

# 2025 Annual Sponsor Report

**FLORIDA**  
STATE FAIRGROUNDS

LET  
YOUR **FUN SHINE**





**FLORIDA**  
STATE FAIR



## FROM THE DIRECTOR

At the Florida State Fairgrounds, we celebrate and live our commitment to agriculture, education, and community every day of the year. This mission is possible only because of the unwavering support of our valued partners. To our Champion of Champions, fair-time, year-round, and Sporting Clays sponsors, we extend our deepest gratitude.

This year underscored the importance of community as we joined in the recovery from fall's hurricanes. As we began our repairs, we also proudly transformed our 337-acres into a staging area for vital services focused on power restoration, debris removal and distribution of aid to those in affected areas across the state.

Despite the challenges, we rallied and officially kicked off our annual February fair as scheduled. A new format for opening ceremonies provided a burst of energy and previews of our best 2025 food and attractions. Fair fans then enjoyed 12 days of fun and surprises, from the stunning Florida-themed art installations to the sparkling LED water stunt show, traditional butter sculpting, and more.

True to our roots, we showcased the best of Florida agriculture through dozens of exceptional exhibits and live competitions. It was extremely rewarding to see participation grow in both the nationally recognized, Champion of Champions and Competitive Agriculture Livestock programs this year! Ag is the very heart of our fair, and the support of our sponsors ensures that we can further our efforts to attract new interest and participation.

We are so thankful for each partner who provides the resources which enable us to expand our reach, enhance our programs, and create even more opportunities to enrich our community. We're excited to be on this journey with you!

Join us for all of the great events happening each week at the Florida State Fairgrounds and mark your calendars to "Reimagine Your Fair Fun," February 5 – 16, 2026!

Sincerely,

*Cheryl Flood*

CEO, Florida State Fair Authority



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# 2025 FLORIDA STATE FAIR HIGHLIGHTS

**RECORD PERFORMANCE**  
**ADMISSIONS \$4MM**  
**TOTAL REVENUE \$9.4MM**



**3RD TIME MIDWAY SALES**  
**GREATER THAN \$5MM**



**ATTENDANCE**  
**398,000 GUESTS**



**HIGHEST ADVANCE SALES EVER**  
**59,000 TICKETS**



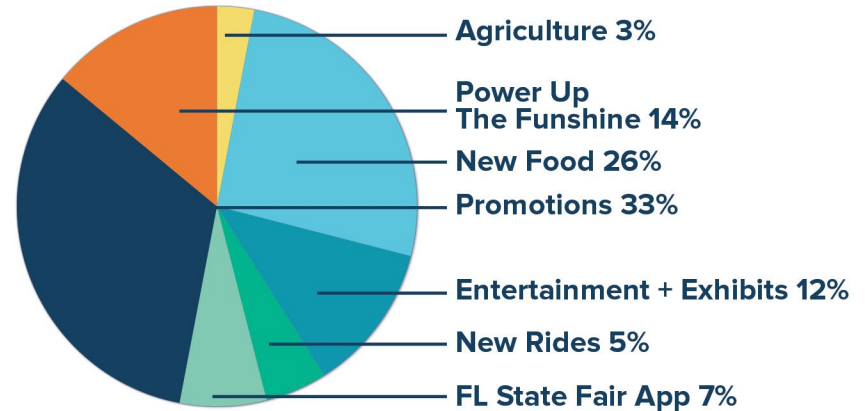
**NEW FAIR APP**  
**10K+ DOWNLOADS**



## EARNED MEDIA RESULTS

**10.07 BILLION IMPRESSIONS**  
**UP 34% OVER 2024**

The following depicts a breakdown of the Florida State Fair topics covered by media, including, but not limited to:



