

TRAVEL ALASKA DAY

Alaskan's love exploring our backyard! Show-off Alaska's top destinations to thousands of fairgoers. During **Travel Alaska Day**, we encourage our fellow Alaskans to take their vacations within our beautiful state. Think staycation! Together, we can keep Alaska's tourism industry strong. *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

TRAVEL ALASKA DAY



30,000+ 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
Director of Community
& Corporate Partnerships
kelly@alaskastatefair.org
907-746-7164

Alaska State Fair, Inc.

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