



GO TEXAN.®

Celebrate Your Lone Star Pride in the

GO TEXAN PAVILION

at the State Fair of Texas.®

2020 SPONSORSHIP OPPORTUNITIES

TEXAS DEPARTMENT OF AGRICULTURE



GO TEXAN.®

promotes the products,
culture and communities
that call *Texas Home.*

GO TEXAN is a widely recognized brand. It represents a diverse collective of people, products and services that are genuinely Texan.

Consumers make buying decisions based on the prestige of GO TEXAN, a desire to support the Texas economy and the value received from buying local. No other state has this built-in pride, loyalty and support system. In other words, GO TEXAN helps your bottom line.



★ *Join us* ★

SEPTEMBER 25 - OCTOBER 18, 2020

2020 STATE FAIR OF TEXAS®

//////////////////////////////////// *in the* //////////////////////////////////////

GO TEXAN PAVILION

////////////////////////////////////

Put the marketing power of Texas and the State Fair behind you.

GO TEXAN PAVILION BY THE NUMBERS

During the Fair's 24-day run, the State Fair of Texas welcomed more than 2.5 million people through the gates.

2019 ATTENDANCE

2,514,637*
VISITORS

to the State Fair of Texas



301,727
VISITORS

to GO TEXAN Pavilion



197,578
VISITORS

to GO TEXAN Store



WHO ATTENDS THE STATE FAIR OF TEXAS

TOP REASONS
PEOPLE ATTEND
THE FAIR

-Food
-Shopping
-Daily Shows

(GO TEXAN Pavilion
offers all of these)

35.8*
AVERAGE AGE

4.9*
HOURS
AT FAIR

\$78,178*
AVERAGE
HOUSEHOLD INCOME

\$14.01
AVERAGE
AMOUNT SPENT
in GO TEXAN Store

48%*
COLLEGE
GRADUATES

\$431,134
SALES
REVENUE
from GO TEXAN Store

★ *More bang for your buck* ★

*2019 numbers based on State Fair of Texas published data

2020 SPONSORSHIP LEVELS

The State Fair of Texas® (SFT) is a spectacular showcase of exhibits, shopping, live entertainment, food, and competition presented each fall, all located just two miles east of downtown Dallas inside historic Fair Park.

The GO TEXAN Pavilion continues to be a cornerstone of the State Fair of Texas. Sponsoring the GO TEXAN Pavilion provides a company with on-site branding, exposure and the opportunity to reach more than 250,000 fairgoers who enter the pavilion through face-to-face interaction and activation over the course of 24 days.

Diamond sponsorship provides custom opportunities to engage with fair goers throughout the Pavilion.

2020 SPONSORSHIP LEVELS

BENEFITS	DIAMOND <i>\$50,000+</i>	PLATINUM <i>\$25,000-\$49,999</i>	GOLD <i>\$10,000-\$24,999</i>	SILVER <i>\$5,000-\$9,999</i>	BRONZE <i>\$1,000-\$4,999</i>
Naming Rights to a Sponsored Item	✓	✓			
24-Day Parking Pass	✓	✓	✓		
Unloading Pass	1	1	1	1	1
1-Day Admission Passes	50	50	25	15	10
Logo Inclusion on Commemorative Calendar	✓	✓	✓	✓	
Inclusion on all Thank You Banners	✓	✓	✓	✓	✓



GO TEXAN PAVILION DIAMOND SPONSOR

\$50,000

1 AVAILABLE

Presenting Recognition for the GO TEXAN Pavilion

Exclusive naming rights to the 25,000 square foot pavilion and the opportunity to reach more than 250,000 fairgoers who enter the pavilion through face-to-face interaction and activation

Logo Inclusion on banners, commemorative calendar, recipe book, store bags and bill board

2 Page spread in the GO TEXAN e-zine

4 Recipe placements in the recipe books

1 Large outdoor banner on the North Entrance of the Pavilion

Logo recognition on the 16' South Entrance banner

2 Co-branded ceiling banners on the interior

1 Door Decal on the Store Contractor door

Back cover ad on recipe books

Discounted Exhibit Space

Social Media and Digital Support for Short-Term Activation

Logo Placement on GO TEXAN Website SFT Event Page

GO TEXAN STORE PLATINUM SPONSOR

\$25,000

1 AVAILABLE

Presenting Recognition for the GO TEXAN Store

Exclusive naming rights to the 3,000 square foot retail space in the center of the Pavilion where GO TEXAN members promote and sell their Texas made products

Logo Inclusion on banners, commemorative calendar, recipe book and store bags

1 Recipe for the GO TEXAN Store to develop

2 Page spread in the GO TEXAN e-zine

2 Recipe placements in the recipe books

All GO TEXAN Store signs will be sponsor branded

Coupon distribution with every purchase

Premium GO TEXAN Store Shelf Space

Social Media and Digital Support for Short-Term Activation

Logo Placement on GO TEXAN Website SFT Event Page

Logo Recognition on North Entrance 21' wall graphic





REST AREA WITH CHARGING STATIONS

\$12,000

Give fairgoers a break in the rest and play area. Your logo will be present on charging stations within this area, 20' x 10'.