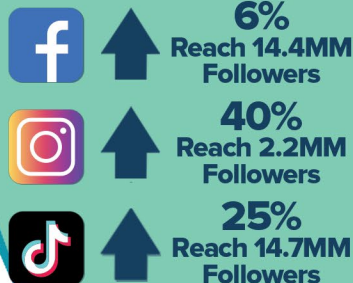
## PAID MEDIA RESULTS



PRINT	5,350,000	TV	22,900,000
RADIO	7,800,000	OUT OF HOME	51,439,000
DIGITAL		15,706,000	

**89,000,000 TOTAL IMPRESSIONS (UP 11.5% OVER 2024)**

## SOCIAL MEDIA



## SOCIAL MEDIA

**SUBSCRIBERS**  
**INCREASED**  
**TO 110,000+**  
**UP 35%**  
**FROM 2024**

## PAID INFLUENCER PROGRAM

**ADDED**  
**1.4MM**  
**FOLLOWERS**

# 2025 FLORIDA STATE FAIR CREATIVE HIGHLIGHTS



LET YOUR **FUN SHINE** **FEB 6 THRU 17**

**FLORIDA STATE FAIR**  
TAMPA • FLORIDASTATEFAIR.COM

**FLORIDA STATE FAIR**  
NOW THRU FEB 17

EVERY MONDAY-FRIDAY  
**SENIOR DAYS**  
**\$11 ADMISSION**  
FLORIDASTATEFAIR.COM

**FLORIDA STATE FAIR**  
NOW THRU FEB 17

**FIREWORKS**  
THIS SAT & SUN  
FLORIDASTATEFAIR.COM

**FLORIDA STATE FAIR** LET YOUR **FUN SHINE** **FEB 6 - 17, 2025 • TAMPA, FL** **GET TICKETS**

**FREE PARKING** LET YOUR **FUN SHINE**

BUY NOW, SAVE UP TO 30%

**FLORIDA STATE FAIR**  
FEB 6-17 • TAMPA

**FLORIDA STATE FAIR**

**GET YOUR TICKETS HERE**

SAVE UP TO 30%

COMING FEB 6-17 TAMPA

**Wawa**  
EXCLUSIVE RETAIL PARTNER

**FLORIDA STATE FAIR**  
GET YOUR **TICKETS INSIDE**  
SAVE UP TO 30%  
COMING FEB 6-17 TAMPA

**FLORIDA STATE FAIR**  
DON'T FORGET YOUR **TICKETS**  
SAVE UP TO 30%  
COMING FEB 6-17 TAMPA

**Wawa**  
EXCLUSIVE RETAIL PARTNER



Out of Home Billboards

Banner Ad

Wawa Retail POS

# 2025 FLORIDA STATE FAIR SPONSORS



LET  
YOUR **FUN SHINE**





Commissioner Wilton Simpson and the Florida State Fair Authority  
Invite You to Celebrate the Opening the 2025 Florida State Fair

# POWER UP THE FUN SHINE

**FLORIDA STATE FAIR**  
FEBRUARY 5, 2025 • 6:15 P.M.

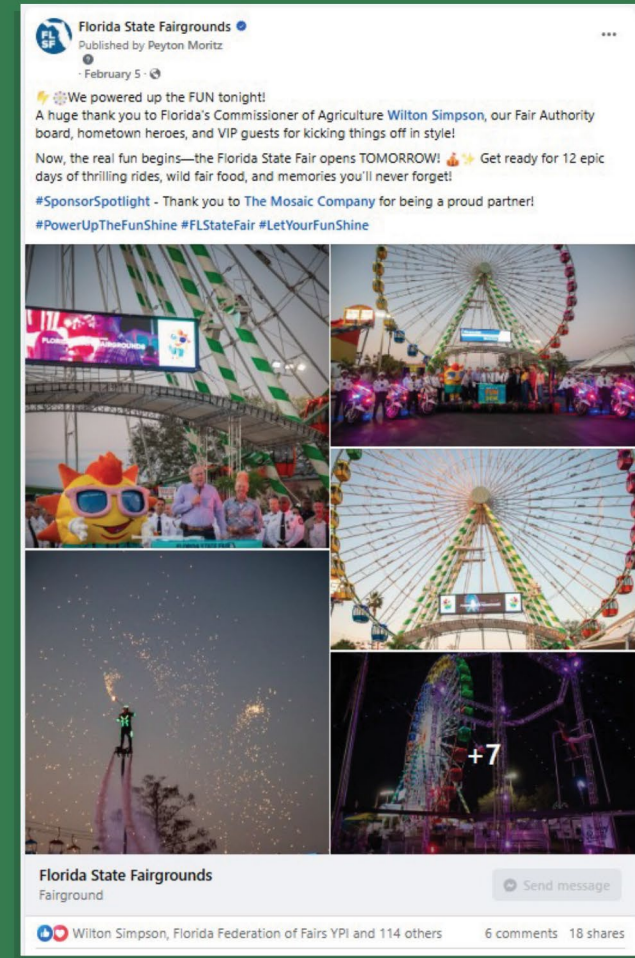
A special media event & evening reception featuring  
opening ceremony, VIP previews of new entertainment,  
fireworks, & tastings from the best of the 2025 Foodie Tour.

This year's honorees include members of  
Tampa Bay's military & first responders.

PLEASE ARRIVE BY 5:45 P.M.  
CEREMONY BEGINS AT 6:15 P.M.  
Reception To Follow With Fair-Themed  
Hors De Ours & Entertainment



