



Sponsorship Opportunities

Partnering with businesses and organizations to showcase the best of what Arlington County has to offer.





About the Arlington County Fair

For over 40 years, the Arlington County Fair has been a beloved community tradition, consistently ranking among the East Coast's largest free events.

Attracting 150,000 attendees annually from across the DC region, the Fair offers a vibrant mix of experiences. Guests enjoy competitive exhibits showcasing local talent, thrilling midway rides, engaging entertainment, and a diverse marketplace.

As a non-profit organization run by dedicated volunteers, the Fair celebrates Arlington's rich diversity, educating, entertaining, and showcasing the best our community offers. The Fair strives to be the premier community event, providing dynamic educational and entertainment for all ages.

Fair Events, Activities and Programs



Midway games and rides



Free live entertainment at two stages:
Outdoor main stage and indoors



Free programming and activities for children:
performances, bounce houses, foam party, and
kid entrepreneur market



Traditional fair food vendors + local food trucks



Indoor vendor area, with over 100 vendor booths



Beer Garden with live music



Night Market featuring local artists
and competitive exhibits



Sensory hours and a sensory tent

And much more!

Fair by the Numbers »»»

(2024)

150,000

Attendees over 5 days (Wed-Sun)

That's more than...



Nationals Park
41,546



Cap One Arena
20,365



FedEx Field
67,617



Audi Field
20,000

...combined!

85 volunteers logged **858** hours
during the Fair's five days

Demographic Data

While the Fair draws attendees from all over the DMV, here are some stats on it's home location - Arlington County

- Population of 238,643
- Median household income is \$137,387 USD and individual is \$82,119 USD

Online Visibility



Website Engagement

- 129,619 new users
- 51% engagement rate

Press Coverage

- Earned on-air coverage from WUSA-9
- Positive mentions in "what to do" features in over 25 publication



Instagram

- 20,728 unique people were reached, resulting in 15,807 profile views
- 368,082 total impressions (organic + ads), including 25.5K from feed posts, 10.5K from Reels, and 6K from Stories
- 2,078 external link taps
- 5.4K content interactions (organic + ads)



Facebook

- 128,990 organic impressions
- 5.1K content interactions (likes, saves, comments, shares) on paid and organic content

Sponsor Packages

Title

\$10,000+

All of the Gold benefits listed, plus:

Logo on volunteer t-shirts

Logo on Fair banners and maps stationed throughout Fair

Name recognition as title sponsor during Opening Ceremony

Greater marketing prominence and increased mentions on social media

Gold

\$7,000+

All the Silver benefits listed, plus:

VIP Parking Pass

Preferred selection of outdoor vendor booth location

In-business plaque noting sponsorship

Significantly greater marketing prominence and increased mentions on social media

Silver

\$4,000+

All the Bronze benefits listed, plus:

Outdoor vendor booth + 2 vendor parking passes

Greater prominence in all previously mentioned promotional materials, including logo in printed program

Increased mentions on social media

Bronze

\$1,500+

Indoor Vendor Booth + vendor parking pass

Logo on website with link to company website

Company listed on printed program

Two social media mentions (one prior to and one following the Fair)

Window decal for business denoting sponsorship

Custom Sponsor Packages

Build Your Own Sponsor Package

We also offer unique opportunities to sponsor various aspects of the Fair that best suit the needs of your business.

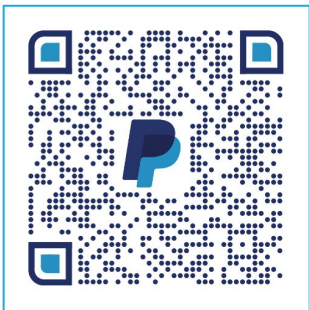
Here are some programmatic components and areas of the Fair that could provide unique sponsorship opportunities for your business.

- **Entertainment Stage**
- **Family Fun Spot**
- **Indoor Entertainment stage**
- **Beer Garden**

All opportunities would be in addition to or within range of what's listed in our sponsor packages.

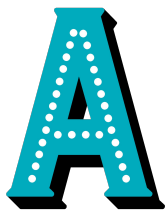


Additional ways to contribute to the Arlington County Fair



Friends of the Fair

The Arlington County Fair is a non-profit organization that welcomes gifts from all members of the community. We are grateful to all individuals within the community that are interested in supporting the Fair with a contribution of any size. With your permission, your contribution will be recognized on the Arlington County Fair website and printed program.



Partners

Partners are those that help make the Fair a success through their in-kind contributions, usually with a focus on enhancing the programmatic offerings. If this type of contribution is better suited for your organization, please connect with us and we'll put you in touch with the applicable Committee.



**We look forward to
hearing from you!**

**We can be reached at
sponsors@arlingtoncountyfair.us**

Fair Location

**Thomas Jefferson Community Center
3501 Second Street
South Arlington, VA 22204**

Mailing Address

**PO Box 42002
Arlington, VA 22204**