

CHAMPLAIN VALLEY FAIR

PRESENTED BY  NORTH
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Advertising & Sponsorship
Champlain Valley Fair
Aug 28 – Sept 6, 2026
The ten best days of summer!

Partner with Vermont's Largest Annual Event – The Champlain Valley Fair



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For over 100 years, the **Champlain Valley Fair**, known as “the ten best days of summer”, has stood as Vermont’s premier annual event, bringing together families, friends, and communities. Each year, approximately **120,000 visitors** gather at the Champlain Valley Exposition in Essex Junction to experience **ten days of live entertainment, thrilling rides, exciting competitions, local food, agriculture, and grandstand entertainment**; drawing visitors from across Vermont, New York, and New England.

The Fair’s ten-day run offers a unique combination of **family attractions, agricultural showcases, nationally recognized concerts, motorsports, midway rides, and local food experiences**, making it a cornerstone of summer in Vermont. This diverse range of programming provides an exceptional platform for sponsors to engage with a broad and loyal audience in a trusted, community-centered setting.

As Vermont’s **largest annual event**, the Fair offers an unmatched opportunity for sponsors to connect with a highly engaged and diverse audience in a fun, family-friendly environment. From **on-site branding and activations to digital promotions and concert partnerships**, sponsors can align their brand with a trusted community institution that celebrates tradition, excitement, and local pride.

As a sponsor, your organization will have the opportunity to align its brand with one of the region’s most enduring and recognizable traditions. Sponsorship opportunities are designed to provide **strategic visibility, consumer engagement, and meaningful community impact**, with customizable packages to meet specific marketing objectives.

We invite you to explore partnership opportunities with the **Champlain Valley Fair** and join us in continuing a century-long tradition of celebration, connection, and regional pride. Together, we can create meaningful experiences for attendees while showcasing your brand to thousands of engaged fairgoers. To learn more about sponsorship opportunities or to discuss a tailored partnership, please contact me at bhunt@cvexpo.org or by calling (802) 878-5545 ext. 16. We look forward to the opportunity to collaborate in making the next Champlain Valley Fair our most successful event yet.

Regards,
Brad Hunt
Marketing Director
Champlain Valley Exposition

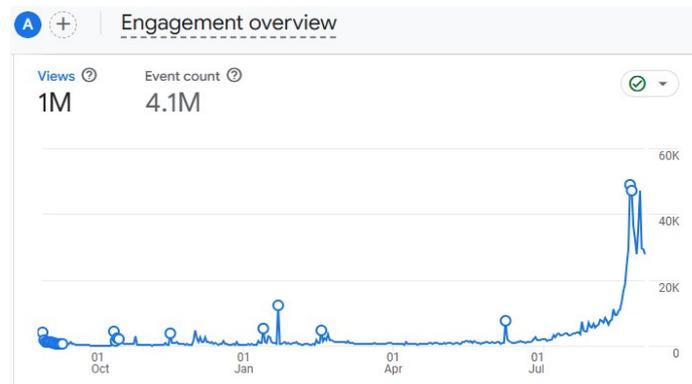
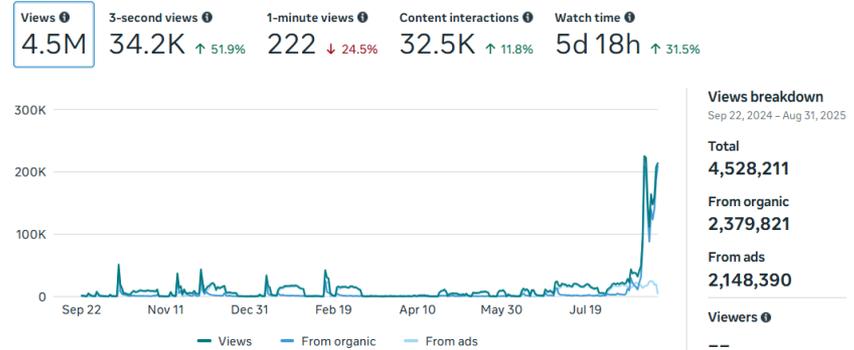
Champlain Valley Fair – Audience Overview



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- 115,536 scanned attendance
 - 26,625 vehicles parked
 - 18,402 concert attendees
 - 8,742 motor sport attendees
- 57,900 Exposition & Fair followers on social media
 - facebook.com/thechamplainvalleyfair/
 - 4,528,211 content views
 - 136,093 page visits
 - 33,702 user interactions
- 70,070 newsletter subscribers (email)
- 1,001,626 visitors to champlainvalleyfair.org
 - champlainvalleyfair.org
 - 712K visitors from July 1st – Aug 31st
- 15+ million paid impressions across multiple channels, including:
 - Google display
 - Streaming Audio/Video
 - OTT
 - Broadcast/Radio
 - Targeted Email
 - And MORE!



