

# 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**



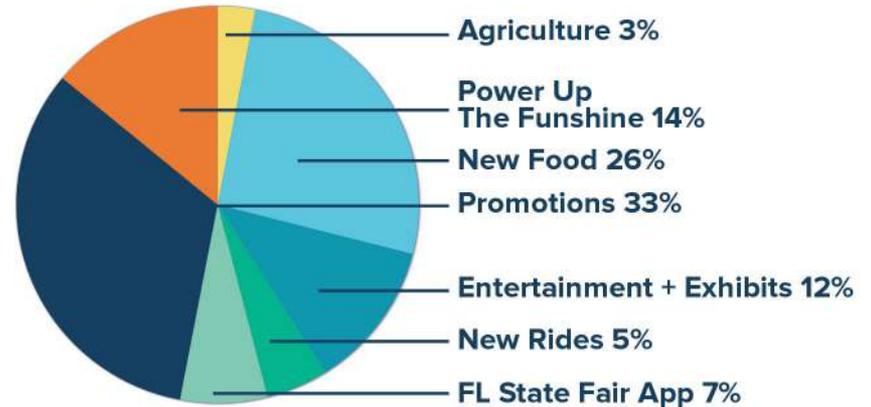
**NEW FAIR APP**  
**10K+ DOWNLOADS**



# 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:



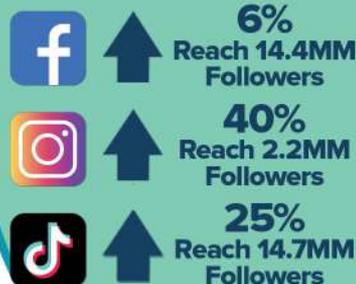
## PAID MEDIA RESULTS



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

**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  
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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

Wawa Retail POS

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

Wawa Retail POS

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

Wawa  
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Out of Home Billboards

Banner Ad

Wawa Retail POS

Digital Ad

# 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 D'oeuvres & Entertainment

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





## 2025 "POWER UP THE FUNSHINE" OPENING CEREMONY

**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



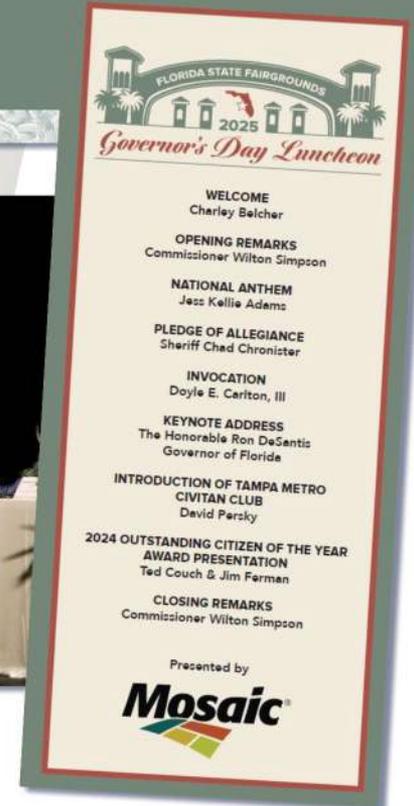
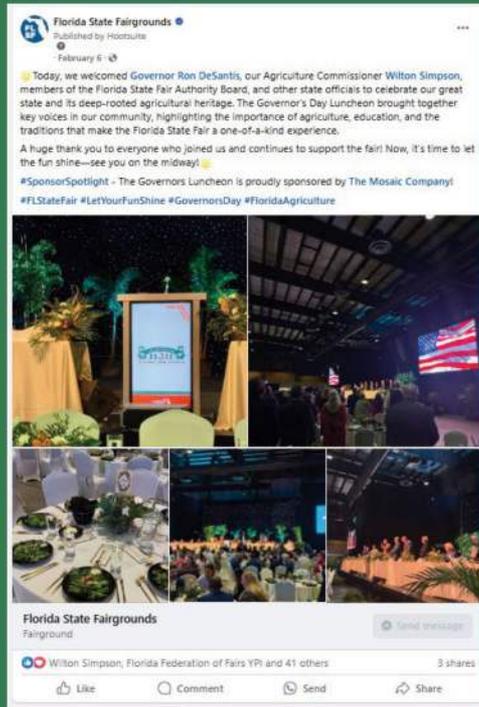
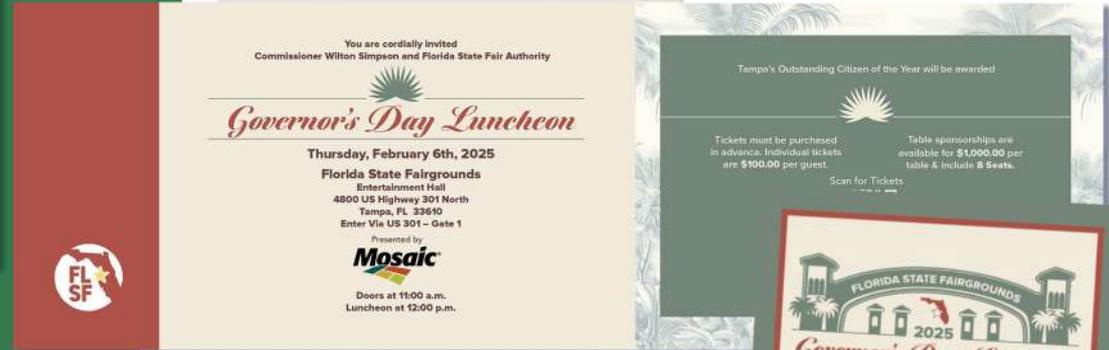
**Florida State Fairgrounds**  
Fairground

