



GO TEXAN.®

*Celebrate Your Lone Star Pride in the*

# GO TEXAN PAVILION

*at the State Fair of Texas.®*

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2019 SPONSORSHIP OPPORTUNITIES

TEXAS DEPARTMENT OF AGRICULTURE



GO TEXAN.®

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

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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 27- OCTOBER 20, 2019

2019 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

Despite the 12 rainy days experienced during the Fair's 24-day run, the State Fair of Texas welcomed more than 2 million people through the gates.

## 2018 ATTENDANCE



## WHO ATTENDS THE STATE FAIR OF TEXAS

**35.8\***  
AVERAGE AGE

**\$78,178\***  
AVERAGE  
HOUSEHOLD INCOME

**48%\***  
COLLEGE  
GRADUATES

**4.9\***  
HOURS  
AT FAIR

**\$7.20**  
AVERAGE  
AMOUNT SPENT  
in GO TEXAN Store

**\$330,147**  
SALES  
REVENUE  
from GO TEXAN Store

*★ More bang for your buck ★*

\*2018 numbers based on State Fair of Texas published data

# 2019 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 200,000 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.

2019 SPONSORSHIP LEVELS

BENEFITS	<b>DIAMOND</b> <i>\$25,000+</i>	<b>PLATINUM</b> <i>\$10,001-\$24,999</i>	<b>GOLD</b> <i>\$5,001-\$10,000</i>	<b>SILVER</b> <i>\$1,001-\$5,000</i>	<b>BRONZE</b> <i>up to \$1,000</i>
<b>Naming Rights to a Sponsored Item</b>	✓	✓			
<b>Gate 3 Pass</b>	✓	✓			
<b>24-Day Parking Pass</b>	✓	✓	✓		
<b>Unloading Pass</b>	1	1	1	1	1
<b>1-Day Admission Passes</b>	50	50	25	15	10
<b>Logo Inclusion on Commemorative Calendar</b>	✓	✓	✓		
<b>Inclusion on all Thank You Banners</b>	✓	✓	✓	✓	✓



## 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 200,000 fairgoers who enter the pavilion through face-to-face interaction and activation.

Logo Inclusion on banners, commemorative calendar, recipe book, store bags, visitors guide ad and building map

- 2** Page spread in the GO TEXAN e-zine
- 4** Recipe placements in the recipe book
- 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  
Discounted Exhibit Space  
Social Media and Digital Support for Short-Term Activation  
Logo Placement on GO TEXAN Website SFT Event Page

# GO TEXAN STORE DIAMOND 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, store bags, and building map

- 1** Recipe for the GO TEXAN Store video loop
- 2** Page spread in the GO TEXAN e-zine
- 2** Recipe placements in the recipe book

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



*New*



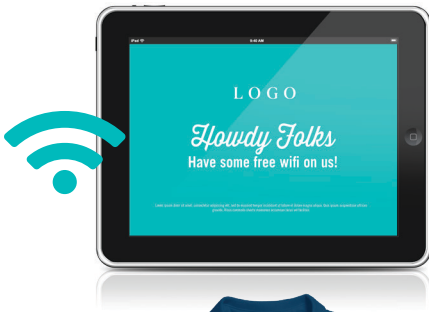
## REST AREA WITH CHARGING STATIONS

*\$12,000*

Give fairgoers a break in the rest and play area. Your logo will be present on benches within this area.

QUANTITY 1

*New*



## GO TEXAN PAVILION WI-FI

*\$10,000*

Sponsor's logo will appear on the landing page of the Wi-Fi portal throughout the 24-day fair.

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.

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

QUANTITY 1

★ STAFF PICKS ★



## CAFÉ TABLES

*\$4,000*

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

QUANTITY 1



## PAVILION GOLF CARTS

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

**\$4,000**

QUANTITY *1*



## SPONSOR/EXHIBITOR HOSPITALITY LOUNGE

The exhibitor lounge provides refreshments, snacks and a getaway for GO TEXAN members and exhibitor/booth staff. Sponsorship includes recognition on a hanging banner, access to exhibitor list for marketing, ability to create a small display inside the lounge and provide branded cups and napkins for inside the lounge.

