



2012 Sponsorship Package

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Why sponsor The Fair™?

Event marketing is a great way to advertise and reach customers.

“Experiential marketing” drives purchases and consideration across age, gender, and ethnicity. 70% of consumers say that they would be more likely to purchase a product or brand after experiencing it at an event.

The Fair is experiential marketing at its best, providing a unique and targeted way to get your message in front of nearly 600,000 consumers.

The average 2011 Fair visitor:

- 61% were between the ages of 13-49
- 81% reside in South Florida
- 55% Female
- 61% Hispanic
- 66% White

The Fair sponsors are extremely happy with the level of service that The Fair provides:

- 100% of sponsors rated their experience at The Fair as good or excellent
- 90% of sponsors rated their experience at The Fair compared to other events as good or excellent
- 100% believe their presence at The Fair brought absolute or a good degree of awareness of their product/company
- 80% agree that The Fair delivered completely what was promised
- 100% stated they met their expectations and goals completely or to a good degree through sponsorship of The Fair event



“ The Fair provides excellent exposure to a variety of demographics. ”

*Eric A. Eimstad
Vice President/Sales and Marketing
Miami Seaquarium*

Branding

If your company is seeking to increase name recognition, introduce a new product, or build customer loyalty, The Fair offers unique branding opportunities.

On-Site Promotions introduce your company or product to approximately 600,000 patrons in a fun, unique atmosphere. Providing interactive games or register to win promotions creates excitement for fairgoers and puts your name and employees in front of thousands of people having a great time at The Fair.

Silk, Ocean Spray, Gillette, Sports Authority, Metro PCS, Disney World, Panda Kitchen, Chick-fil-A interacted with The Fair patrons who left the event with information about their companies and branded items, such as stuffed animals, free meal coupons, freebies, pens, backpacks and more.

Event Signage at The Fair offers a number of specific opportunities to brand your company logo. By sponsoring a special activity or area at The Fair your company's name and logo will be in the spotlight taking awareness of your company to new heights.

Advertising can be as unique as stamping children with your logo as they enter the gates or as traditional as radio, newspaper and printed collateral materials. The Fair generates a **\$4 million** advertising campaign over a six-week window leading up to the 18-day event.

Social Media has become an integral part of The Fair's marketing campaign.

- Facebook Fans: 19,000 and growing
- Facebook post views: 648,022 between 2/01/2011-4/03/2011 (updates included sponsor promotions)
- FairExpo website: 971,694 unique visitors with close to 1.4 million page views
- 2 of every 3 site visitors were NEW
- FairExpo online subscribers: 32,000

“Excellent partnership to continue helping build strong community programs as well as helping our business and brand growth.”

Felix A. Pereira
Distributor Sales Manager
South Florida Market

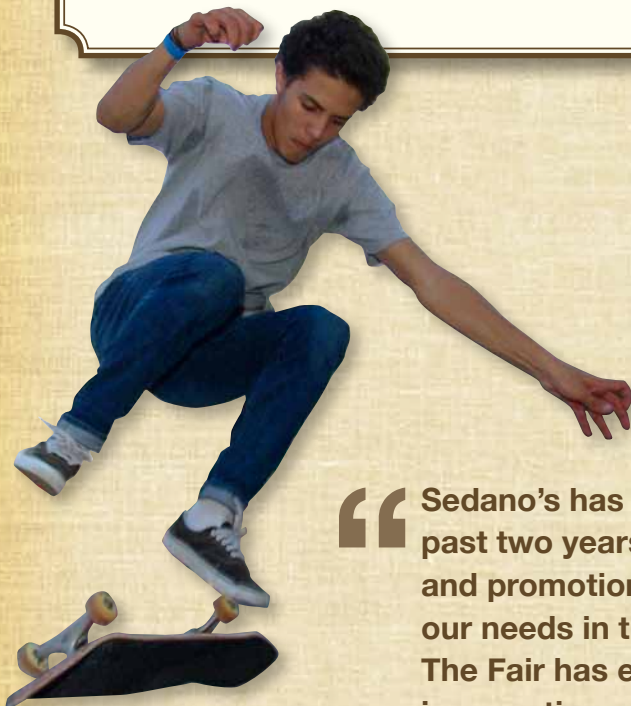


Sales

Distribute thousands of **samples and coupons on line or on site** to patrons. Silk and Ocean Spray distributed over 100,000 samples of their product during one of the three weekends of The Fair.