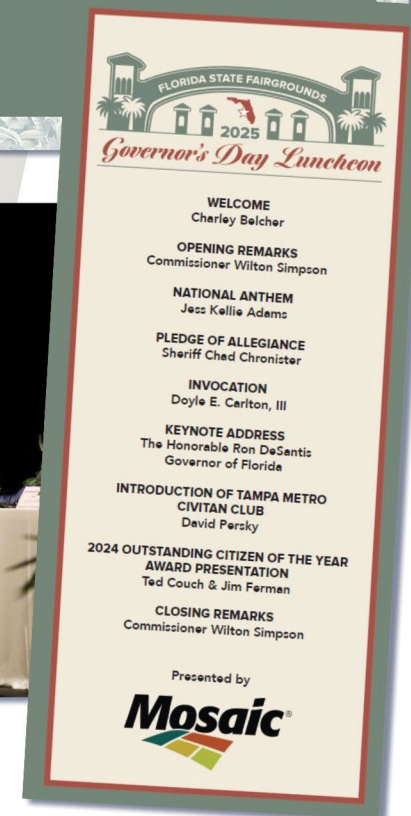
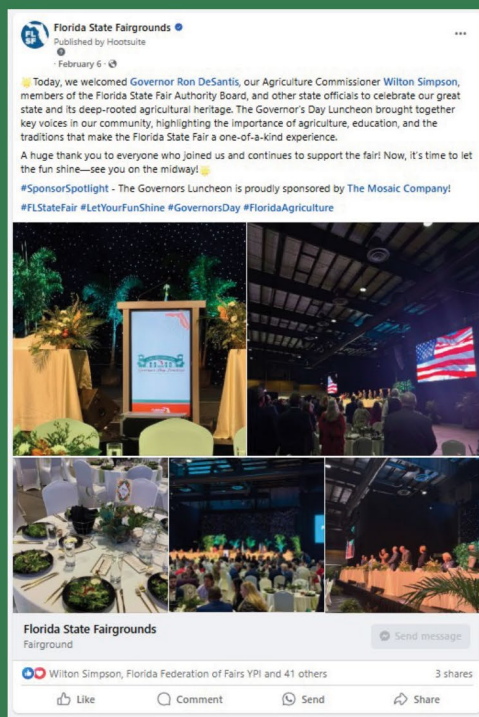
Enter at MLK Blvd. Park at Gate 2.  
Meet in front of the giant ferris wheel!



**2025**  
**"POWER UP THE FUNSHINE"**  
**OPENING CEREMONY**

**PRESENTING  
SPONSOR**

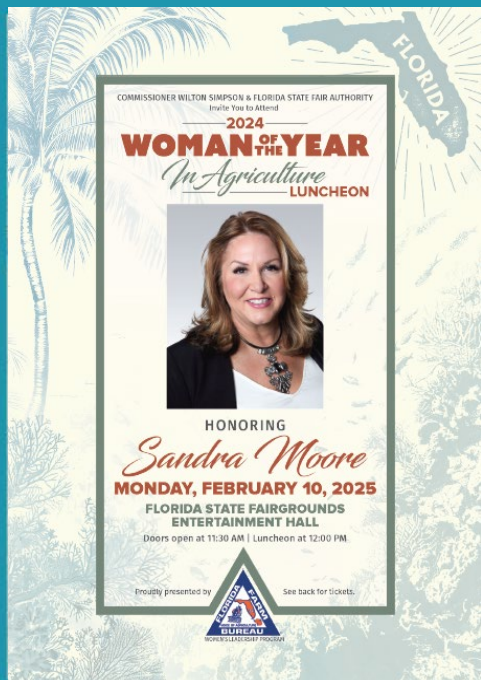




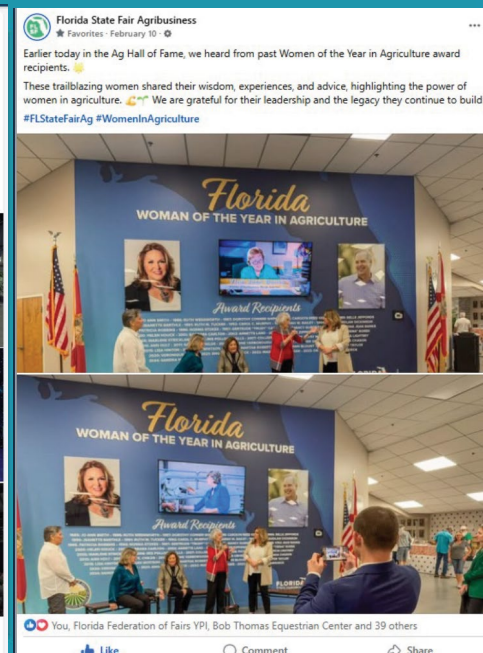
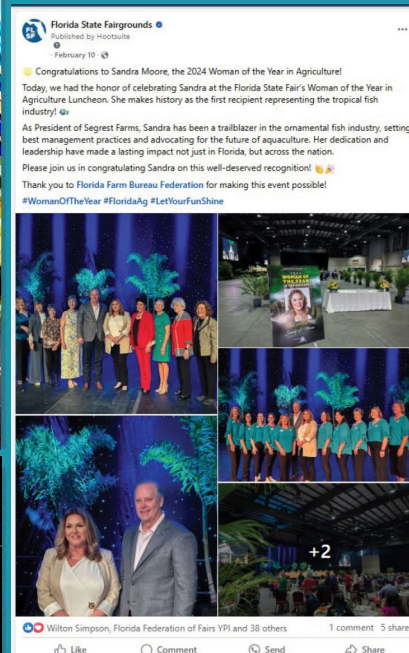
**PRESENTING  
SPONSOR**



**2025 GOVERNOR'S DAY  
LUNCHEON**



# 2025 WOMEN OF THE YEAR IN AGRICULTURE LUNCHEON





# 2025 COMPETITIVE AGRICULTURE LIVESTOCK PROGRAM



DELIVERING ON OUR COMMITMENT TO AGRICULTURE, EDUCATION & COMMUNITY SERVICE THROUGH THE GENEROUS SUPPORT OF OUR VALUED PARTNERS.