Send message

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

**PRESENTING  
SPONSOR**





**PRESENTING SPONSOR**



**2025 GOVERNOR'S DAY LUNCHEON**



# 2025 WOMEN OF THE YEAR IN AGRICULTURE LUNCHEON





# 2025 COMPETITIVE AGRICULTURE LIVESTOCK PROGRAM



**FLORIDA**  
STATE FAIR

**Mosaic**<sup>®</sup>

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  
 Favorites · 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/ZGK45OUNZi9  
 #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

TECO ARENA  
 AGRICULTURE  
 at the  
 FLORIDA STATE FAIR

estatefair and flstatefairag  
 The Something Specials, Taylor Olin · Love

estatefair 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  
 Like

sandyolans @Rafaelntunes  
 Like Reply

View Insights Boost reel

Liked by flstatefairag and 385 others  
 January 31

Add a comment...

**FLORIDA STATE FAIR**

# 2025 AGRICULTURE SPONSORS

# Champion of Champions SPONSORS



PRESENTING SPONSOR



PREMIER SPONSOR



PREMIER SPONSOR

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III  
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PREMIER SPONSOR

BOB THOMAS  
FAMILY FUND

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

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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

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Fresh Pak Produce Inc.  
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Florida Alpaca and Liama 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

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2025  
CHAMPION OF CHAMPIONS  
YOUTH EDUCATION PROGRAM



**PRESENTING SPONSOR**



Florida State Fairgrounds  
Published by Hostmate  
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/e8E850UPoef> 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!

- 1st 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 Lucnar (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