Showcase your products through **LIVE marketing**, interaction with patrons allowed Metro PCS to demonstrate the latest in cellular technology. Thousands of patrons became potential Metro PCS customers through hands on experience in an exciting and fun atmosphere.

Discount Promotions offer companies the opportunity to drive traffic to their retail locations generating incremental sales and business relationship building. The Sedano's Supermarket Discount to The Fair drove traffic to Sedano's Supermarket by offering patrons a deeply discounted ticket for rides and to the event.



“ Sedano's has been a proud sponsor of The Fair for the past two years. Each year our sponsorship programs and promotions have exceeded our expectations. As our needs in the market have changed, the team at The Fair has evolved with us by continually developing creative programs to help drive traffic to Sedano's Supermarket locations across Miami-Dade County. ”

*Javier Herran
Vice President Marketing
Sedano's Supermarkets*

The Fair Welcomes Prospective Corporate Partner to become part of “The LIVE Experience”!

Make your brand the first impression our guests receive when they arrive on-site by securing your place today as a Presenting Sponsor of a LIVE Event in 2012.

LIVE! Event Opportunities

- **Opening Day LIVE!** *Experience Begins*
Thursday, March 15th
Young Adults (18 – 24)
Hispanic Artist/Band
- **Friday Nights ROCK!**
Extreme Entertainment Goes LIVE!
Friday, March 16th, 23rd and 30th
Young Adults (18 – 24)
Extreme Sport, DJ w/ Rising Artist/Band & Christian Artist/Band
- **Saturday Nights...LIVE!**
Experience Nights LIVE!
Saturday, March 17th, 24th and 31st
Adults (18 – 49)
Hispanic Artist/Band/Sporting Event
(Cross-over audience)
- **SunDay FunDays A-LIVE! Including Food & Wine**
Extend Weekend Fun One More Day
Sunday, March 18th, 25th and April 1st
Women (25 – 54)
Main Stage Artist/Band from M-TH
- **LIVE BEFORE FIVE** *More to Love than EVER Before Five at The Fair*
All Weekdays March 15th - April 1st
Women (25 – 54)
\$5 Before 5 pm
- **The Garage** *The Place to Hang Out and Be Seen*
Everyday March 15th - April 1st
Young Adults (18 – 24)
DJ/College Radio/Sports Radio

LIVE Event Benefits

- Sponsor recognition and Tie-in with concert/events press announcing that all Advanced Discount Tickets buyers become eligible to win The Fair’s VIP Package including VIP seating, admission, rides, sponsor prize pack and special meet and greet.
- Sponsor recognition of concert/events in all media buy promoting The LIVE Event.
- Deliver message on-site in a unique way to a targeted demo.

Additional Benefits

- **Space** 10’ X 10’ Area for a weekend.
- **Parking** Double sided advertisement on one passenger tram. Sponsor announcements during tram rides
- **Fun Guide** 1/2 Page Advertisement and Sponsor recognition on 125,000 pieces distributed during fair time.
- **Website** Website with Hotlink to Corporate Page
- **The Fair™ Tickets** (10) Admission and (10) POP tickets to be used by corporate sponsor during The Fair™.



Entertaining

Are you looking for a great way to entertain your clients and or employees? The Fair can offer a creative opportunity with a great atmosphere in a unique setting.

Let your clients, employees or get your friends together to experience The Fair VIP style. The Fair is about enjoying, having fun, – let us do the work, you enjoy the party and invite your guests! VIP upgrades to fit all budgets with prices starting at just \$10.



Hospitality Tickets

Limited Availability and they sellout fast so don't wait. Packages can include fair admission, ride coupons, 2 drinks, lite meal service and seating. VIP Hospitality is located in the Adventure Zone. Prices start at \$45 per day pp.

Private Party Areas

Wow your guests and host a Private Party at The Fair. Pick a location near the Main Street Stage or perhaps the Ballroom. Private party areas for small to large groups. Price based on location and party size.



“ It is always part of our marketing strategy being part of The Fair! ”

*Annie Lanz
Events Coordinator
Leon Medical Centers*