# ALL ABOUT AG

## YOUTH SHOWS

1,399 Exhibitors  
2,398 Animals

## OPEN SHOWS

672 Exhibitors  
1991 Animals

Youth Exhibitors and Animals  
increased YOY from 2024

## YOUTH EXHIBITORS

45 Counties

## OPEN & YOUTH EXHIBITORS

50 Counties

2025 Fair marked an **increase in the counties** represented in both youth and open show

**29% increase** in competitors in non-livestock events including: 1485 Judging, Barn Quilt, Hay Bale, Ag Mechanics, etc.

## *Champion of* **CHAMPIONS**

Slight increases in 2025 qualifying exhibitors, premiums and scholarships

**QUALIFYING  
EXHIBITORS**  
1026

**ACHIEVEMENT  
PREMIUMS**  
\$258,805

**ANIMAL  
PREMIUMS**  
\$143,678

**SCHOLARSHIPS**  
\$13,200



**Florida State Fair Agribusiness**  
 January 28  
 New Ag Shirt Alert! 📢

Proceeds from every shirt go directly to our Champion of Champions Youth Program, helping empower our youth in agriculture to grow, lead, and succeed.

Visit our merchandise store to place your order, then pick it up during the fair at our Agribusiness Office in TECO Arena—it's that easy!

<https://ow.ly/ZGK450UNZi9>

#FLStateFairAg #SupportYouthAg #LetYourFunShine



**2025 NEW SHIRT!**

2 comments 7 shares

**Florida State Fairgrounds**  
 Published by Hootsuite  
 January 2

Agriculture at the Fair! 🌾🐄🐷  
 From Feb 6-17, experience the heart of Florida agriculture at the 2025 Florida State Fair!

Here's what you can look forward to:

- Live animals, including cows, pigs, goats, and more.
- Hands-on fun for kids at Ag-Venture.
- 4-H and FFA competitions showcasing Florida's young ag leaders.
- Florida-grown flavors, from fresh produce to delicious treats.
- Educational exhibits on farming history and innovation.

Follow along with our #AgAtTheFair series for weekly highlights, and don't miss your chance to explore all things Ag at the fair!

#SponsorSpotlight 🌟 The Mosaic Company is a proud sponsor of the Florida State Fairgrounds.

#FloridaStateFair #LetYourFunShine #Agriculture



**AG AT THE FAIR!**

32 2 comments 9 shares

Like Comment Send Share



**flstatefair and flstatefairag**  
 The Something Specials, Taylor Olin • Love

flstatefair The #FLStateFair is proud to be rooted in agriculture. 🌾  
 Experience Ag at the Fair, featuring youth livestock competitions and educational exhibits that highlight the importance of farming and foster a deeper understanding of agriculture for all ages!

Feb 6-17

#FLStateFairAg #FloridaAgriculture

candyslars @lafarmbureau  
 14w Reply

View insights Boost reel

Liked by flstatefairag and 388 others  
 January 14

Add a comment...

**FLORIDA STATE FAIR**

# 2025 AGRICULTURE SPONSORS






















# Champion of CHAMPIONS SPONSORS



PRESENTING SPONSOR



PREMIER SPONSOR



PREMIER SPONSOR

ROMAN THREE RANCH  
III  
DOYLE CARLTON III  
& FAMILY

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PREMIER SPONSOR

## BEST OF SHOW SPONSORS

Woodbery Carlton Foundation  
(In memory of Mildred & Doyle E. Carlton Jr.)  
Jenny Steimbrenner Swindal  
Florida FFA/ Tama County Pork Producers  
Debbie & Doyle Carlton III  
Charlie Lykes Family

## CHAMPION SPONSORS

Doyle Carlton III - The River Division  
The Matred Carlton Olliff Foundation  
New York Yankees Tampa Foundation  
Florida Strawberry Growers Association  
Coronas of Hollywood  
TECO an Emera Co.  
Bullard Family Foundation

## BLUE RIBBON SPONSORS

C & B Cattle of Hardee LLC  
Larson Dairy Inc  
Linda Syfrett  
Robbins Manufacturing Company  
Susanne Clemons  
Olin Mott Tire Stores  
Stella Thayer  
Wade Shows  
Feed Depot / Plant City Feed  
Suncoast Credit Union  
G.O.A.T. Extravaganza

## RED RIBBON SPONSORS

Bunker Depot LLC  
Florida Mineral Salt & Agricultural Products, Inc.  
Fresh Pak Produce Inc.  
Dennis & Alice Carlton  
Florida Alpaca and Llama Assoc.  
Super Dog  
Lightsey Cattle Co.  
Florida Cattlemen's Association  
TIKI Tea, Inc.  
Lykes Bros. Inc.  
Lance Fuchs  
Webster Hardware & Farm Supply  
Golden Spirit Alpaca Ranch  
MacKinnon Family Foundation  
Friends of the Rabbit Show

## HONORABLE MENTION SPONSORS

Walpole Feed & Supply  
Houston Taylor PLLC  
Ferman Motor Car Co.  
P & H Cattle Company  
Patrick Trailer Sales & Equipment  
Charles Bruno  
Payton Davis  
BS Ag Services  
Strawberry Crest FFA Alumni  
J. Thomas Touchton  
Lacy Brown Specialty Adv. LLC  
Cattlemen's Livestock Market  
Astor Ace Hardware  
Jarrett Scott Ford  
Swine ABC's  
A. Duda & Sons, Inc.



