

2025 Annual Sponsor Report



LET
YOUR **FUN SHINE**





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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Agriculture

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Friends Of Fair

2025 Year-Round Fairgrounds Sponsors

2024 Sporting Clays Sponsors



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



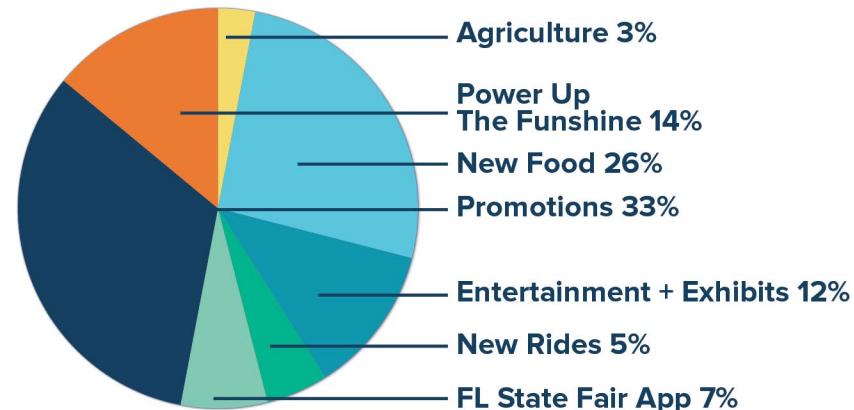
NEW FAIR APP
10K+ DOWNLOADS



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



6%
Reach 14.4MM
Followers



40%
Reach 2.2MM
Followers



25%
Reach 14.7MM
Followers

SOCIAL MEDIA

**SUBSCRIBERS
INCREASED
TO 110,000+**

**UP 35%
FROM 2024**

PAID INFLUENCER PROGRAM

**ADDED
1.4MM
FOLLOWERS**

2025 FLORIDA STATE FAIR CREATIVE HIGHLIGHTS



Out of Home Billboards



Banner Ad



Wawa Retail POS



Digital Ad



Wawa Retail POS



Wawa

Wawa Retail POS

2025 FLORIDA STATE FAIR SPONSORS



LET YOUR **FUN SHINE**



 Florida State Fairgrounds •
Published by Peyton Moritz
• February 5 •

⚡ We powered up the FUN tonight!
A huge thank you to Florida's Commissioner of Agriculture **Wilton Simpson**, our Fair Authority board, hometown heroes, and VIP guests for kicking things off in style!

Now, the real fun begins—the Florida State Fair opens TOMORROW! 🎉 Get ready for 12 epic days of thrilling rides, wild fair food, and memories you'll never forget!

#SponsorSpotlight - Thank you to **The Mosaic Company** for being a proud partner!
#PowerUpTheFunShine #FLStateFair #LetYourFunShine








Florida State Fairgrounds
Fairground

 Wilton Simpson, Florida Federation of Fairs YPI and 114 others 6 comments 18 shares

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Florida State Fairgrounds • Published by Hootsuite • February 6

Today, we welcomed Governor Ron DeSantis, our Agriculture Commissioner Wilton Simpson, members of the Florida State Fair Authority Board, and other state officials to celebrate our great state and its deep-rooted agricultural heritage. The Governor's Day Luncheon brought together key voices in our community, highlighting the importance of agriculture, education, and the traditions that make the Florida State Fair a one-of-a-kind experience.

A huge thank you to everyone who joined us and continues to support the fair! Now, it's time to let the fun shine—see you on the midway!

#SponsorSpotlight - The Governors Luncheon is proudly sponsored by The Mosaic Company!

#FLStateFair #LetYourFunShine #GovernorsDay #FloridaAgriculture

Florida State Fairgrounds Fairground

Send message

Like Comment Send Share

Wilton Simpson, Florida Federation of Fairs YPI and 41 others 3 shares

PRESENTING
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You are cordially invited
Commissioner Wilton Simpson and Florida State Fair Authority

Governor's Day Luncheon

Thursday, February 6th, 2025

Florida State Fairgrounds
Entertainment Hall
4800 US Highway 301 North
Tampa, FL 33610
Enter Via US 301 – Gate 1

Presented by
Mosaic

Doors at 11:00 a.m.
Luncheon at 12:00 p.m.

Tampa's Outstanding Citizen of the Year will be awarded

Tickets must be purchased
in advance. Individual tickets
are \$100.00 per guest.

Scan for Tickets

Table sponsorships are
available for \$1,000.00 per
table & include 8 Seats.