Opportunity Available until May 1

QUANTITY **1**



GO TEXAN SHIRTS

\$5,000

Co-branded with the GO TEXAN mark, shirts will be worn by TDA staff members coordinating activities in the GO TEXAN Pavilion and at other TDA sponsored shows throughout the year.

(Please note: shirts will not be offered for sale to fairgoers)

QUANTITY **1**

HOT ITEM



CAFÉ TABLES

\$4,000

Co-branded with GO TEXAN, our 8 café tables will feature full table decals that are perfect for brand awareness.

SOLD OUT!

QUANTITY **1**



BENCHES

\$4,000

Co-branded with GO TEXAN, our 8 event stage benches will feature full decals that are perfect for brand awareness.

QUANTITY **1**

PAVILION GOLF CARTS

\$4,000

A unique transportation sponsorship includes the GO TEXAN golf carts. Sponsorship includes branding of the vehicles and the opportunity to provide branded materials.

QUANTITY **1**



SPONSOR/EXHIBITOR HOSPITALITY LOUNGE

\$15,000

The ~400sq. ft. exhibitor lounge provides refreshments, snacks and a getaway for GO TEXAN vendors and exhibitor/booth staff. Sponsorship includes access to the exhibitor list for marketing, 130"w x 108"h door decal on the outside of the lounge, ability to create a small display inside the lounge and provide branded cups and napkins for inside the lounge.

Opportunity available until April 1

QUANTITY **1**



WASTE RECEPTACLES

\$5,000

40 waste receptacles are located throughout the GO TEXAN Pavilion and can include a sponsor logo.

QUANTITY **1**



PREVIEW SPONSOR

\$3,500

Don't miss out on the exclusive preview party of the GO TEXAN Pavilion. This sponsorship will be for the naming rights of the sought-after pavilion debut each year.

Facebook Live opportunity with Commissioner Miller.

QUANTITY **1**



★ STAFF PICKS ★



EVENT STAGE SPONSOR

\$10,000

The event stage is the perfect place to promote brand recognition. This sponsorship includes the naming rights of event stage with prominent signage as well as heavy in social media. Event stage will have programming on each of the 24 day run of the fair and is located on the South end of the building.

QUANTITY **1**



EVENT STAGE VIDEO LOOP

\$500

A great way to promote your company or product is through the event stage video loop. You can run a 3 minute commercial that will play every 30 minutes.

Opportunity available until August 15

QUANTITY **6**

★ STAFF PICKS ★



DIRECTIONAL MAP/HANDOUT

New this year is the GO TEXAN Pavilion Map! Find your favorite Texan items in the General Store, sampling areas and exhibitors. Over 20,000 will be printed.

SPONSOR FRONT COVER LOGO RECOGNITION

\$7,500

CO-BRANDING OF BACK COVER OF BROCHURE

\$2,500

LOGO/NAME INCLUSION ON PAPER BAGS DISTRIBUTED WITH PURCHASE

One of the most popular sponsorships, the sponsor's logo will be placed prominently on approximately 10,000 GO TEXAN Store bags distributed with each purchase.

\$4,000

QUANTITY **3**



GO TEXAN STORE VIDEO LOOP RECIPE

A great way to promote your company or product is through a recipe in the GO TEXAN Store video loop. You can run a 30 second recipe that plays every 20 minutes.

Opportunity available until August 15

\$250

QUANTITY **10**



GO TEXAN SOCIAL MEDIA PACKAGE

Package includes: four Facebook posts, four Tweets and one, 2-minute Facebook Live interview from the show floor. Posts will be scheduled as follows: 2 pre State Fair, 1 during State Fair and 1 after State Fair to GO TEXAN social media followers.

(55,000 Facebook followers; 16,000+ Twitter; 8,900 Instagram)

\$4,000

QUANTITY **1**



★ STAFF PICKS ★



DISTRIBUTION OF COUPONS WITH EVERY PURCHASE *\$3,000*

A great way to drive purchases after fairgoers leave the GO TEXAN Pavilion is through coupon distribution with every purchase in the GO TEXAN Store.

QUANTITY *2*

★ STAFF PICKS ★



GO TEXAN E-ZINE

The GO TEXAN E-Zine is an online magazine distributed to approximately **22,000 subscribers** and on GO TEXAN social media. This edition is exclusive to the State Fair of Texas.

FULL PAGE *\$1,000*

1/2 PAGE *\$500*

1/4 PAGE *\$250*

RECIPE BOOKLET

Recipe books are distributed with every purchase in the GO TEXAN Store.

BACK INSIDE COVER

\$1,000

PLACEMENT OF RECIPE

\$1,500

Approximately,
20,000 are handed out
each year.



