



The 91st Annual Superior Plumbing Presents North Georgia State Fair

- DATES:** September 21 – October 1, 2023
- CORPORATE:** Non-Profit Organization 501(c) 3
- STATS:**
- Draw- Avg. 300,000 people (365,000 in 2022)
 - Demo- Families with children
 - \$85,000+ combined household incomes
 - Age range 12 - 54
 - Average Home Value - \$323,303 (Cobb)
- COST:**
- Admission- \$10.00 with Children 10 & under admitted FREE
 - Concerts- **FREE**
- BENEFITS:**
- *Opportunity to reach over 300,000 individuals
 - *James H. Drew Fair voted the “Safest in the Nation”
 - *Supported by a \$750,000 multi-media campaign
 - *Two full months of TV, Radio, Print, & Media coverage
 - *Gross impressions calculate in the millions
 - *Expands your organization’s demographic reach
 - *Largest Fair in the Atlanta Metro Area
 - *Hundreds of venue and event opportunities to fine-tune your contribution dollars
 - *Outstanding media coverage and press

STAPLE SPONSORS:

- Superior Plumbing** (Title Sponsor thru 2023)
- WSB-TV Channel 2-** 31 years
- Atlanta Coca-Cola Bottling Co.** 31 years
- Marietta Daily Journal-** 31 years
- Neighbor Newspaper-** 31 years
- FISH 104.7** 20 years
- THE BULL 94.9 FM-** 9 years
- O’Reilly Auto Parts** 6 years
- LGE Community Credit Union** 3 years
- Carriage KIA** 2 year
- Northside Hospital** 2 year

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