

91st ANNUAL
SUPERIOR PLUMBING presents
NORTH GEORGIA STATE FAIR



SEPTEMBER 21-

JIM R MILLER PARK



presents



NORTH GEORGIA
STATE FAIR

OCTOBER 1, 2023

MARIETTA, GA

2023 SPONSORSHIP
OPPORTUNITIES

JOIN US IN 2023



The Superior Plumbing presents 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 presents 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, whereas 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 91st Annual Superior Plumbing presents North Georgia State Fair is expected to draw over three hundred thousand Fairgoers. An outstanding entertainment 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 12 – 54 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 presents 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 presents 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 **\$750,000 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 12 and 54>> **70%**

More than 70% of Fairgoers return each year

Average annual household income ranges

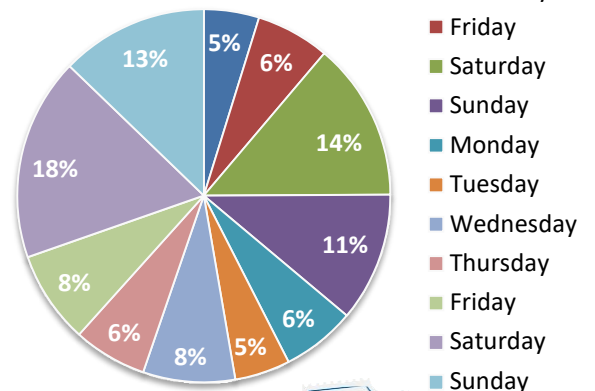
\$75K - \$85K

56% Caucasian, 29% African-American

15% other race ethnicity

2023 NORTH GEORGIA STATE FAIR

DAILY ATTENDANCE



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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)



DISCOUNT TICKETS



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

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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 presents 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 of each division will receive a trophy, flowers, a tiara and savings bond.

Grandstand
Entertainment
SERIES

FREE WITH
ADMISSION

FEATURING EVENTS ALL WEEK!

PICCOLO ZOPPE CIRCUS
DEMOLITION DERBY
MONSTER TRUCKS
BULL RIDING



CARRIAGE KIA GRANDSTAND ENTERTAINMENT SERIES

Brand new Grandstand Entertainment under the arena starting with piccolo Zoppe, Borlique Circus, Demolition Derby, Monster Trucks and Bull Riding. Grandstand Entertainment is FREE with paid admission to the Fair and is 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-3pm it is Pay-ONE-Price for unlimited carnival rides (good until close).

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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 365,000 in attendance over 11 days, someone is bound to fall and scratch a knee. The First Aid station, located near the main entrance, 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 21st – Tuesday, September 26th. The second begins Wednesday, September 27th – Sunday, October 1st. Nationally accredited judges judge the Flower Show. Winners receive ribbons and Top Honors are awarded pieces of crystal.

GOLF CARTS

The Superior Plumbing presents 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 event center. 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.

FAMILY FUN AREA

The South end of the fairgrounds is our Family Fun Area complete with Eudora Farms Petting Zoo, North Georgia Animals Petting Barn, Wildcat Roller Coaster, Jurassic Kingdom ground act and Brain Ruth Master of the Chainsaw. There is a huge oak tree with ample seating and music on weekends and just a perfect spot for families to gather.

FOOD COURT

The Food Court is centrally located on the fairgrounds. Additionally, the Food Court is also where our Local Stage is located.

SENIOR CITIZENS DAY

Friday, September 22nd will be the Superior Plumbing presents 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 26th is Special Populations Day with free admission, dinner and free ride tickets.



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, September 31st 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.



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.



SEA LION SPLASH

This **NEW** show is one of the best ground acts out there. You'll laugh and stare in amazement as these unique creatures balance balls, catch rings, do handstands, and perform gymnastics tricks! This is the only self-contained sea lion show in the country! When the sea lions are not performing their hilarious and educational show, they will be on display so that everyone can view them as they swim and play in their natural habitat.



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NAME ONE OF OUR GROUND ACTS

READY GO DOG SHOW

NEW this year featuring world champion Frisbee dogs, thrill seeking diving dogs, and the highest box jump dog in the world. Followed by a world class “meet n’ greet” for fans to get up close and personal with the 4-legged stars of the show.



ROSAIRE’S ROYAL RACERS

This racing pigs show is for the entire family. Kids and adults will “squeal” with delights as these speedy swine fly around the track.