FLORIDA STATE FAIRGROUNDS 2025 Governor's Day Luncheon

WELCOME Charley Belcher

OPENING REMARKS Commissioner Wilton Simpson

NATIONAL ANTHEM Jess Kellie Adams

PLEDGE OF ALLEGIANCE Sheriff Chad Chrioster

INVOCATION Doyle E. Carlton, III

KEYNOTE ADDRESS The Honorable Ron DeSantis Governor of Florida

INTRODUCTION OF TAMPA METRO CIVITAN CLUB David Persky

2024 OUTSTANDING CITIZEN OF THE YEAR AWARD PRESENTATION Ted Couch & Jim Ferman

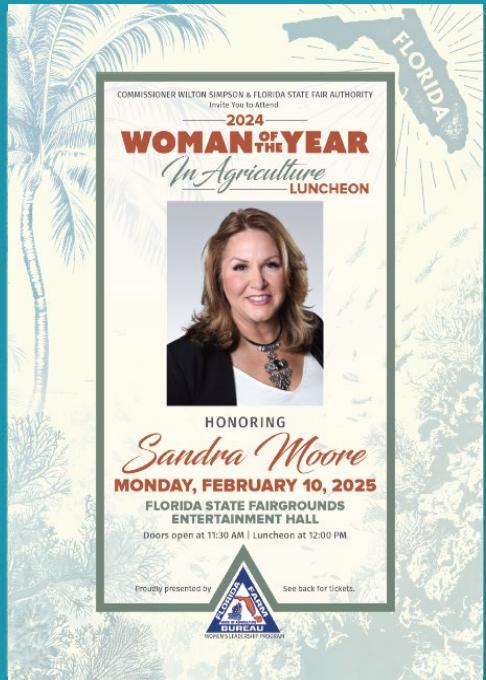
CLOSING REMARKS Commissioner Wilton Simpson

Presented by **Mosaic**

2025 GOVERNOR'S DAY LUNCHEON



2025 WOMEN OF THE YEAR IN AGRICULTURE LUNCHEON



WOMEN'S LEADERSHIP PROGRAM



2025 COMPETITIVE AGRICULTURE LIVESTOCK PROGRAM



FLORIDA
STATE FAIR

Mosaic[®]

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



★ Favorites - January 28 - 0

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



Florida State Fairgrounds

Published by Hootsuite

January 2 - 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

FLORIDA STATE FAIR

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AN AFFILIATE OF FLORIDA FARM BUREAU FEDERATION

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Woodberry Carlton Foundation
Matred Carlton Olliff Foundation



Champion of CHAMPIONS

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ROMAN THREE RANCH
III
DOYLE CARLTON III
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2025
CHAMPION OF CHAMPIONS
YOUTH EDUCATION PROGRAM

FLORIDA
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Mosaic
The Smart Way to Fertilize

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 2023 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/eBE850Uqoaf> for more info!

CHAMPION OF CHAMPIONS COMPETITION

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 – Shelly Langford (Hillsborough County)
2nd Place – Ashley Simmons (Orange County)
3rd Place – Zach Moley (Volusia County)
4th Place – Eva Letourneau (Citrus County)
5th Place – Gatlin Buzbee (Alachua County)
6th Place – Hayley Luzzar (Volusia County)

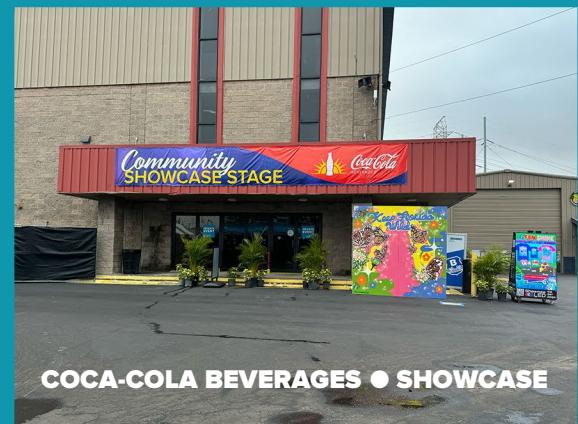
Huge congratulations to these outstanding champions!

