

# PossAbility Day

Light and sound sensitivity and significant crowds are issues that affects many Alaskans. As the sponsor for this special day, you will have an opportunity to show your support for those facing intellectual and developmental challenges with a modified Fair morning, an opportunity to showcase and sell their products and crafts, as well as perform their talents at the Fair. Courtesy of your business, guest will be welcomed to muted lights, sounds, and crowds in the morning and enjoy enriched experiences and activities on this day. *Investment: \$15,000 - \$25,000 depending on the day of the week selected.*

## 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 (alcohol not included)

## 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

# PossAbility Day



**14,000+** 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

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Alaska State Fair, Inc.

A private non-profit 501(c)(3) corporation