**\$3,500**

QUANTITY *1*



## WASTE RECEPTACLES

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

**\$3,000**

QUANTITY *1*



## PREVIEW SPONSOR

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.

**\$2,500**

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

*\$2,000*

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.

QUANTITY *6*

*New*

★ **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 100,000 will be printed.

## SPONSOR FRONT COVER LOGO RECOGNITION

*\$7,500*

## BACK PAGE LISTING OF GO TEXAN STORE MEMBERS

*\$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. The video plays every 20 minutes.

*\$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*



**DISTRIBUTION OF COUPONS AT PAVILION ENTRANCES PER WEEKEND DAY** *\$750*

A great way to drive purchases after fairgoers leave the GO TEXAN Pavilion is through coupon distribution at the entrances. Perfect for your company's costumed mascot.

QUANTITY *8*

★ 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*

**BUSINESS CARD AD** *\$100*

# RECIPE BOOKLET

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

## BACK COVER

\$2,000

## BACK INSIDE COVER

\$1,000

## PLACEMENT OF RECIPE (2 SIDED) QUANTITY 4

\$1,500

Approximately,

**20,000** are handed out each year.



<p><i>Cheddar Cheese</i> <b>BREAKFAST CASSEROLE</b> <i>makes one 9"x13" dish</i></p> <p><b>INGREDIENTS</b>                  1 lb. ground sausage                  6 slices white bread with edges trimmed off                  1 1/2 cups shredded cheddar cheese                  6 eggs, beaten                  1 pint half-and-half                  1 tsp salt                  butter</p> <p><small>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!</small></p> <p style="text-align: right;"><i>Shared by Shirley Lettkeman</i></p>	<p><b>In a medium skillet</b>, 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.</p> <p><b>In a medium mixing bowl</b>, whisk together the eggs, half-and-half, and salt. Pour mixture over sausage and cheese. Cover the casserole with aluminum foil and refrigerate overnight.</p> <p><b>The next morning</b>, preheat oven to 350°F. Bake the covered casserole in preheated oven for 45–50 minutes, until the center is set.</p>	<p><b>PIZZA DIP</b> <i>makes one 9" or 10" pie dish</i></p> <p><b>INGREDIENTS</b>                  8 oz. cream cheese                  1/2 cup sour cream                  1 tsp crushed oregano                  1/8 tsp garlic powder                  1/8 tsp crushed red pepper flakes                  1/2 cup pizza sauce                  1/2 cup pepperoni, chopped                  1/4 cup green onion, chopped                  1/4 cup green pepper, chopped (optional)                  1/2 cup shredded Mozzarella cheese</p> <p><small>Best served when warm. Try substituting your family's favorite pizza toppings.</small></p> <p style="text-align: right;"><i>Shared by Margaret Hill</i></p>	<p><b>Preheat oven</b> 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.</p> <p><b>Spread</b> 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.</p> <p><b>Sprinkle</b> 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.</p>
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## 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.

*\$1,500*

QUANTITY 3



## FLOOR STICKERS/FOOT PATH STICKERS

Floor stickers are 4' x 3' or can be custom shapes. Package includes 2 stickers.

*\$1,500*

QUANTITY 4

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

Logo on all kiosk sampling signs. 12 kiosk locations staffed every day with samplers.

*\$1,500*

QUANTITY *1*




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## ENTRANCE DOOR INTERIOR SIGNAGE

3' x 4' sign on entrance doors.

*\$1,000*

QUANTITY *1*




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## "DID YOU KNOW" SIGNAGE

Sponsor one of 20 Texas Agricultural facts throughout the building.

*\$250*

QUANTITY *20*



## CUSTOM & IN-KIND SPONSORSHIPS

*If you have ideas, let's talk.*

(877) 99-GOTEX

[TXSTATEFAIR@TEXASAGRICULTURE.GOV](mailto:TXSTATEFAIR@TEXASAGRICULTURE.GOV)



**GO TEXAN.**

GO TEXAN General Store



Pick Texas  
Your Landscape Deserves the Best