J.J. TAYLOR BRANDS ● GROVE STAGE



J.J. TAYLOR BRANDS ● MIDWAY STAGE



SALUTE TO  
*Agriculture*  
PRESENT BY

EVERGLADES ● SALUTE TO AG



STOPP'S ● FIVE POINTS STAGE



TAMPA BAY TIMES ● FLORIDA STAGE



COCA-COLA BEVERAGES ● SHOWCASE



# SPONSORED STAGES AND DESTINATIONS

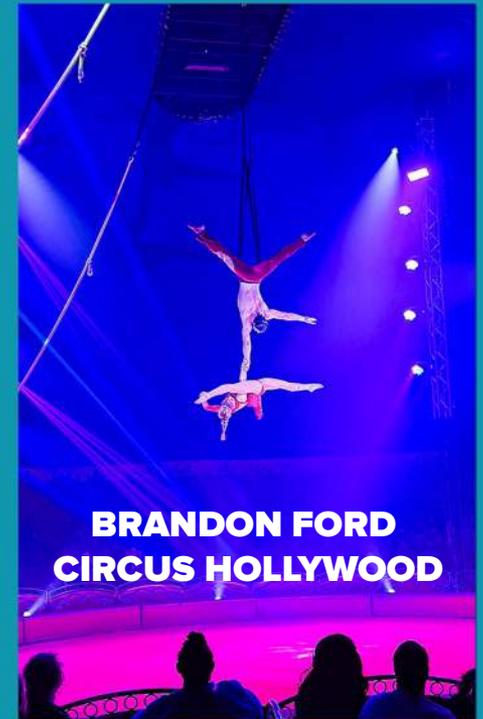
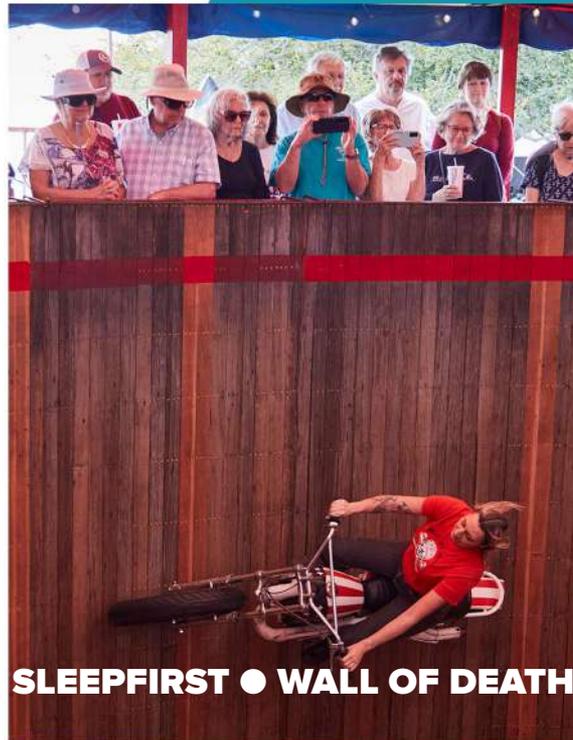
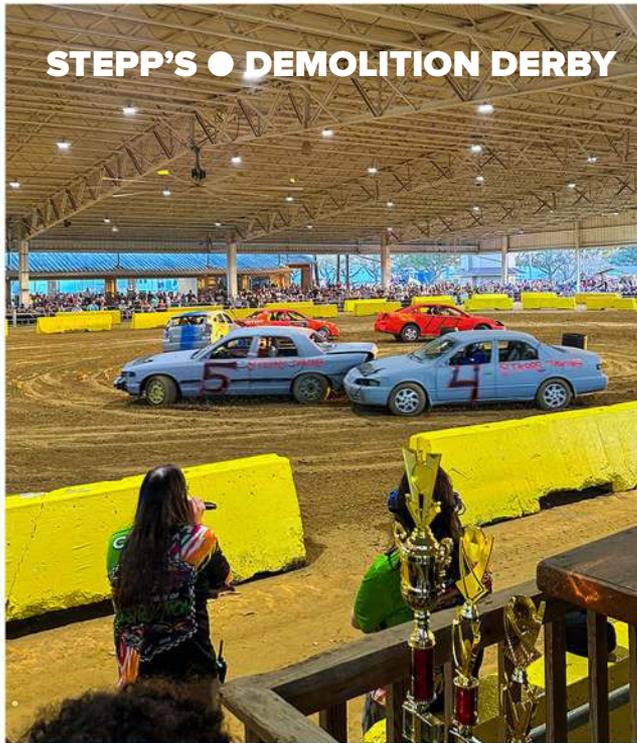


