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SPONSORSHIP AVAILABLE NOW

BECOME A DELAWARE STATE FAIR EMAIL SPONSOR \$5000

Email Blast: \$5,000

The Delaware State Fair uses email to reach out to those who sign up for the service and previous customers. Over 40 emails are sent to the Fair's over 81,000 unique email patrons each year. All emails will be tagged with "Email powered by..."

Sponsor name/logo included in email with link to Sponsor's website. As an official sponsor of the Delaware State Fair, your organization will have an opportunity to interact with the over 81,000 people on our email list which touts all things Ten Days of Fair, The Centre Ice Rink, Quillen Arena Concert Series, The Great Pumpkin Carve Festival and so much more. Since 1919, the Delaware State Fair has been a source of family entertainment and over the past 100 years has become one of the area's favorite entertainment destinations.

Impressions/Reach: 3.2M Media Value: \$160,000

Over 40 sent emails annually

Media Value: 81,000 x 40 = 3.2M impressions

Average 5% Click rate

Average open rate over 27%