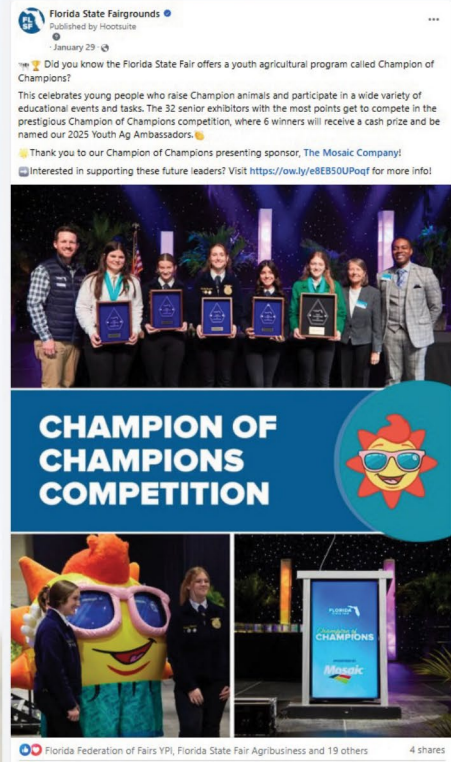
PRESENTING  
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2025  
CHAMPION OF CHAMPIONS  
YOUTH EDUCATION PROGRAM



PRESENTING  
SPONSOR



Florida State Fairgrounds  
Published by Hootsuite  
January 29

Did you know the Florida State Fair offers a youth agricultural program called Champion of Champions?

This celebrates young people who raise Champion animals and participate in a wide variety of educational events and tasks. The 32 senior exhibitors with the most points get to compete in the prestigious Champion of Champions competition, where 6 winners will receive a cash prize and be named our 2025 Youth Ag Ambassadors.

Thank you to our Champion of Champions presenting sponsor, The Mosaic Company!

Interested in supporting these future leaders? Visit <https://ow.ly/e8E850UPoof> for more info!

Florida Federation of Fairs YPI, Florida State Fair Agribusiness and 19 others  
4 shares



Florida State Fairgrounds  
Published by Peyton Moritz  
February 17

The Best of the Best!

Give it up for our Champion of Champions winners! These incredible competitors brought their A-game, and we're celebrating their hard-earned victories!

CHAMPION – Shelby Langford (Hillsborough County)  
2nd Place – Ashley Simmons (Orange County)  
3rd Place – Zach Mosley (Volusia County)  
4th Place – Evan Leturno (Citrus County)  
5th Place – Gatlin Buzbee (Alachua County)  
6th Place – Hayley Luznar (Volusia County)

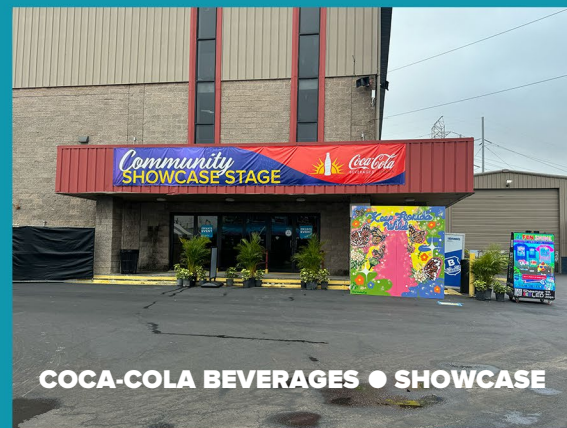
Huge congratulations to these outstanding champions!

Thank you to The Mosaic Company for being a proud sponsor!

