



100th Annual Central Florida Fair

A Not-For-Profit Fair

Mar. 1 - Mar. 11, 2012

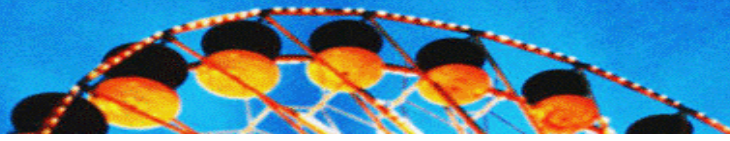


2012

Partnership Opportunity

*A Visible Statement of Your Company's Commitment to
Enriching the Central Florida Community through a
99 Year Old Family Tradition!*

2011 Attendance: 228,475
Media Impressions: 14,560,797



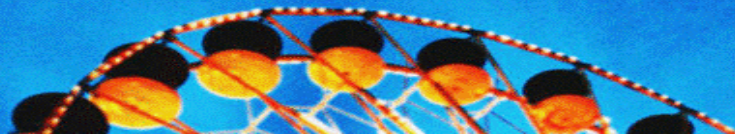
99th Annual CENTRAL FLORIDA FAIR

Snap Shot **2011**

- Total Attendance: 228,475
Orange, Seminole, Osceola, Lake, Brevard and Volusia Counties
- Total Media Impressions: 14,560,797
 - Print: 976,000
 - Radio: 4,628,980
 - Television: 4,087,761
 - Internet: 2,868,056
 - Outdoor: 2,000,000

Over 150,000 daily schedules inserted into the Orlando Sentinel, Orlando Weekly, East Orlando Sun, Apopka Chief and UCF Knights newspapers and distributed at the entrance gates.

- 500 Full Color FAIR Posters distributed to local partners and businesses



CENTRAL FLORIDA FAIR

Demographics

CENTRAL FLORIDA FAIR DEMOGRAPHICS

Rounded to .5%

GENDER	
Male	43.0%
Female	57.0%

AGE	
Under 5	3.5%
5 to 9	3.5%
10 to 14	7.0%
15 to 17	7.5%
18 to 20	7.0%
21 to 24	9.0%
25 to 29	11.0%
30 to 34	9.0%
35 to 39	16.0%
40 to 44	7.0%
45 to 49	5.0%
50 to 54	4.5%
55 to 59	4.0%
60 to 64	2.0%
65 to 69	2.0%
70 to 74	1.0%
75 to 79	1.0%
80+	0.0%

FAMILY INCOME	
\$0 - 9,999	1.0%
\$10,000 - 14,999	2.0%
\$15,000 - 24,999	15.0%
\$25,000 - 34,999	26.0%
\$35,000 - 49,999	24.0%
\$50,000 - 74,999	19.0%
\$75,000 - 99,999	11.0%
\$100,000 - 149,999	2.0%
150,000+	0.0%

RACE	
Caucasian	51.0%
African American	26.0%
Hispanic/Latino	20.0%
Other	3.0%

MARITAL STATUS	
Never Married	36.5%
Married	46.0%
Separated	2.5%
Widowed	3.0%
Divorced	12.0%



2012 Central Florida Fair Partnership Opportunities
(event details provided upon request)

Entertainment Title Sponsor

\$5,000

*Non stop entertainment with Las Vegas Hypnotist Catherine Hickland, large scale shows with local popular bands, Central Florida Has Talent Competition, Step Battle Step Show, local performing arts schools and dance troupes. Sponsor will be recognized in all marketing for main stage entertainment as well as audio mentions before each show, performance, concert or competition. Banners on stage at all times and stage naming rights. (sponsor exclusivity)
(booth in high traffic area for 11 days will also be provided by the fair)*

Military Appreciation Day Title Sponsor

\$2,000

***Wednesday, March 7, 2012** Be a part of the best celebration as we support and honor our active and retired military heroes. All active and retired military personnel with ID will get to enjoy free gate admission from 4pm to 6pm. Sponsor will be recognized on all marketing for Military Appreciation Day. (sponsor exclusivity)
(booth in high traffic area for 11 days will also be provided by the fair)*

Daily Show Entertainment Title Sponsor

\$5,000

*Each year we search for the most unique and exciting daily shows for our 11 day fair. We book some of the most the famous shows from around the country. From shows like the famous Welde Bear Show to the only traveling Sea Lion Show there is something for everyone. These shows are educational and very family oriented!
(sponsor exclusivity) (booth in high traffic area for 11 days will also be provided by the fair)*

Horses Arena Title Sponsor

\$5,000

The Central Florida Fair is home of some of the most exciting Equine Events in Central Florida which includes Horse Shows, Drill Teams, Barrel Racing, Bull Riding, Cowboy Mounted Shooting Competitions, and the Central Florida Fair Cattlemen's Invitational Ranch Rodeo and the Central Florida Fair Youth Ranch Rodeo. Sponsor will be have exclusive naming rights of the Equine Arena March 1-11, 2012. One (1) banner/signage on display in the Equine Arena March 1-11, 2012. Arena Partner will receive exclusive rights to present, demonstrate/exhibit in our Premier Arena Partner location directly in front of the Equine Arena March 1-11, 2012. Arena partner will be recognized during all scheduled arena shows and events. Marketing material may include but not limited to television, radio, internet, print and outdoor. (sponsor exclusivity)

Dollar Day Title Sponsor

\$3,000

Opening Day of the Fair, Thursday, March 1, 2012 \$1 rides, \$1 admission & \$1 food specials. Sponsor will be recognized in all marketing for Dollar Day. Record attendance in 2011 on this day!

Rideband Title Sponsor

\$4,000

A day at the fair brought to the community by your organization. \$5 off rideband coupons will be distributed to your customers by funneling patrons to your locations to pick up coupon with purchase. Sponsor will be recognized in all marketing for rideband day. Past partners include Burger King, McDonalds & Pollo Tropical. Great promotion!

Exclusive Back-of-Ticket Sponsor

\$3,500

Tickets that are purchased or picked up at the gate will have your coupon or message on the back of 80,000 tickets. Coupon or message is the responsibility of the sponsor and the Central Florida Fair will have them printed. (sponsor exclusivity)

***On behalf of the Board of
Directors and the Central Florida Fair
Team, we look forward to working
with you in 2012!***



Contact Information:

*Tiffany Lee, Marketing Director
Central Florida Fair Inc.*

4603 W. Colonial Drive Orlando, Florida 32808

Office: 407-295-3247 Fax: 407-295-2082

email: tiffany@centralfloridafair.com

www.CentralFloridaFair.com