTUNITIES ::

### :: COMMUNITY ::

#### HELPING HANDS

 Starting at \$1

Every year, Alaska State Fair, Inc. receives many requests for tickets from agencies that serve disadvantaged and disabled people of all ages. Without a complimentary ticket, many of these people would be unable to attend the Fair. Contributions to the Fair's Helping Hands program is the only way we are able to fund this worthy program. A visit to the Fair helps not only educate and entertain, their experience here hopefully helps them grow and progress with their developmental skills.

The Helping Hands program has donated to agencies like The Arc of Anchorage and Hope Community Resources who help children and adults that experience developmental disabilities or mental health issues. On average, we have a total of 400 ticket requests each year, which costs around \$4,800. One hundred percent of your donation will be used for Helping Hands admissions.

#### FARM FAMILY OF THE YEAR

The Farm Family of the Year award was established by the Alaska State Fair in 2000 to honor an Alaskan farming family and show appreciation for all the hardworking Alaskans committed to agriculture.

After reviewing nominations, an awards committee chaired by the Alaska Division of Agriculture selects the winning family based on production of quality Alaska Grown products, community and agricultural organization involvement, and overall image.



### :: COMPETITIVE EXHIBIT PREMIUM SPONSOR ::

 Starting at \$250

An ongoing Fair tradition, competitive exhibit entries are an expression of the heart and creativity of fairgoers young and old. Exhibits are the pride and joy of our communities.

- Art
- Baked Goods
- Canning
- Clay Arts
- Crops
- Creative Arts & Crafts and Woodworking
- Fiber & Fleece
- Flowers
- Honey & Beekeeping
- Handwork & Needlework
- Livestock
- Photography
- Poultry
- Quilts
- Rabbits
- Sewing
- Spirited Beverages and Soda Pop



### :: PROMOTIONS ::

 Starting at \$250

Call to discuss your customized promotion opportunities. A few additional areas to promote your business:

- Borealis Plaza Tent rental
- Daily Schedule placement
- Discounted tickets



## :: EVENTS & CONTEST ::



**Starting at \$1,000**

Throughout the Fair we have fairgoer events and contests. Some require unique skills, while others are purely for fun. You can be a catalyst for fun.

### **NAMING RIGHTS**

- Exclusive presenting of the event at the Fair
- Right of first refusal to presenting rights of the venue

### **HOSPITALITY BENEFITS**

- Admission, parking and concert tickets
- Board of Directors Reception invitation

### **MARKETING BENEFITS**

- Recognized on prominent signage at the event
- Recognized as title sponsor in any print, radio and television schedules and press releases promoting event
- Recognized in Fair presentations to Chambers, Rotaries, Civic Groups and other organizations
- Recognized with cross-promotion on Fair's social media channels
- Recognized in association with the event in the Daily Schedule brochures distributed at all fair gate kiosks, information areas and Fair souvenir shops
- Recognized in the printed digital Daily Schedules and on our website
- Recognized in digital Fair Program on our website
- Listed on the Fair mobile and desktop websites and on event page, with a link to your website
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- A post-Fair report which will include copies of all publicity and advertising
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### **CONTESTS**

- Scarecrow Contest
- ASF Beard Contest
- Homesteader Games with Alaska's Hobo Jim
- Senior Joke & Story-Telling Contest
- ASF Fiddle Contest
- Last Frontier Dutch Oven Cook-off
- Greatland Chili Fiesta Contest
- Iditarod Meet and Greet
- Parent Child Look-Alike
- Ag Games
- Duck Brand Duct Tape Contest
- Alaska's Got Talent
- Silent Disco
- Craft Beer Tasting
- Kids' Day Games
- Kids' Day Activities
- Giant Cabbage Weigh-Off
- Great Pumpkin Weigh-Off
- Spirit - 7th Fire of Alaska
- Cosplay Contest
- ASF Karaoke Contest
- Just for Kids Cookie Contest
- Homemade Cream Pie Contest
- Homemade Dip Contest
- Cupcake Contest
- Quick Bread Contest
- Cheesecake Contest
- Diaper Derby
- Toddler Trot



**CREATE**

**YOUR OWN**

**EVENT**

### **EVENTS**

- Don Sheldon Events Center
- Around the Grounds Entertainment
- King BMX Show
- Fireworks Saturday
- Fireworks Friday
- GCI Petting Zoo
- Sudsy's Barn
- Tech Showcase
- Goat Yoga
- Family Homestead Hour w/ Alaska's Hobo Jim
- Staff Goat Milking Competition
- Exploring Disability Resources with LINKS
- Brad's World Reptiles
- Alaska Far Away Documentary
- Scheer's Lumberjack Show
- Bluebonnet Stage
- Colony Stage
- Demolition Derby
- Grandstand Show
- Kids Character Meet & Greet
- Sluicebox Entertainment
- Antique Tractor Pull
- Alaska Seafood Throwdown
- Beef Showdown



# :: MAP ::



## GREEN TRAIL

1. Green Gate / Will Call
  2. Entrance to Drop-off / Pick-up / Will Call
  3. Exit to Drop-off / Pick-up / Will Call
  4. Carnival Midway
  5. Oasis Beer Garden
  6. Office Court
  7. Craftsman House
  8. Main Office
  9. Millie's Garden
  10. Emergency Services, Lost Kids, Security
  11. Borealis Plaza Tent
  12. ConocoPhillips Borealis Box Office
  13. ConocoPhillips Borealis Theatre
  14. Office Lawn
- BP Pavilion

## RED TRAIL

1. Red Gate
  2. Wineck Barn Garden
  3. Wineck Barn
  4. Alyeska Pipeline Colony Stage
  5. Pass Office
  6. Colony Theatre Wine Bar
  7. Hermon Brothers Field
  8. Don Sheldon Events Center
  9. Perennial Garden
  10. 4-H Exhibits
  11. MVFCU Kid Zone
  12. SBS Woodlot & Woodlot Stage
  13. Virgil Eckert Memorial Garden
  14. Fair Souvenirs
  15. Irwin Exhibits
  16. Sluicebox
  17. Hoskins Exhibits
  18. Raven Hall
  19. Corral
- Rasmuson Pavilion

## PURPLE TRAIL

1. Purple Gate
  2. Purple Plaza
  3. Fair Souvenirs
  4. Pioneer Plaza
- Rasmuson Pavilion

## YELLOW TRAIL

1. Yellow Gate
  2. Yellow Gate Lawn
  3. Alaska Glacier Products Events Tent
  4. Watering Hole Saloon
  5. RAM Trucks Grandstand Lawn
  6. RAM Trucks Grandstand Ticket Booth
  7. RAM Trucks Grandstand
  8. France Equestrian Center
  9. The Gathering Place
  10. Dena' - Peoples Stage
  11. Farm Exhibits
  12. MEA Bluebonnet Stage
- Rasmuson Pavilion



## Kelly Larson

Director of Community and Corporate Partnerships  
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[www.alaskastatefair.org](http://www.alaskastatefair.org)  
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Instagram: @officialalaskastatefair  
Twitter: [twitter.com/alaskastatefair](https://twitter.com/alaskastatefair)  
Youtube: [youtube.com/AlaskaStateFair](https://youtube.com/AlaskaStateFair)

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