SANDSCAPES

This is performance art the whole family will enjoy. You will want to bring the whole family back again and again as the Sandscapes sculptors transform 50 tons of sand into a specially themed work of art throughout the run of the fair. places!



MAX POWER

NEW this year, at 9 feet tall and decorated with extensive LED lighting, MAX POWER towers over crowds. MAX walks, talks, dances, and more - creating an instant party wherever he goes. MAX will stroll the grounds for 30 minutes for each performance.



JURASSIC KINGDOM

Audiences will roar with excitement as they experience life-like dinosaurs in action. Meet Terry the talking Pterodactyl, Jack, a 2-month-old Brontosaurus and many more!!

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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, 2023 for 2022 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
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2023)
- Full-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2023)
- Twenty-five (25) Sponsor VIP Hospitality Tent Badges to use for the duration of the Fair.
- Ten (10) VIP Sponsor Seats for Grandstand Entertainment
- 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, 2024 for 2024 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 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 as Presenting Sponsor
- Logo and hyperlink on Fair website www.northgeorgiastatefair.com
- Logo placement on Fair brochures (500,000 distributed – must have high-res logo by July 1, 2023)
- Full-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2023)
- Fifteen (15) Sponsor VIP Hospitality Tent Badges to use for the duration of the Fair.
- Eight (8) VIP Sponsor Seats for Grandstand Entertainment
- 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, 2024 for 2024 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 eight (8) 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
- Logo placement on Fair brochures (500,000 distributed – must have high-res logo by July 1, 2023)
- Full-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2023)
- Fifteen (15) Sponsor VIP Hospitality Tent Badges to use for the duration of the Fair.
- Six (6) VIP Sponsor Seats for Grandstand Entertainment
- 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, 2024 for 2024 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 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
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2023)
- Half-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2023)
- Ten (10) Sponsor VIP Hospitality Tent Badges to use for the duration of the Fair.
- Four (4) VIP Sponsor Seats for Grandstand Entertainment
- Forty (40) VIP passes (unlimited Fair gate entry)
- One hundred (100) General Admission tickets to the Fair
- Ten (10) staff parking passes

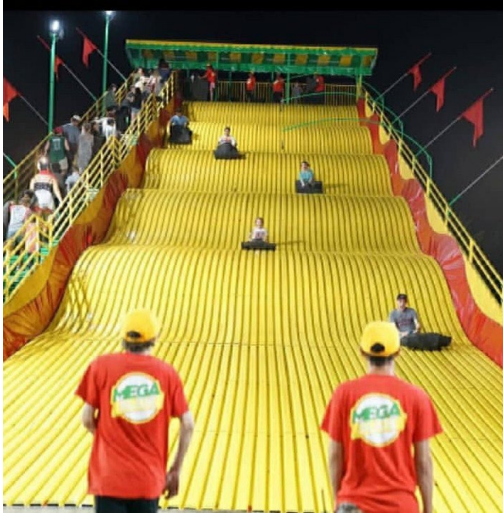
INVESTMENT: \$30,000

For more information contact: Bill Watson 770.423.1330
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SUSTAINING SPONSOR



- Category exclusivity and first right of refusal by March 1, 2024 for 2024 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 four (4) 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
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2023)
- Half-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2023)
- Eight (8) Sponsor VIP Hospitality Tent Badges 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
- Ten (10) 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
- Logo placement on Fair brochures (500,000 distributed – must have high-res logo by July 1, 2023)
- Quarter-page ad in North Georgia State Fair Premium Catalog (must have print ready ad by July 1, 2023)
- Six (6) Sponsor VIP Tent Tickets to use for the duration of the Fair
- Two (2) VIP Hospitality Tent Badges for Main Stage Concerts
- Twenty (20) VIP passes (unlimited Fair gate entry)
- Fifty (50) General Admission tickets to the Fair
- Five (5) 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
- Logo placement on Fair brochures (500,000 distributed – must have high res logo by July 1, 2023)
- Four (4) Sponsor VIP Hospitality Tent Badges to use for the duration of the Fair
- Ten (10) VIP passes (unlimited Fair gate entry)
- Twenty-five (25) General Admission tickets to the Fair
- Five (5) 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
- Five (5) VIP passes (unlimited Fair gate entry)
- Five (5) staff parking passes

INVESTMENT: \$5,000

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