#ChampionOfChampions #LetYourFunShine #FLStateFair

2025  
CHAMPION OF CHAMPIONS  
YOUTH EDUCATION PROGRAM

# SPONSORED STAGES AND DESTINATIONS



## SPONSORED STAGES AND DESTINATIONS

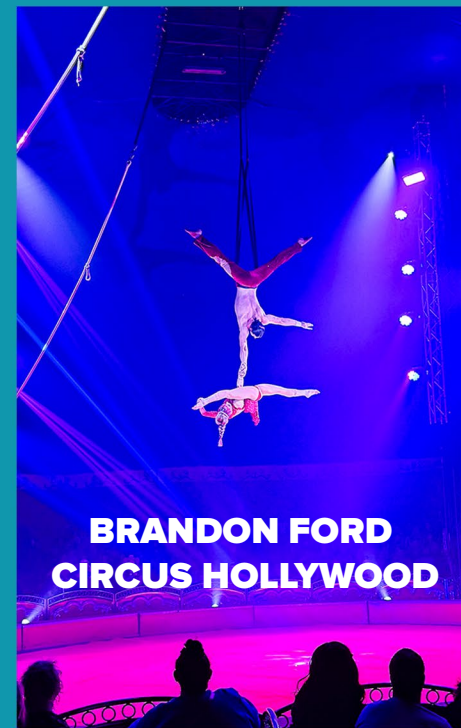
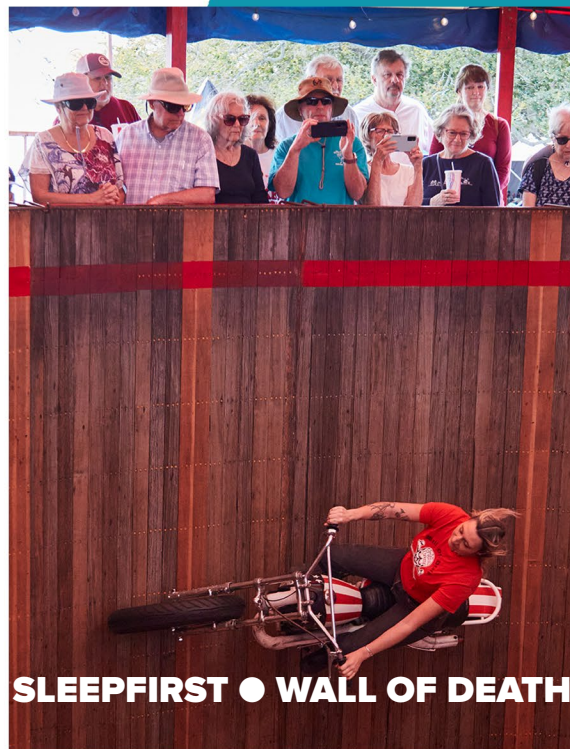
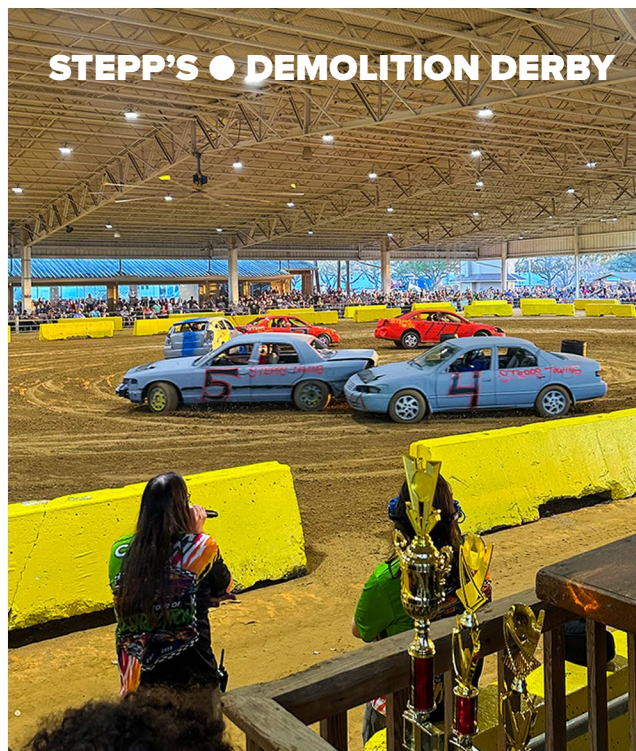


**KEEL FARMS • FARM BAR & TRACTOR BAR**



**EVERGLADES • THE GROVE**

# SPONSORED ATTRACTIONS



**FLORIDA**  
STATE FAIR

# SPONSORED ATTRACTIONS



**MOSAIC • LITTLE FARM HANDS**



**FLORIDA DAIRY • SENIOR ART SHOW**



**FFB, AEST, FAMA • AG-VENTURE**



**CHRIS LIGORI • FIREWORKS**



**EVERGLADES  
PEDDLE TRACTORS**

# SPONSORED FAIR ESSENTIALS

## GATE PROMOTIONS

 **JEFFREY  
ALLEN INC. HEROES DAY**

**MATTRESSFIRM** SENIOR DAYS



**HOSPITALITY &  
SERVICE INDUSTRY**



**\$3 THURSDAY**



**FAMILY DAY**



## FAIR SERVICES

**FLORIDA DAIRY FARMERS: TRAMS**

**AAA: INFORMATION BOOTHS**

**WAWA: EXCLUSIVE RETAIL PARTNER**



## FRIENDS & EXHIBITORS



TOWING SERVICES



SERVICE ENTRANCE



EQUESTRIAN BARNES



GOLF CART  
RENTALS



JEFFREY  
ALLEN INC.

