

88<sup>TH</sup> ANNUAL  
**SUPERIOR PLUMBING PRESENTS**  
**NORTH GEORGIA STATE FAIR**



**SEPTEMBER 23-**

JIM R MILLER PARK



NORTH GEORGIA  
STATE FAIR

**OCTOBER 3, 2021**

MARIETTA, GA

2021 SPONSORSHIP  
OPPORTUNITIES

# JOIN US IN 2021



The Superior Plumbing North Georgia State Fair has established itself as one of the south's largest and longest running outdoor events. Annually attracting more than three hundred thousand people from the Southeast, our Fair, held in Marietta, is one of Georgia's leading fairs!

If you are looking for on-site exhibit space to engage with Fairgoers or on-site branding and logo placement we can accommodate your needs and assist you in meeting your goals.

Based upon past promotional experiences, the Superior Plumbing North Georgia State Fair can provide sponsors with a specific expected audience composition. For instance, the pay-one-price promotions will draw a large teen audience, where as a Saturday morning promotion will draw families with young children. As with any state fair, there are many simultaneous events, attractions and venues from which visitors may choose at any given time or day. Often the Fair will develop a specific event or attraction, depending upon a corporate sponsor's needs.



The 88th Annual Superior Plumbing North Georgia State Fair is expected to draw over three hundred thousand Fairgoers. An outstanding concert line-up and numerous activities for all family members tend to be the top draws. Overall, the demographics of the Fair are families with children, between \$75,000 - \$85,000+ combined head-of-household incomes, ranging in age from 19 - 45 with an average age of 36.

A record-breaking attendance six of the last seven years is a testament to its success. Capacity crowds have produced tremendous returns for past and repeat Superior Plumbing North Georgia State Fair sponsors. The Fair works with each of its sponsors to develop and implement the right marketing strategies for the wide cross-section of target segments that exist during the event. Corporate objectives are matched with the appropriate event, attraction, concert, and day or evening midway promotions in order to maximize sponsorship dollars.



The Fair offers many corporate marketing opportunities that recognize the value of partnership with one of Georgia's largest and longest running outdoor events. The Superior Plumbing North Georgia State Fair is a true celebration of community and cultural heritage.

Bill Watson  
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# FAIR FACTS:

- A metro-wide and regional Fairgoer **demographic reach**
- Access to over **300,000+ Fairgoers**
- An extensive **\$500,000 pre-event media outreach** program and metro-wide editorial coverage
- James H. Drew Exposition – **one of the safest** carnival midways
- Opportunity to increase **brand awareness**
- **Opportunity to brand** a wide variety of fair assets
- Opportunity to sample or coupon products to target consumers
- Opportunity to **gather consumer leads**
- Customized packages and benefits to **accomplish your marketing goals** and objectives, all within your budget

BUILD YOUR BRAND



GREAT FAMILY FUN

MIDWAY FULL OF INTERACTION

## FAIRGOERS DEMOGRAPHICS

**48%** <<MALE  
FEMALE>> **52%**

**65%** <<of Fairgoers are  
between the  
ages of 19 and 45  
**50%**

More than 50% of Fairgoers return each year

Average annual household income ranges

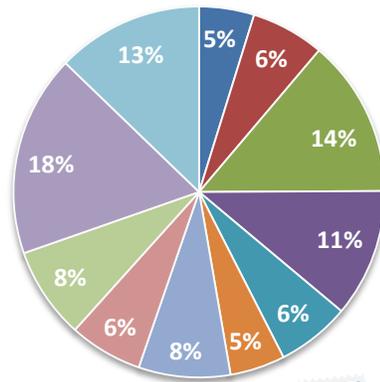
**\$75K—\$85K**

**71% Caucasian, 17% African-American**

**12% other race ethnicity**

## 2019 NORTH GEORGIA STATE FAIR

### DAILY ATTENDANCE



- Thursday
- Friday
- Saturday
- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday



# MEDIA COVERAGE SUMMARY

The Superior Plumbing North Georgia State Fair team is hard at work securing print, television and radio media partnerships. The Fair has partnered with many local and regional media in past years and receive extensive ad and editorial coverage in some of the best in the media outlets.

