

# FIRST RESPONDERS DAY

## LABOR DAY

Demonstrate your support for our everyday heroes by sponsoring **First Responders Day** at the Fair! Let your business say, "Thank You!" to those brave and dedicated Police, Firefighters and EMS personnel by sponsoring this day. As a partner with the Fair, we will offer a discounted admission to all first responders.

*Investment: \$15,000 plus reimbursement of discount.*

### SPONSOR BENEFITS

RECOGNITION	Exclusive naming rights of day
DISPLAY SPACE	Unique customized activation to engage with Fairgoers in heavy foot traffic areas and high visibility; 10'x10' booth at all 4 gates and 10'x20' booth in Pioneer Plaza with electricity
EVENTS	Private event opportunities
ROFR	Right of first refusal for next Fair
VENDORS LIST	Access to contact info for 400+ Fair vendors
DISCOUNT	Group ticket discount
FAIR LIAISON	1+ Fair staff
POST-FAIR REPORT	Package with all TV, print, radio, and online advertising and publicity materials with metrics
PARADE	Priority parade entry or judging opportunity

### MARKETING BENEFITS

Programs distributed statewide and digital version	90,000 PRINTED + ONLINE
Vendor newsletter distributed daily	500 PRINTED
Annual Report listing	125 PRINTED + ONLINE
Social media cross-promotion	4 POSTS
Daily Schedule brochure distributed on-grounds and online; complimentary 3"x8" panel ad	UP TO 10,000 PRINTED + ONLINE
Electronic sign on Glenn Highway with 13,400 daily traffic	FROM SIGNING TO 1 WEEK AFTER FAIR
Recognition in public and professional presentations	4+ PRESENTATIONS
Logo/links on footer of the website, Special Days page, and Sponsor Thank You page	THROUGH JANUARY 1 NEXT YEAR

### HOSPITALITY BENEFITS

10% OF SPONSORSHIP VALUE	Admission and concert tickets with parking passes
2 GUESTS	Board of Directors Reception invitation with parking permit; listed on sponsor's thank you banner at event
4 GUESTS	VIP Hospitality Lounge passes for concert with on-grounds parking and complimentary food and beverages ( <i>alcohol not included</i> )

### ON-GROUNDS BENEFITS

Logo on handstamps at each entrance gate	4 GATES
Large format banners at each entrance above ticket booths "Today is..."	4 BANNERS
Listed in Sponsor Thank You map/signage on-grounds	2 SIGNS
Banner with logo on the fence at all 4 gates	4 BANNERS

# FIRST RESPONDERS DAY

**200+**  
Discounts redeemed

**16,000+** Average  
attendance on this day

**295,000+** Average overall  
fair attendance

**Showcase Your  
Products & Services**

**Gain Significant  
Exposure**

**Create Brand  
Awareness**

**Support the  
Community**

**Enhance Your  
Public Image**



**5 BOOTHS**

CUSTOMIZED  
ACTIVATION  
WITH  
FAIRGOERS



**\$400,000**

STATEWIDE  
MARKETING  
CAMPAIGN



**14.5M**

SOCIAL MEDIA  
IMPRESSIONS  
DURING THE FAIR

**71%**

OF FAIRGOERS WILL DO  
BUSINESS WITH SPONSORS  
THAT SUPPORT OUR  
NON-PROFIT

**Kelly Larson, CFE**  
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Alaska State Fair, Inc.

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