Cheddar Cheese
BREAKFAST CASSEROLE *makes one 9"x13" dish*

INGREDIENTS

- 1 lb. ground sausage
- 6 slices white bread with edges trimmed off
- 1 ½ cups shredded cheddar cheese
- 6 eggs, beaten
- 1 pint half-and-half
- 1 tsp salt
- butter

Why not kick things up a bit by adding freshly chopped jalapeños, green chiles or a variety of other cheeses such as Gorgonzola or Pepper Jack? Substitute the sausage with cooked bacon or ham, which will guarantee to satisfy even the hungriest guest!

In a medium skillet, brown the sausage over medium heat until fully cooked. Remove sausage with slotted spoon to drain. Set aside. Lightly grease a 9" x 13" x 2" pan. Butter one side of each slice of bread. Place the bread in the bottom of the pan (butter side up). Spread the cooked sausage over the bread and top with shredded cheese.

In a medium mixing bowl, whisk together the eggs, half-and-half, and salt. Pour mixture over sausage and cheese. Cover the casserole with aluminum foil and refrigerate overnight.

The next morning, preheat oven to 350°F. Bake the covered casserole in preheated oven for 45–50 minutes, until the center is set.

Shared by Shirley Jettikeman

PIZZA DIP *makes one 9" or 10" pie dish*

INGREDIENTS

- 8 oz. cream cheese
- ½ cup sour cream
- 1 tsp crushed oregano
- ¼ tsp garlic powder
- ¼ tsp crushed red pepper flakes
- ½ cup pizza sauce
- ½ cup pepperoni, chopped
- ¼ cup green onion, chopped
- ¼ cup green pepper, chopped (optional)
- ½ cup shredded Mozzarella cheese

Best served when warm. Try substituting your family's favorite pizza toppings.

Preheat oven to 350°F. In a medium mixing bowl, combine cream cheese, sour cream, oregano, garlic powder and red pepper flakes. Spread evenly on a 9 or 10-inch quiche or glass pie plate.

Spread the pizza sauce over the cheese layer. Sprinkle with the pepperoni, green onions and green peppers. Bake in preheated oven for 10 minutes. Remove from oven.

Sprinkle evenly with shredded Mozzarella cheese. Return to oven and bake for another 5 minutes or until cheese is melted. Serve with tortilla chips or crackers.

Shared by Margaret Hill



INTERIOR SIGNAGE

120" x 72" (above TDA and store contractor office; 2 on South wall.)

\$2,000

QUANTITY **4**



DOOR DECALS

Your message can be seen on one of the three available doors throughout the pavilion.
-72w x 83h

\$2,000

QUANTITY **3**



FLOOR STICKERS/FOOT PATH STICKERS

Floor stickers are 4' x 3' or can be custom shapes. Package includes 2 stickers.
Option for different sizes, but price will vary.

\$1,500

QUANTITY **4**



WALL GRAPHIC

16'h x 51"w wall decal on the wine garden entrance to the Pavilion

\$8,000

QUANTITY **1**

A variety of banners are available throughout the GO TEXAN Pavilion both inside and outside.
The banner, installation and removal are included in the price.

KIOSK SIGNS

\$1,500

Logo on all kiosk sampling signs. 10 kiosk locations staffed every day with samplers.

QUANTITY *1*



ENTRANCE DOOR INTERIOR SIGNAGE

\$1,000

3' x 4' sign on entrance doors.

QUANTITY *1*



"DID YOU KNOW" SIGNAGE

\$250

Sponsor one of 20 news Agricultural facts throughout the building.

QUANTITY *20*



2020 GO TEXAN PAVILION OPPORTUNITIES PRICE LIST

GENERAL STORE

- End cap: \$1,400
- Entire shelving unit: \$1,000
- Specialty unit (TDA provided or company supplied): Varies between \$1,500 - \$2,000
- Premium shelf: \$300 each
- Standard shelf: \$75 each
- Cash register spot: \$150 each
- Barrel: \$500
- Coolers (provided by GO TEXAN Vendor)
 - *Single door: \$1,000*
 - *Double door: \$2,000*
- 10% Off Early Bird Discount will run through March 31st

SAMPLING KIOSK

- Session is daily from 10am-noon and 2pm-4pm
- M-Th: Free
- F-Su & Columbus Day, Mon, Oct 12: \$25

EXHIBITOR BOOTH

- \$16 per sq. ft. (Pavilion North/South Walls)
- \$18 per sq. ft. (Center of Pavilion or East/West Corners)

RETAIL PORCH

- \$4,000

RETAIL POP-UP PORCH

- M-Th: \$150
- F-Su & Columbus Day, Mon, Oct 12: \$300

CERTIFIED RETIREMENT COMMUNITY BOOTH

- Free for GO TEXAN Communities

STAGE EVENT

- Free

CUSTOM & IN-KIND SPONSORSHIPS

If you have ideas, let's talk.

(877) 99-GOTEX

TXSTATEFAIR@TEXASAGRICULTURE.GOV



GO TEXAN.