



Share the Experience



September 7 - 17, 2017

new mexico STATE FAIR

For 79 years the New Mexico State Fair has been a gathering place for New Mexicans to celebrate local food, competition, culture, creativity and our rich agricultural heritage. Located just five miles east of downtown Albuquerque at EXPO NM, the New Mexico State Fair is ranked 9th best in the nation based on consistent attendance, affordability, programming and weather. The New Mexico State Fair was also featured on an episode of the Travel Channel show Food Paradise entitled "Feasting at the Fair."

The New Mexico State Fair offers an effective marketing platform to build brand awareness, interact with consumers and achieve your promotional goals. Consider this: 500,000 people attended the New Mexico State Fair in 2016, which is a quarter of the state population. Your presence at the New Mexico State Fair will allow you to engage your target audience in a fun and memorable way.





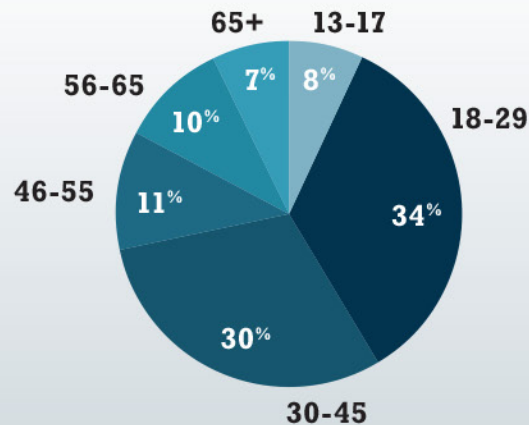
WHO ATTENDS THE FAIR:

Attendance:

- 500,000 people attend the New Mexico State Fair
- 65,000 people rode the free NM State Fair Tram during the Fair
- 80,000 people attend the annual NM State Fair Parade
- 24,600 people attend Rodeo and Concert performances
- 15,000+ senior citizens attended Seniors Celebration Day
- 12,800 students, parents and teachers participated in School Days program
- Over 600 cars participated in car shows

Demographics:

- 58% Female - 42% Male
- 96% of attendees are from New Mexico
- 64% of attendees are ages 18-45





STATE FAIR MEDIA:

The New Mexico State Fair has developed close relationships with various media outlets throughout the state. Our integrated approach to marketing and advertising combines media partnerships, paid placement, public relations and effective utilization of our in-house social media team.

- 290,000 visitors to the website during NM State Fair
- 1.1 million page views in September
- 2.9 million advertising impressions
- 35,000 Visitors Guides distributed
- 400+ Broadcast and print news stories
- 1 Million impressions on Facebook
- 149,000 engaged social medial users
- 40,000 emails to targeted consumers
- 65,000 digital billboard viewers per week





SPONSORSHIP OPPORTUNITIES:

Each sponsorship package is unique and built to suit your marketing goals. Join the 80+ corporate sponsors who value the reach of the New Mexico State Fair and its 500,000 annual visitors.

Your presence will generate sales leads, drive in-store traffic, increase product sales, and enhance your corporate image.

Custom packages often include the following Sponsorship Benefits:

- **Customized on-site signage, banners and billboards**
- **Exhibit space to display and sell products during State Fair**
- **Targeted sampling and consumer engagement**
- **Category exclusivity**
- **Premium parking passes, VIP tickets & sponsor hospitality suite**
- **Featured sponsor listing in the Official State Fair Visitor Guide**
- **Website link, social media tags, email promotions**





HOTEL SPONSORSHIPS:

Producing the “Biggest Show in New Mexico” takes an army of people and hundreds of performers, musicians, artists, athletes and special guests. At the New Mexico State Fair we take as much pride in hosting our esteemed entertainers, sponsors and VIP clients as we do every guest who comes through our gates.

In-kind goods and services are essential to the success of our event and we welcome the opportunity to work with local hotel and hospitality partners to make this event a success. We offer four levels of sponsorship for our hotel and hospitality partners.

Platinum Hotel Sponsor - 80+ Room Nights

Gold Room Sponsor - 50+ Room Nights

Silver Room Sponsor - 30+ Room Nights

Bronze Room Sponsor - 20+ Room Nights





CORPORATE SPONSORS:

The New Mexico State Fair has become a trusted and valuable partner for many local and national companies. We strive to build lasting relationships with our partners and have a proven track record with our Corporate and National Sponsors. Add your company's name to the list of current sponsors and become a New Mexico State Fair partner today.

McDonalds

Fuddruckers

Ben E. Keith

Creamland

Coca Cola

Blake's Lotaburger

Albuquerque Marriott

Wrangler

Mattress Firm

WisePies

Cavender's

RAM

Bobcat

Just Squeezed

Justin Boots

Nissan





EXPO NEW MEXICO ANNUAL PARTNERSHIP:

EXPO New Mexico is a year-round event facility and the home of the New Mexico State Fair. Our 236-acre campus in the middle of Albuquerque offers unique activities and entertainment for over 1.5 million annual guests at over 500 shows. The diversity of programming at EXPO NM translates to a broad spectrum of customer impressions and promotional opportunities throughout the year. Here are just a few of the events taking place this year at EXPO New Mexico.

- **Gathering of Nations Powwow**
- **Southwest Chocolate & Coffee**
- **New Mexico Brew Fest**
- **WWE, UFC & WBC Boxing**
- **Monster Jam - Triple Threat**
- **Elton John in Concert**
- **Rio Grande Arts & Crafts**
- **Albuquerque Pride Fest**
- **New Mexico Wine & Jazz**
- **SuperNationals Car Show**

To begin the conversation, please contact Sponsorship Director Carlos Beserra and schedule a visit to EXPO New Mexico.





THANK YOU

On behalf of the State Fair Commission, we would like to thank you for your interest in partnering with Expo New Mexico, home of the State Fair. We look forward to working with your organization to showcase your unique brand.

With almost 500,000 people from all over the state and region coming through our gates each year for the New Mexico State Fair and over 1 million visitors who attend the hundreds of events we host annually, EXPO New Mexico offers a premier sponsorship opportunity in which your company can have a visible connection that's tailored specifically to your needs and desires.

Partnering with EXPO New Mexico affords you the ability to reach a large audience and experience all the family fun that takes place at our Fairgrounds. We welcome your partnership and much appreciated support for the biggest show in the State of New Mexico!

Sincerely,

Dan Mourning
General Manager

Carlos Beserra - Director of Sponsorship
505.222.9718 | carlosj.beserra@state.nm.us