Champlain Valley Fair – Vermont Audience Demographics



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Population & Age

Vermont's estimated population was **approximately 645,254** in 2023.

Age structure:

- Median age ~ 43 years. [Data USA+2Census Reporter+2](#)
- Persons under 18: ~ 17.4% of the population. [Census.gov](#)
- Persons 65 and over: ~ 22.8% of the population. [Census.gov+1](#)

Income & Economy

- Median household income: ~\$78,024 (2023 estimate) for the state. [Data USA+1](#)
- Per capita income: ~\$46,029 (approx) for Vermont. [Census Reporter](#)
- Education & workforce: In the “2023 Vermont Behavioral Risk Factor Survey” — 38% of adults reported having a college degree or more; 51% of households have incomes between \$50k and \$150k. [Health Vermont](#)

Race, Ethnicity & Household Profile

- Vermont is a predominantly White state: White alone (non-Hispanic) around ~89% of the population. [VeritasX+1](#)
- Household & housing: Owner-occupied units ~58.4% in one report. [Vermont Hometown Locator](#)

Implications for Sponsorship

- Vermont's older median age and high share of residents 65+ means that events appealing to families, all-ages, or multigenerational groups have strong relevance.
- The relatively solid median household income suggests spending capacity for experiential marketing, brand activations, and event sponsorships.
- Given the smaller population relative to major states, localized sponsorships (regional reach, community-engagement) can yield strong visibility and meaningful ROI.

<https://datausa.io/profile/geo/vermont#demographics>

Champlain Valley Fair – Demo (cont.)

Vermont borders Massachusetts, New Hampshire, New York, and Quebec (CA)

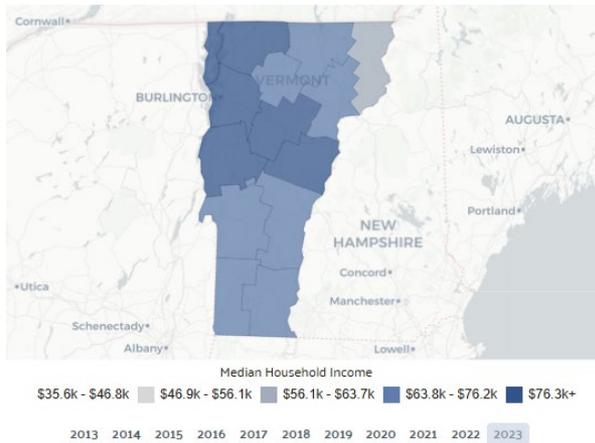


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Core DMA Income

In 2023, the county with the highest Median Household Income (Total) in Vermont was Chittenden County, VT with a value of \$94,310, followed by Grand Isle County, VT and Addison County, VT, with respective values of \$90,625 and \$88,478.



Military Community

Vermont has a large population of military personnel who served in Vietnam, 1.79 times greater than any other conflict.



General Demographics

In 2023, Vermont had a population of 645,254 people.

- 49.6% men and 50.4% women.
- The median age is 43
- The median household income is \$78,024
- Between 2022 and 2023 the population of Vermont grew from 643,816 to 645,254, a 0.223% increase
- Its median household income grew from \$74,014 to \$78,024, a 5.42% increase

Ethnic Diversity

The 5 largest ethnic groups in Vermont are:

- White (Non-Hispanic) (90.6%)
- Two Races Excluding Other, & Three or More Races (Non-Hispanic) (2.6%)
- Asian (Non-Hispanic) (1.63%)
- Black or African American (Non-Hispanic) (1.16%)
- Two Races Including Other (Non-Hispanic) (1.07%)

College Information

The largest universities in Vermont with 2023 degrees awarded:

- University of Vermont (3,383)
- Vermont State University (1,371)
- Champlain College (1,351)
- Norwich University (1,087)
- Middlebury College (972)
- Community College of Vermont (586)

Home Ownership & Commute

- In 2023, the median property value in Vermont was \$290,500, and the homeownership rate was 72.8%.
- Most people in Vermont drove alone to work, and the average commute time was 23.4 minutes.
- The average car ownership in Vermont was 2 cars per household.