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



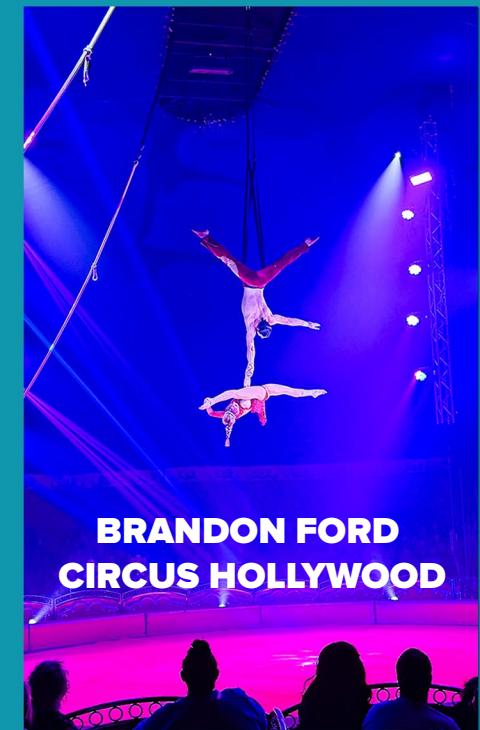
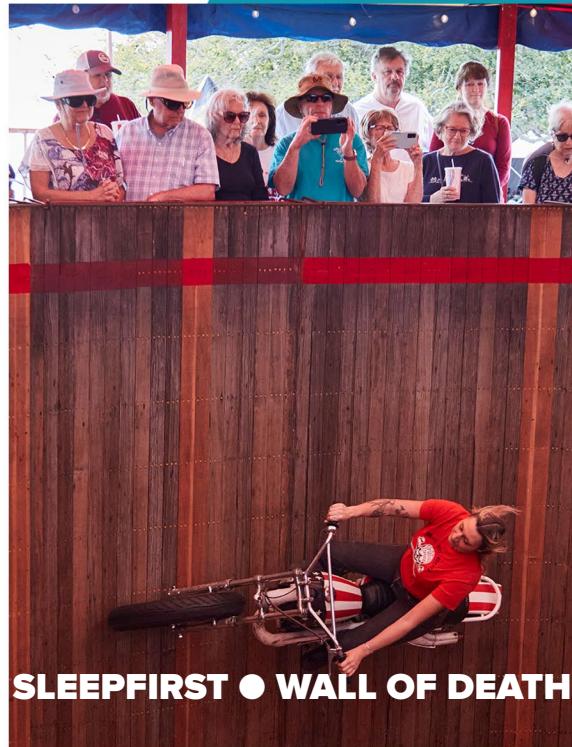
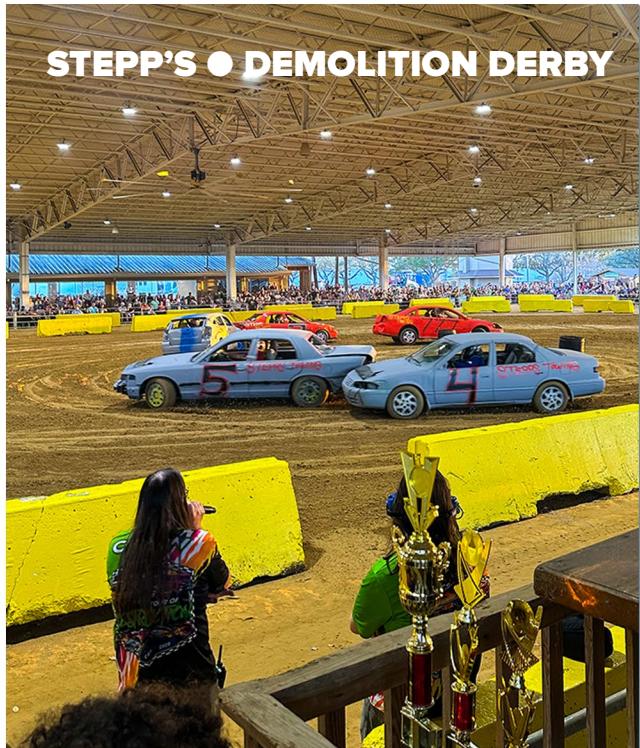
KEEL FARMS • FARM BAR & TRACTOR BAR



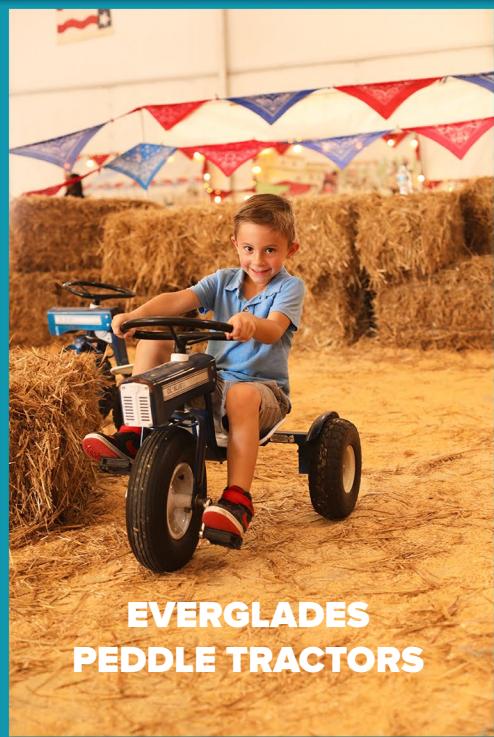
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SPONSORED ATTRACTIONS



