

# MEADOW EVENT PARK

## 2024 SPONSOR OPPORTUNITIES



**THE MEADOW**  
EVENT PARK

## 2023 SUCCESS

2023 was a year of success and continued growth. While a Tropical Storm swept through our grounds during the first weekend of our State Fair, the fair set a new attendance milestone on the final Saturday by reaching capacity for the first time in the fair's history. We saw above-average facility attendance growth for our many other events.

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540,000  
OVERALL ATTENDANCE

Facility attendance for After Hours Concerts, rodeos, Illuminate Light Show, and public trade shows were above average with most all events seeing growth.

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182

## UNIQUE EVENTS

This number continues to grow as the Meadow Event Park brand gains traction as the area's leading multi-purpose event venue!

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372

## EVENT DAYS

This number continues to grow as Meadow Event Park successfully holds numerous multi-day events on the same weekends.

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## Meadow Event Park

The Meadow Event Park in Caroline County, Virginia, was once a family farm and is now a multi-purpose venue — it is home to the State Fair of Virginia and other notable events. The 331-acre property is rich in history and features a mixture of newly constructed facilities and original structures. Thoroughbred racing legend Secretariat was born here in 1970. Three years later he blazed his way into Triple Crown history. Today his birthplace is listed on the National Register of Historic Places and the Virginia Landmarks Register. Narrated tours have been suspended at this time.

*Situated just minutes from I-95, the Meadow Event Park offers a diverse setting for all types of events. The unique collection of facilities can accommodate a wide variety of events year-round.*

*Located along I-95 between Fredericksburg and Richmond, the Meadow Event Park is the home to major regional events such as the State Fair of Virginia, Illuminate Christmas Light Show, and the Virginia Farm Festival. It is also home to the birthplace of world famous, Triple-Crown winning racehorse, Secretariat.*

## MISSION

Our mission is to be a multi-purpose facility that generates regional and statewide economic impact.

## VISION

Our vision is to excel in customer service, diversify rental activities, and maintain a strong brand reputation built on maintaining first class facilities and partner successes.

## VALUES

### **PARTNERSHIP**

We want our partners to succeed.

### **INSPIRATION**

We value our history, our picturesque setting, and our ability to build successful events.

### **STEWARDSHIP**

We value our reputation and the reputation of our owner, Virginia Farm Bureau.



AVERAGE ATTENDANCE  
**500,000+**

Horse Shows  
RV Events  
Concerts  
Weddings  
Public Consumer Trade Shows  
Sports Competitions  
Outdoor Trade Shows

**State,  
Regional, and  
Local Reach**

In 2023, we had 182 unique events.

Virginia Farm Festival  
changing to a Friday/  
Saturday schedule vs.  
Saturday/Sunday



50th Anniversary of  
the BMW Motorcycle  
Owners Rally – June



Richmond Oktoberfest  
moving to the Meadow  
Event Park in October



Virginia Kennel Club  
moving from RIR to  
Meadow Event  
Park in June



Retention rate is  
above 90%!

**NEW  
EVENTS  
- 2024**



## CUSTOMER CONNECTION OPTIONS

1. Signage
2. Title Sponsor
3. Presenting Sponsors
4. Building Sponsors
5. Concerts
6. Social Media Giveaways
7. Mobile Tours and Sampling
8. Interactive Booths
9. VIP Experiences
10. Snapchat Filters
11. Meet and greet opportunities

## OPTIONS FOR YOUR PACKAGE

- Guest Tram signage
- Facebook and Instagram contests
- Marketing material inclusion
- Social media inclusion
- Category exclusivity
- 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
- Product promotions
- Signage



## SOCIAL MEDIA METRICS

- **16,837 followers** on *Meadow Event Park* Facebook & Instagram pages

### Meadow Event Facebook Audience

Women .....	<b>79%</b>
Men .....	<b>20%</b>
age 18-24 .....	<b>8%</b>
age 25-34 .....	<b>27%</b>
age 35-44 .....	<b>27%</b>
age 45-54 .....	<b>20%</b>
age 55-64 .....	<b>12%</b>
age 65+ .....	<b>5%</b>

**State,  
Regional, and  
Local Reach**

## MEADOWEVENTPARK.COM — WEBSITE ANALYTICS

Website page views for 2023 ..... **3.5 million page views**

Contact **Marlene Jolliffe** to Learn More

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