## TELEVISION

- Comcast Spotlight (major markets include: Bartow, Calhoun, Carroll, Cedartown, Cherokee, Cobb, Douglasville, Rome and Paulding Counties)

WSB (Family 2 Family promotions)

## RADIO

- 94.9 The Bull
- iHeart Radio
- El Patron 105.3 (Latino Radio)
- 104.7 The Fish
- Total Traffic & Weather Network

## OTHER ADVERTISEMENT

- Digital Billboards (metro Atlanta markets)
- 100,000 Fair Catalogs (24-Page Full Color)
- 500,000 Brochures (distributed throughout more than 70 local Elementary schools and local businesses)
- 2,000 Posters (distributed to metro-wide businesses)



## PRINT

- Atlanta Parent
- Around Town Acworth
- Around Woodstock
- Brightside Newspaper
- Cobb Fact Book
- Cobb Football Magazine
- Goodlife Magazine
- Marietta Daily Journal (including 20,000 24-page Full Color inserts)
- Neighborhood Newspapers (major markets include: DeKalb, North Fulton, Northside / Sandy Springs, South Metro, West Georgia)
- Sixes Living (Cherokee County)
- The Cherokee Ledger (including 20,000 24-page Full Color inserts)
- Our Town Magazine



# OWN A PIECE OF THE FAIR!

## NORTH GEORGIA ANIMALS PETTING BARN

Horses, cows, llamas, goats and other Barnyard Animals are located in the barn at the south entrance of the fairgrounds. For many of the children attending, this is the first opportunity to see these animals up close and personal and pet them.

## BEAUTIFUL BABY CONTEST

Who doesn't love babies??? There is always a great response to the Beautiful Baby Contest under the large arena. On Tuesday night, babies in divisions (0-6 months, 6-12 months, 12-24 months, 2 years and 3 years) compete for ribbons and trophies. Along with the families of the contestants, the annual contest always draws a large crowd.

## BEAUTY PAGEANTS

The annual Fairest of the Fair Beauty Pageants are held on Opening Night of the Superior Plumbing North Georgia State Fair. There are five divisions of the pageants, beginning at age 4. The Mini Miss competition is for 4, 5 and 6 year-olds. The Little Miss pageant is for 7, 8 and 9 year-olds. The Little Junior Miss is for 10, 11 and 12 year-olds. Junior Miss is for 13, 14 and 15 year-olds and the Senior Miss competition is for 16-25 year-olds. Three finalists are selected for each division except Senior Miss, five finalists are chosen for this division. The queen of each division will receive a trophy, flowers, a tiara and savings bond.

CONCERT SERIES

FREE WITH ADMISSION



## CONCERT SERIES

Top name entertainers perform shows nightly at the Superior Plumbing North Georgia State Fair. The concerts are FREE with paid admission to the Fair and are held in the covered grandstand arena.

## DIRECTIONAL MAPS

Lost??? There are Directional Maps stationed throughout the fairgrounds. These maps include all attractions and events at the Fair. They also include a schedule of times for shows, concerts and contests.

## FAMILY FUN DAY

The last Saturday of the Fair is always Family Fun Day. Between 10am-11am gate admission and carnival rides are FREE!!! From 11am-2pm two people can ride for the price of one on all carnival rides.

For more information contact: Bill Watson 770.423.1330  
billwatson@northgeorgiastatefair.com northgeorgiastatefair.com



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# OWN A PIECE OF THE FAIR!

## FIREWORKS

Each weekend night of the Fair is not complete without a spectacular Fireworks Show! The fireworks light up the sky at the conclusion of the concerts by the entertainment held in the grandstands.

## FIRST AID

With more than 300,000 in attendance over 11 days, someone is bound to fall and scratch a knee. The First Aid station, located in O'Reilly Pit Stop Food Court, is there to take care of those cuts and scrapes. Teams of EMTs are on hand during fair hours in case of emergencies.

## FLOWER SHOWS

Two sanctioned Flower Shows are held annually at the Fair. The first begins Thursday, September 23rd – Tuesday, September 28th. The second begins Wednesday, September 29th – Sunday, October 3rd. Nationally accredited judges judge the Flower Show. Winners receive ribbons and Top Honors are awarded pieces of crystal.

## GOLF CARTS

The Superior Plumbing North Georgia State Fair management team use Golf Carts to cover the grounds quickly. A minimum of eight Golf Carts are in constant use during operating hours. The carts are not restricted from any part of the grounds and are seen by everyone and you can brand them with your company for all to see.