EQUESTRIAN  
FACILITIES



LIVESTOCK BARNES



DRIVER SCHOOL



TECO ARENA



CRACKER COUNTRY



# YEAR ROUND SPONSORS

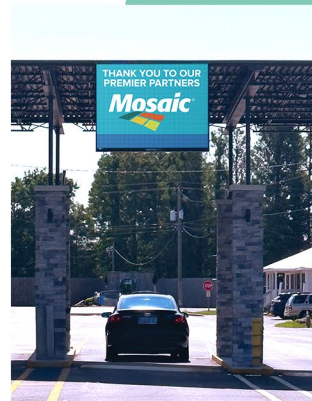
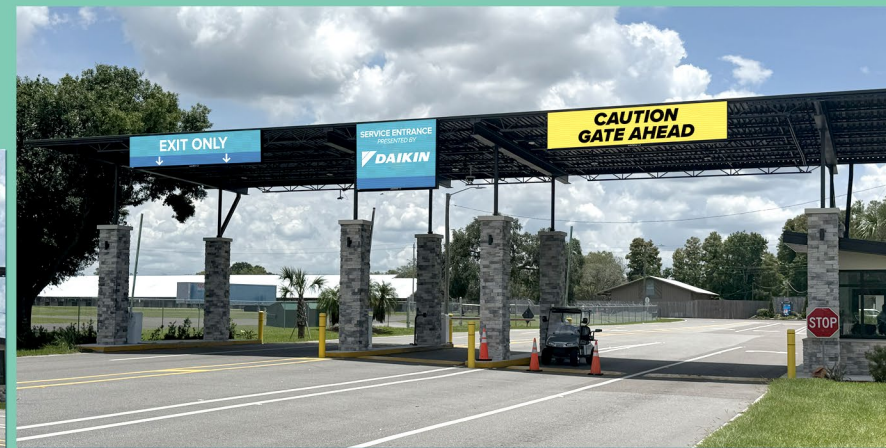
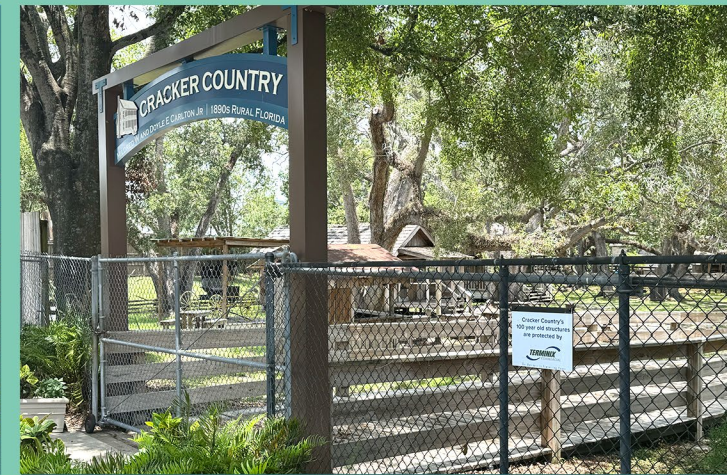
spa manufacturers, inc.



## PREMIER PARTNERS



# YEAR ROUND SPONSORS



**FLORIDA**  
STATE FAIR

## 2025 SPONSORS

### STAGE SPONSORS



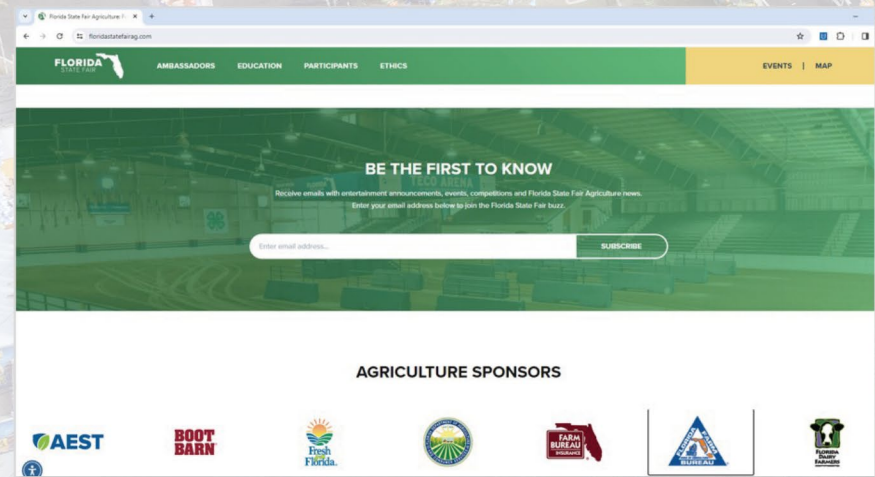
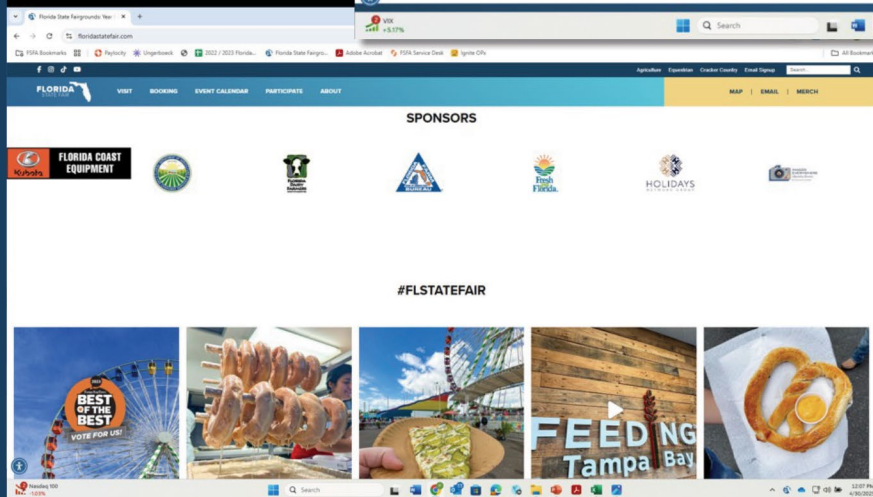
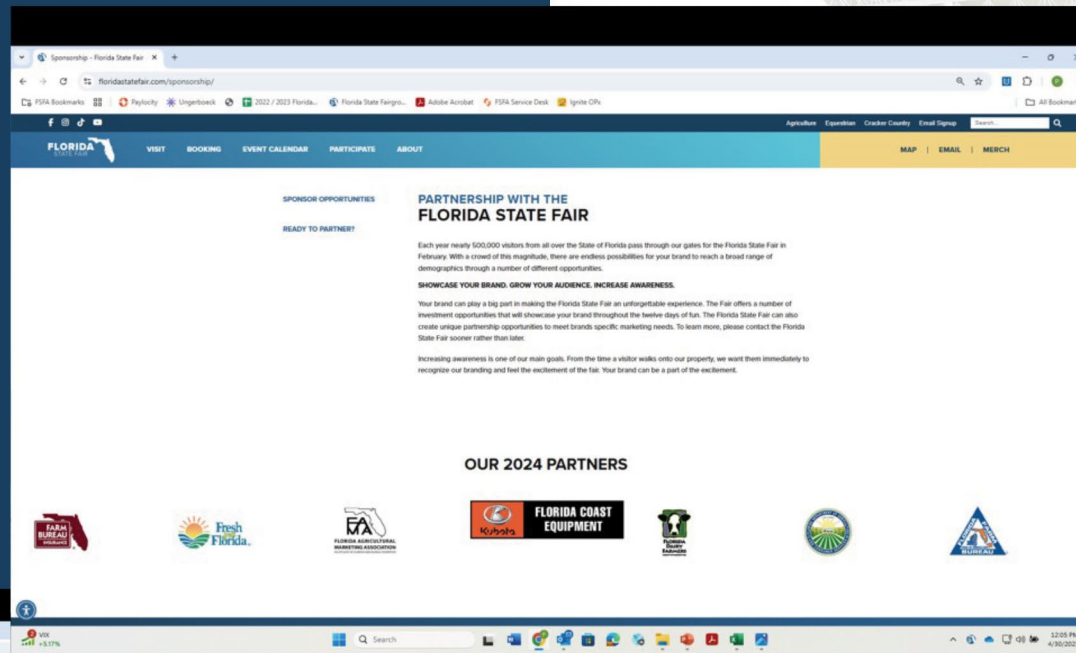
### FAIR SPONSORS



