



The 79th Annual North Georgia State Fair

DATES: September 22 – October 2, 2011

CORPORATE: Non-Profit Organization 501(c)3

STATS: Draw- Avg. 277,000 people (290,000 in 2010)
Demo- Families with children
\$75,000+ combined household incomes
Age range 12 - 54
Average Home Value - \$190,303 (Cobb)

COST: Admission- Adults \$5.00
Children \$2.00 (7-18 yrs)
Concerts- **FREE**

BENEFITS: *Opportunity to reach over 275,000 individuals
*James H. Drew Fair voted the “Safest in the Nation”
*Supported by a \$500,000 multi-media campaign
*Two full months of TV, Radio, Print, & Media coverage
*Gross impressions calculate in the millions
*Expands your organization’s demographic reach
*Largest Fair in the Atlanta Metro Area
*Hundreds of venue and event opportunities to fine-tune your contribution dollars
*Outstanding media coverage and press

STAPLE SPONSORS:

WKHX KICKS 101.5 FM-	23 years
WSB-TV Channel 2-	22 years
Atlanta Coca-Cola Bottling Co.	22 years
Marietta Daily Journal-	22 years
Neighbor Newspaper-	22 years
GA Lottery Corporation	16 years
Carl Black Buick/Pontiac/GMC	16 years
FISH 104.7	11 years

****This is a GREAT opportunity for clients and contributors to target over 277,000 new potential clients at the Fair, while delivering their message through every great media outlet!**



Who Comes To The Fair?

The North Georgia State Fair has successfully been established as one of the south's premier fall events. A record-breaking attendance six out of the last nine years is a testament to the success. Capacity crowds have produced tremendous returns for the marketing investments of North Georgia State Fair sponsors. The Fair works with each of its sponsors to develop and implement the right marketing strategies to 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 target sponsorship dollars.

The 79th Annual North Georgia State Fair is expected to draw 277,000 people. An outstanding concert line-up and numerous activities for all family members tend to be the top draw. Overall, the demographics of the Fair are families with children, \$75,000+ combined head-of-household incomes, ranging in age from 12 - 54.

Based upon past promotional experience, the 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 times, The Fair will develop a specific event or attraction, depending upon a corporate sponsor's needs.

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

North Georgia State Fair Average Daily Attendance:

Thursday	-	5,000
Friday	-	20,000
Saturday	-	45,000
Sunday	-	30,000
Monday	-	8,000
Tuesday	-	12,000
Wednesday	-	17,000
Thursday	-	20,000
Friday	-	30,000
Saturday	-	55,000
Sunday	-	<u>35,000</u>
		277,000