## INFORMATION BOOTH

The Information Booth is centrally located at the main gate. Visitors can get information regarding fair events and hours, show and contest times or just directions to specific attractions.

## LOCAL STAGE

Centrally located on the fairgrounds in the O'Reilly Pit Stop Food Court has a full schedule of local entertainment. Local groups perform nightly during the week and daily and nightly during weekends. You can name this everchanging stage while parents, grandparents and friends and family come to cheer on their local stars.

## LOST AND FOUND PARENTS

Lost and Found Parents is located inside the main gate entrances. A tent is staffed with Fair representatives equipped with radio communications to the Fair office at all times. Lost children and parents can come to the tent and wait for their party to find them. Drinks and light snacks are provided to help calm children and/or parents.

## MAIN STAGE

Features a variety of live music (Country/Christian/Rock) and where the Beautiful Baby Contest and Beauty Pageants take place throughout the 11 days of the Fair. Your company has the opportunity to present the music and/or brand the stage for the 11 days of the Superior Plumbing North Georgia State Fair.

## O'REILLY AUTO PARTS PIT STOP FOOD COURT

The Food Court occupies our O'Reilly Pit Stop Food Court which is centrally located on the fairgrounds. Additionally, the Food Court is also where our Local Stage is located.

## SENIOR CITIZENS DAY

Friday, September 24th will be the Superior Plumbing North Georgia State Fairs Annual Senior Citizens Day. The fairgrounds will open at 10am for all seniors. Activities for the day will include health screenings, special concerts and games for the seniors to play.

## SPECIAL POPULATIONS DAY

The Fair reserves a special day for the mentally and physically handicapped. Tuesday, September 28th is Special Populations Day with free admission, dinner and free ride tickets.



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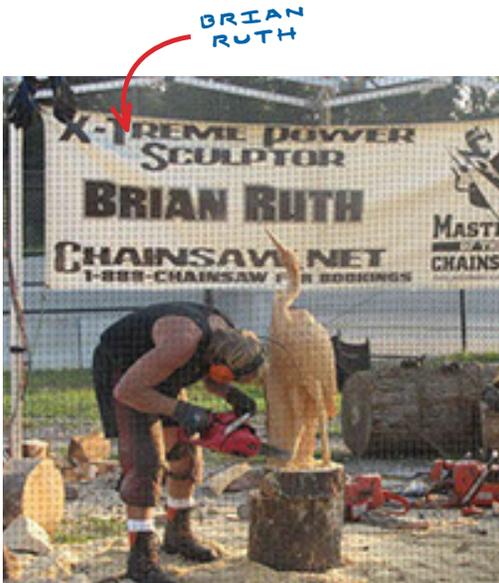


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# NAME ONE OF OUR GROUND ACTS

## BRIAN RUTH "MASTER OF THE CHAINSAW"

Brian Ruth will transform a raw, two-foot log into a true work of art with only a chainsaw. Ruth has been carving sculptures for more than 20 years. The Chainsaw Carvings will be auctioned on the Local Stage, Saturday, October 2nd at 7pm.



BRIAN RUTH

## EUDORA FARMS EXOTIC PETTING ZOO

Experience an interactive, hands-on exotic animal petting zoo. This year we will have twenty to twenty-five rare and exotic animals from around the world. See a wallaby, zebra, lemur and even a once in a lifetime chance to ride a camel. This is an experience the whole family won't soon forget.



KACHUNGA IN ACTION

## ARCY: PAINT EXTRODINARE

ARCY has created hundreds of live murals and permanent large scale works throughout North America, Australia and Europe. ARCY has worked for the likes of the Smithsonian Institute, Major League Baseball, America's National Parks Service, and is currently developing a collaborative body of work for The Walt Disney Company as a fine artist.



ARCY

## ROBOCARS

Robocars are life size transforming robot vehicles. Available for photos daily around the ground.

## KACHUNGA & THE ALLIGATOR

The Kachunga & The Alligator Show is an action packed, family oriented show, featuring the American alligator. This informative and humorous presentation is owned and operated by the Florida based corporation, Wildlife Entertainment and Education.

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# NAME ONE OF OUR GROUND ACTS

## JURRASIC KINGDOM DINO SHOW

Jurrasic Kingdom will have audiences roaring with excitement! Not only do patrons get to experience life like dinosaurs in ACTION, they also have the oppourtunity to touch and interact with them throughout the show! Meet fantastic characters such as Terry the talking, comical pterodactly, Jack - a 2 month old Brontosaurus & many more!