Our sponsors make Your Fair possible. Thank You! 30



**SPONSOR RECOGNITION  
PRINT COLLATERAL & IN-APP**



**SPONSOR RECOGNITION  
AGRIBUSINESS & FSFA WEBSITES**

# SPONSOR RECOGNITION GATE SIGNAGE





# FLORIDA STATE FAIR

## 5TH ANNUAL

### FRIENDS OF THE FAIR SPORTING CLAYS Tournament

# 2024

Benefiting the Florida State Fair Foundation, a 501(C)(3) Organization.

Thanks to the support of our generous sponsors, our annual Florida State Fair Sporting Clays Tournament this past November was a tremendous success. The proceeds from our yearly fundraiser benefit the Florida State Fair Foundation and the deserving, agricultural youth in our community who are the direct recipients of the scholarships and programming to educate our leaders of tomorrow.

We simply could not reach our goals without this incredible group of partners, and we are grateful for each one.

Please save the date to join us for the 6th Annual Florida State Fair "Friends of the Fair, Sporting Clays Tournament" at FishHawk on Friday, October 3, 2025!

**PRESENTING Sponsor**



**AMMUNITION, EYE & EAR PROTECTION Sponsor**



**BREAKFAST Sponsor**



**SHOOT OFF Sponsor**



**LUNCH Sponsor**



**RAFFLE Sponsor**  
Sprague Contracting

**AWARDS & CEREMONY Sponsor**



## **GOLD** *Sponsors*

**ACRISURE • ALL STEEL • BAYCO  
CARR, RIGGS & INGRAM, LLC**

**EVERGLADES EQUIPMENT GROUP • FIRE ANT CONTROL**

**GOJO / VERITIV • i2 VISUAL INC • JEFFREY ALLEN & CLUB CAR  
PRM • SAFFIRE • SHOOT STRAIGHT • SPA MANUFACTURERS  
SPRAGUE CONTRACTING • TECO • U.S. TENT • VENUE SMART**

## **SILVER** *Sponsors*

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LYDIA SYFRETT, BOARD MEMBER • SOUTHSTATE BANK  
TAMPA BAY TIMES • TZ BEDDING**

## **BRONZE** *Sponsors*

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J&M MATERIALS • MILLER ELECTRIC • MOSAIC  
NOISE NEW MEDIA • P&H CATTLE COMPANY  
SHERWIN WILLIAMS • STEPP'S TOWING COMPANY  
SUZANNE CLEMONS, BOARD MEMBER**



**FLORIDA**  
STATE FAIR

**5TH ANNUAL**

**FRIENDS OF THE FAIR  
SPORTING CLAYS**  
*Tournament*

**2024**