**KEEL FARMS • FARM BAR & TRACTOR BAR**



**EVERGLADES • THE GROVE**

# SPONSORED ATTRACTIONS



# 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**

 **MATTRESS FIRM SENIOR DAYS**

 **HOSPITALITY & SERVICE INDUSTRY**

 **WADE SHOWS \$3 THURSDAY**

 **WAWA 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

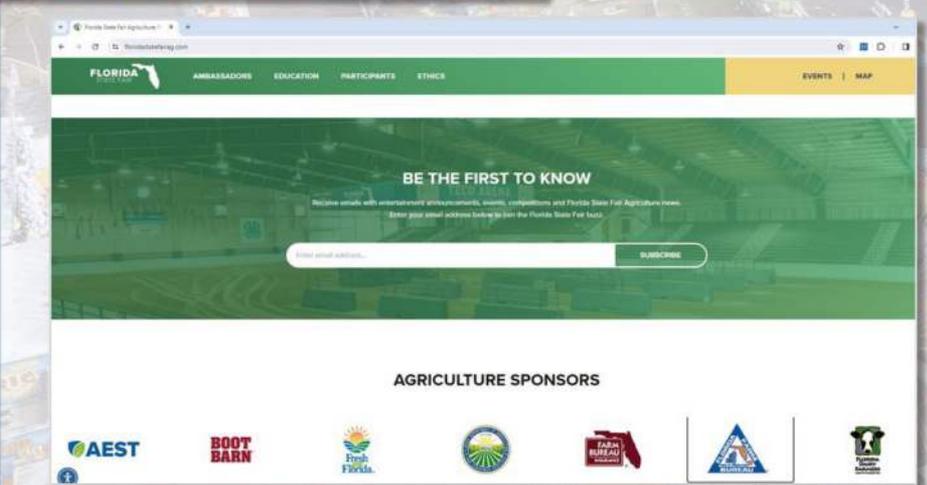
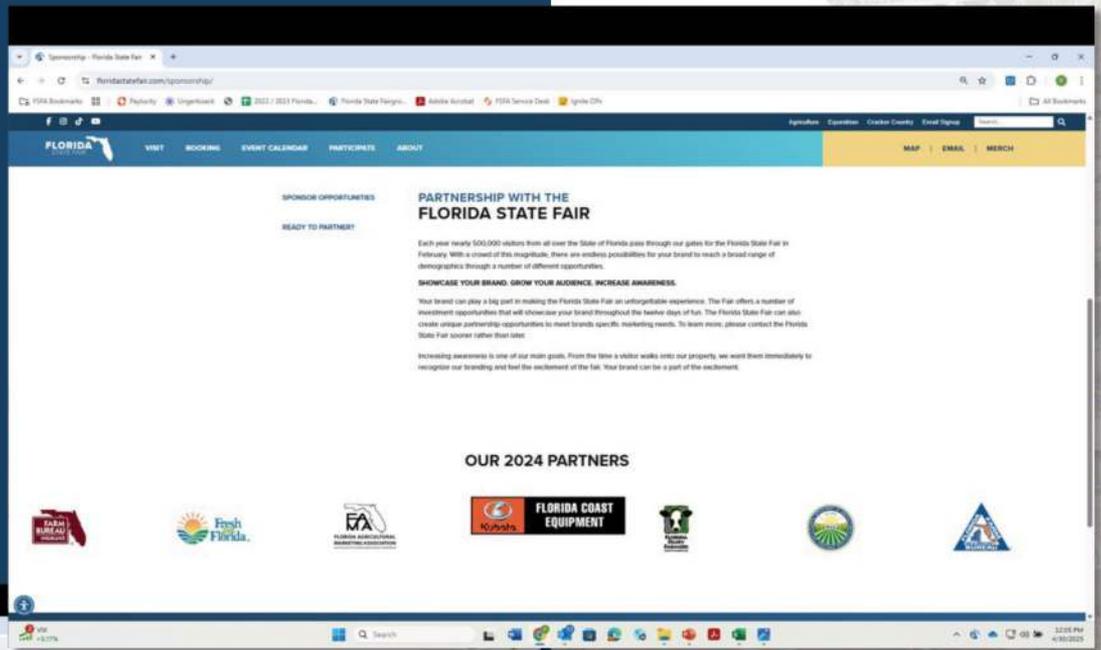
FLORIDA STAGE	MIDWAY STAGE	FIVE POINTS STAGE	GROVE STAGE
26 ON MAP	28 ON MAP	15 ON MAP	27 ON MAP

## FAIR SPONSORS

Our sponsors make Your Fair possible. Thank You! 30



# SPONSOR RECOGNITION PRINT COLLATERAL & IN-APP



**FLORIDA  
STATE FAIR**

**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!

<b>PRESENTING Sponsor</b>	<b>AMMUNITION, EYE &amp; EAR PROTECTION Sponsor</b>
 	 
<b>BREAKFAST Sponsor</b>	<b>SHOOT OFF Sponsor</b>
	
<b>LUNCH Sponsor</b>	<b>RAFFLE Sponsor</b>
 	
<b>AWARDS &amp; CEREMONY Sponsor</b>	

## **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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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**