LIVE DINO SHOW



## "MAGIC MAN" TJ HILL

Magic Man TJ Hill has traveled the country with his unique style of comedy and magic for over a decade. His show is filled with music, audience participation, hilarious comedy, and unbelievable magic! Watch as someone defies gravity by floating in mid-air and borrowed objects appear in the most impossible places!



## PAUL BUNYAN LUMBERJACK SHOW

If you want great old-fashioned fun and family entertainment, the Paul Bunyan Lumberjack Show is where you want to be! The show is filled with action packed competition and plenty of laughter. This show features only quality lumberjack competitors known throughout the world.

## WALKING TREEMAN & COWBOY WOODY

Don't miss the Walking Tree Man! Barely distinguishable from real trees, Walking Tree Man moves slowly and deliberately down the street at over 12 feet tall. Tree Man can be seen from 150 yards away! Keep your eyes peeled also for someone dressed as Woody from Toy Story... only he's 10 feet tall! He will be performing amazing lasso tricks to entertain kids of all ages! Catch them roaming the Fair daily!

TREEMAN

For more information contact: Bill Watson 770.423.1330  
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# TITLE SPONSOR



- Every time the North Georgia State Fair is mentioned, your company or brand is mentioned too! ("your company" North Georgia State Fair)
- Co-branded festival logo incorporating festival creative and your company logo
- Category exclusivity and first right of refusal by March 1, 2021 for 2021 Fair
- Prime placement of customizable on-site activation space (up to 40' x 40') or multiple spaces
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Opportunity to display up to five (5) company banners throughout fair grounds (sponsor to provide banners)
- Inclusion in all contracted print promotion
- Inclusion in all contracted television promotion
- Inclusion on all press releases as Title Sponsor
- Mention(s) in all contract radio promotion
- Inclusion in Main Stage announcements between entertainment acts
- Customizable inclusion on social media (up to ten (10) mentions prior to Fair and during Fair)
- Logo placement on Fair posters promotions (2,000 printed, distributed throughout Cobb County and Northwest Georgia)
- Logo placement on Fair banners a Title Sponsor
- Logo and hyperlink on Fair website [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com)
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2021)
- Full-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2021)
- Twenty-five (25) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Ten (10) VIP Sponsor Seats for Main Stage Concerts
- One hundred (100) VIP passes (unlimited Fair gate entry)
- Two-hundred and fifty (250) General Admission tickets to the Fair
- Twenty (20) staff parking passes

**INVESTMENT: \$100,000**

For more information contact: Bill Watson 770.423.1330  
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# PRESENTING SPONSOR



- Every time the North Georgia State Fair is mentioned, your company or brand is mentioned too! (North Georgia State Fair presented by "your company")
- Co-branded festival logo incorporating festival creative and your company logo
- Category exclusivity and first right of refusal by March 1, 2021 for 2021 Fair
- Prime placement of customizable on-site activation space (up to 40' x 40') or multiple spaces
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Inclusion in all contracted print promotion
- Inclusion in all contracted television promotion
- Inclusion on all press releases as Presenting Sponsor
- Mention(s) in all contract radio promotion
- Inclusion in Main Stage announcements between entertainment acts
- Customizable inclusion on social media (up to six (6) mentions prior to Fair and during Fair)
- Logo placement on Fair posters promotions (2,000 printed, distributed throughout Cobb County and Northwest Georgia)
- Logo placement on Fair banners as Presenting Sponsor
- Logo and hyperlink on Fair website [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com)
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2021)
- Full-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2021)
- Fifteen (15) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Eight (8) VIP Sponsor Seats for Main Stage Concerts
- Eighty (80) VIP passes (unlimited Fair gate entry)
- Two-hundred (200) General Admission tickets to the Fair
- Twenty (20) staff parking passes