Champlain Valley Fair – 2026 Sponsor Opportunities

Event/Entertainment Sponsorship

Premier Sponsorship is built for organizations making a substantial investment and seeking the highest level of visibility and brand impact. As a key supporter of featured entertainment or a major event, Premier Sponsors receive prominent, multi-channel exposure that places their brand at the forefront of the fair experience—before, during, and after the event—delivering unparalleled awareness and engagement with fairgoers.:

- Title & presenting sponsor recognition for the chosen event/entertainment across all connected marketing for the event/entertainment.
- Company signage positioned at sponsored event/entertainment.
- Three 6'W x 3'H horizontal banner positions located in high traffic gate entrance locations.
- Full page ad in the annual Fair Fun Guide, circulated to 20,000 print and 15,000+ digital fairgoers.
- Recognition throughout Fair Fun Guide as sponsor of selected event/entertainment.
- Twelve month :30 ad on Miller North/South digital displays during the ten-day Fair. Ad will rotate across inventory on six 85" displays.
- Daily :30 live read PA announcements from the “voice of the grandstand” with your advertising message/script.
- Recognized in live read PA announcements in conjunction with event/entertainment promotions and daily schedule announcements.
- Company logo, with clickable URL, on sponsor recognition page.
- One hundred (100) General admission tickets to the Champlain Valley Fair. *(additional general admission tickets may be added to this package at a discounted rate)*

Premier Sponsor: \$7,500

Brand Awareness & Engagement

Spotlight Sponsorship is designed to elevate brand awareness through prominent, high-visibility marketing touchpoints that put your organization front and center with fairgoers. This package delivers consistent exposure—connecting your brand with large, engaged audiences and maximizing reach across on-site, digital, and promotional channels.

- Two 6'W x 3'H banner positions located in high traffic gate entrance locations.
- Two double sided barricade covers located along ticketing line and/or guest entrances.
- ½ page ad in the annual Fair Fun Guide, circulated to 20,000 print and 15,000+ digital fairgoers.
- Six month :30 ad on Miller North/South digital displays during the ten-day Fair. Ad will rotate across inventory on six 85" displays.
- Daily :30 live read PA announcements from the “voice of the grandstand” with your advertising message/script.
- Company logo, with clickable URL, on sponsor recognition page.
- Fifty (50) General Admission tickets to the Champlain Valley Fair. *(additional general admission tickets may be added to this package at a discounted rate)*

Spotlight Sponsor: \$5,500

A La Carte

For organizations seeking a flexible, à la carte approach with the ability to customize marketing and on-site elements to meet specific goals.

- Banner position @ 6'W x 3'H: \$500/per
- Fair Fun Guide Advertising:
 - ¼ page: \$500
 - ½ page: \$1,000
 - Full page: \$1,500
- Daily :30 live read PA announcements from the “voice of the grandstand” with your advertising message/script: \$500
- :30 ad on Miller North/South digital displays. Ad will rotate across inventory on six 85" displays:
 - Ten-Day Fair: \$1,500
 - 6-Months: \$2,000
 - 12-Months: \$3,000
- Company logo, with clickable URL, on sponsor recognition page: \$500
- General admission tickets may be purchased as part of this package at a discounted rate.



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Champlain Valley Fair – 2026 Sponsor Packages

Package Sponsorships are designed for organizations seeking a streamlined, high-impact partnership. Each package bundles key marketing assets and on-site visibility into one cohesive offering—maximizing exposure, simplifying planning, and delivering incredible overall value. This approach ensures consistent brand presence across the event while reducing complexity and increasing return on investment.

| | COMMUNITY CHAMPION | HERITAGE SUPPORTER | FRIEND OF THE FAIR |
|--|--------------------|--------------------|--------------------|
| Marketing & Advertising Opportunities | | | |
| Banner(s) in high traffic locations (6'W x 3'H horizontal) | Three | Two | One |
| Advertisement in print/digital Fair Fun Guide | Full Page | 1/2 Page | 1/4 Page |
| Company logo displayed on fair sponsor page | Included | Included | Included |
| Miller Atrium Digital Signage | 12 Months | 6 Months | Fair Only |
| Audio Opportunities | | | |
| :30 daily PA announcements during Fair | Included | Included | Included |
| Ticket Opportunities | | | |
| General admission (parking not included) fulfilled via email | 100 | 50 | 25 |
| Sponsorship Total: | \$5,000 | \$3,500 | \$2,500 |

BRAD HUNT

MARKETING DIRECTOR

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