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GATE PROMOTIONS

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\$3 THURSDAY

 **Wawa**

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2025 SPONSORS

STAGE SPONSORS

FLORIDA STAGE MIDWAY STAGE FIVE POINTS STAGE GROVE STAGE

Tampa Bay Times FLIGHT NEXT GENERATION OF LIGHT BEER STEPP'S TOWING & HEAVY TRANSPORT OFFICIAL PARTNER NASCAR WHITE CLAW

26 ON MAP 28 ON MAP 15 ON MAP 27 ON MAP

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VITALITE Wadde Shows Inc. Foundation DAIKIN SLEEP FIRST

Our sponsors make Your Fair possible. Thank You! 30



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 FEB 6 THRU 17, 2025

FLORIDA STATE FAIR

MUST SEE FUN! 2025 FOODIE TOUR FOOD & DRINK

AGRICULTURE THE AG HUNT EXHIBITS

RIDES & GAMES CRACKER COUNTRY SPONSORS

FAIR 2025 TICKETS & PROMOS SHOPS FINDER FAIR MERC

MAP DAILY SCHEDULE

DAIKIN

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

PARTNERSHIP WITH THE FLORIDA STATE FAIR

READY TO PARTNER?

SPONSOR OPPORTUNITIES

SHOWCASE YOUR BRAND. GROW YOUR AUDIENCE. INCREASE AWARENESS.

Each year nearly 500,000 visitors from all over the State of Florida pass through our gates for the Florida State Fair in February. With a crowd of this magnitude, there are endless possibilities for your brand to reach a broad range of demographics through a number of different opportunities.

Your brand can play a big part in making the Florida State Fair an unforgettable experience. The Fair offers a number of investment opportunities that will showcase your brand throughout the twelve days of fun. The Florida State Fair can also create unique partnership opportunities to meet brands specific marketing needs. To learn more, please contact the Florida State Fair sooner rather than later.

Increasing awareness is one of our main goals. From the time a visitor walks onto our property, we want them immediately to recognize our branding and feel the excitement of the fair. Your brand can be a part of the excitement.

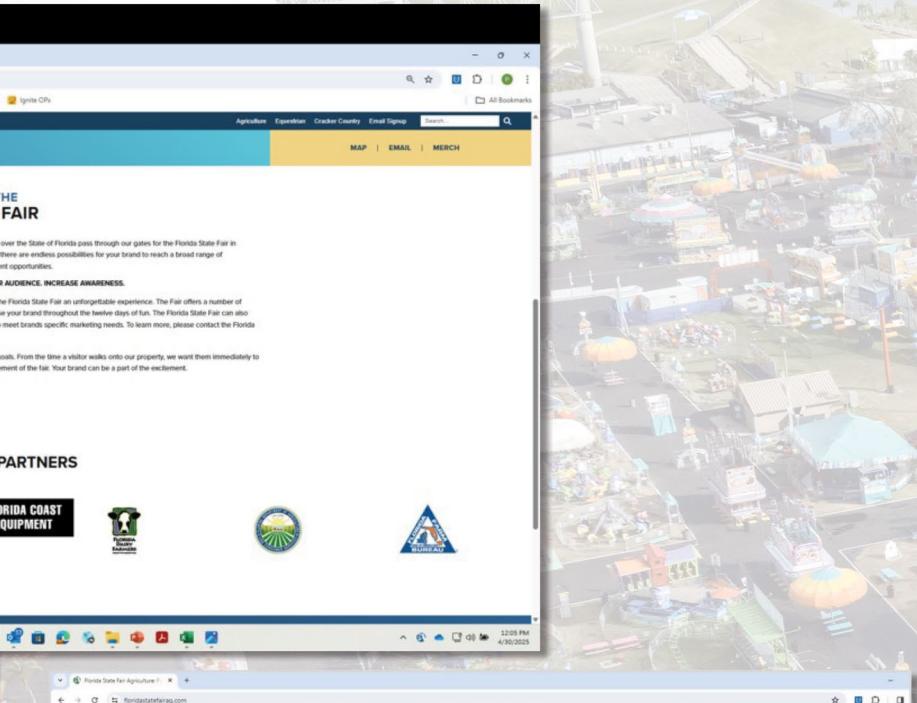
OUR 2024 PARTNERS

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**SPONSOR RECOGNITION
AGRICULTURE & FSFA WEBSITES**



BE THE FIRST TO KNOW

Receive emails with entertainment announcements, events, competitions and Florida State Fair Agriculture news.

Enter your email address below to join the Florida State Fair buzz.

AGRICULTURE SPONSORS

SPONSOR RECOGNITION GATE SIGNAGE





5TH ANNUAL

FLORIDA STATE FAIR

**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!

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