**INVESTMENT: \$80,000**

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# PREMIER SPONSOR



- Category exclusivity and first right of refusal by March 1, 2021 for 2021 Fair
- Naming rights and branding opportunity of one (1) event asset
- Prime placement of customizable on-site activation space (up to 40' x 20') or multiple spaces
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Inclusion in all contracted print promotion
- Inclusion in all contracted television promotion
- Inclusion on all press releases
- Mention(s) in all contract radio promotion
- Inclusion in Main Stage announcements between entertainment acts
- Customizable inclusion on social media (up to five (5) mentions prior to Fair and during Fair)
- Logo placement on Fair posters promotions (2,000 printed, distributed throughout Cobb County and Northwest Georgia)
- Logo placement on Fair banners
- Logo and hyperlink on Fair website [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com)
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2021)
- Full-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2021)
- Fifteen (15) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Six (6) VIP Sponsor Seats for Main Stage Concerts
- Sixty (60) VIP passes (unlimited Fair gate entry)
- One-hundred and fifty (150) General Admission tickets to the Fair
- Fifteen (15) staff parking passes

**INVESTMENT: \$50,000**

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# ELITE SPONSOR



- Category exclusivity and first right of refusal by March 1, 2021 for 2021 Fair
- Naming rights and branding opportunity of one (1) event asset
- Prime placement of customizable on-site activation space (up to 20' x 20')
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Inclusion in select contracted print promotion
- Inclusion in select contracted television promotion
- Inclusion on all press releases
- Mention(s) in select contract radio promotion
- Inclusion in Local Stage announcements between entertainment acts
- Customizable inclusion on social media (up to three (3) mentions prior to Fair and during Fair)
- Logo placement on Fair posters promotions (2,000 printed, distributed throughout Cobb County and Northwest Georgia)
- Logo placement on Fair banners
- Logo and hyperlink on Fair website [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com)
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2021)
- Half-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2021)
- Fifteen (15) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Four (4) VIP Sponsor Seats for Main Stage Concerts
- Forty (40) VIP passes (unlimited Fair gate entry)
- One-hundred (100) General Admission tickets to the Fair
- Twenty (20) staff parking passes

**INVESTMENT: \$30,000**

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# SUSTAINING SPONSOR



- Category exclusivity and first right of refusal by March 1, 2021 for 2021 Fair
- Naming rights and branding opportunity of one (1) event asset
- Prime placement of customizable on-site activation space (up to 20' x 20')
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Inclusion in select contracted print promotion
- Inclusion in select contracted television promotion
- Inclusion on all press releases
- Mention(s) in select contract radio promotion
- Inclusion in Local Stage announcements between entertainment acts
- Customizable inclusion on social media (up to two (2) mentions prior to Fair and during Fair)
- Logo placement on Fair posters promotions (2,000 printed, distributed throughout Cobb County and Northwest Georgia)
- Logo placement on Fair banners
- Logo and hyperlink on Fair website [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com)
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2021)
- Half-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2021)
- Fifteen (15) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Two (2) VIP Sponsor Seats for Main Stage Concerts
- Twenty (20) VIP passes (unlimited Fair gate entry)
- One-hundred (100) General Admission tickets to the Fair
- Twenty (20) staff parking passes

**INVESTMENT: \$20,000**

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# SUPPORTING SPONSOR



- Prime placement of customizable on-site activation space (up to 10' x 30')
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Inclusion in select contracted print promotion
- Inclusion on all press releases
- Customizable inclusion on social media (up to two (2) mentions prior to Fair and during Fair)
- Logo placement on Fair banners
- Logo and hyperlink on Fair website [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com)
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2021)
- Quarter-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2021)
- Eight (8) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Two (2) VIP Sponsor Seats for Main Stage Concerts
- Twenty (20) VIP passes (unlimited Fair gate entry)
- Fifty (50) General Admission tickets to the Fair
- Fifteen (15) staff parking passes

**INVESTMENT: \$15,000**

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# CONTRIBUTING SPONSOR



- Customizable on-site activation space (up to 10' x 20')
- Opportunity to sample product to Fairgoers (samples size limited to 4oz)
- Customizable inclusion on social media (up to two (2) mentions prior to Fair and during Fair)
- Logo placement on Fair banners
- Logo and hyperlink on Fair website [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com)
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2021)
- Eight (8) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Two (2) VIP Sponsor Seats for Main Stage Concerts
- Ten (10) VIP passes (unlimited Fair gate entry)
- Fifty (50) General Admission tickets to the Fair
- Ten (10) staff parking passes

**INVESTMENT: \$10,000**



## ON-SITE DISPLAY SPONSOR

- On-site activation space (up to 10' x 10')
- Logo and hyperlink on Fair website [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com)
- Four (4) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Five (5) VIP passes (unlimited Fair gate entry)
- Five (5) staff parking passes

**INVESTMENT: \$5,000**



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