

MAY 5 & MAY 6, 2023

VIRGINIA FARM FESTIVAL

2023 SPONSORSHIP OPPORTUNITIES





MISSION

Our goal for this “sister” event is to grow it and maintain a solid focus on agriculture & outdoor education as we work to grow our yearlong commitment to serving Virginia’s youth, families, and agricultural communities as Virginia’s Largest Outdoor Classroom.

VISION

The vision for the Virginia Farm Festival grew out of a desire to expand the educational components of the State Fair of Virginia into a new spring event in order to tell the story of spring planting and all the work that takes place before growth and harvest.



VALUES

JOY

We are here so families can have fun, and create beautiful memories that will last a lifetime.

INSPIRATION

Through education, entertainment and live experiences, we bring the best of Virginia to life.

PRESERVATION

We connect with our past, celebrate the present and sow the seeds for the future, as we honor the hard work and talent of all Virginians.





AVERAGE ATTENDANCE

6,000+

Female **52%**
Male **48%**

The Virginia Farm Festival sees a **strong family crowd**, similar to that of the *State Fair of Virginia*.

Attendance

The Virginia Farm Festival audience is within a one-hour drive of the Meadow Event Park.



CUSTOMER CONNECTION OPTIONS

1. Events or attractions
2. Day sponsorships
3. Title sponsorships of events such as the Antique Tractor Show, Demolition Derby, Planting Area, and Inside "Stage" Entertainment
4. Presenting **sponsorships of shows & entertainment acts** (Music stage and concerts, demolition derby and ground attractions)
5. Presenting **sponsorships of public services** (nursing moms station, information booth, recycling, phone charging stations, handwashing stations, trash cans)
6. Mobile tours and sampling
7. Philanthropic promotions

OPTIONS FOR YOUR PACKAGE

- Facebook and Instagram contests
- Marketing material inclusion
- Social media inclusion
- Indoor or outdoor, static or staffed, small or large premiere exhibit space including test drive locations
- Public address announcements
- Event tickets and VIP packages
- Corporate hospitality
- Signage

Sponsorship Opportunities: Range of \$1,000 - \$5,000





SOCIAL MEDIA METRICS

- **1.3k followers** on *Virginia Farm Festival* Facebook page

Virginia Farm Festival Facebook Audience

Women **87%**
Men **13%**

Highest Geographic Locations

Richmond
Fredericksburg
Mechanicsville

VIRGINIAFARMFESTIVAL.ORG

New website created for the event!

Contact **Marlene Jolliffe** to Learn More

email mjolliffe@meadoweventpark.com
phone 804-994-2802
address 13191 Dawn Blvd, Doswell, VA 23047

In 2023, the Virginia Farm Festival will be relocating to the large festival loop and Farm Bureau Center. We see great growth potential in the event's future.

