

# 2026

# Annual Sponsorship Report



# LETTER FROM THE CEO



Dear Sponsors and Partners,

I am proud to share that this year's event delivered one of the most meaningful celebrations in our history. February once again brought to life one of Florida's most cherished traditions, elevated by our participation in the nationwide America250 initiative commemorating 250 years of American independence.

At its core, the Florida State Fair celebrates agriculture - the foundation of our heritage and future. This commitment is reflected through our **Champion of Champions program**, which recognizes and supports outstanding agricultural youth across our state, representing the next generation of leaders.

Under the banner of America's Sunniest Celebration, the Fair honored our nation's spirit while creating an unforgettable guest experience. Attendees enjoyed a vibrant mix of live shows, entertainment, and premier attractions.

Highlights included the Spirit in the Sky Drone Show, a powerful narrated experience of America's 250-year journey; the debut of the America 250 Wheel, the world's largest portable observation wheel at 230 feet with 45 presidential-themed gondolas; and the Freedom Truck Mobile Museum, an immersive exhibit connecting guests to our nation's history through interactive storytelling.

These experiences, alongside diverse entertainment, exhibits, and food offerings, created a dynamic and engaging celebration for guests of all ages.

This success would not have been possible without our valued sponsors and partners. I extend special thanks to our year-round partners whose continued support helps make the Fairgrounds one of Florida's most active event destinations, allowing us to deliver exceptional experiences year-round.

Together, we celebrated tradition, elevated agriculture, and brought our community together during a historic milestone.

As we look ahead, we are excited to build on this momentum and continue expanding the Fair's impact. We invite you to join us as we create even more innovative and meaningful experiences in the years ahead.

Thank you for your partnership, vision, and continued support.

Warm Regards,

*Cheryl Flood*

CEO, Florida State Fair Authority



# CONTENTS

<b>Letter from the CEO</b>	<b>2</b>
<b>2026 Fair Highlights</b>	<b>4-5</b>
<b>2026 Florida State Fair Sponsors</b>	
• <b>Special Events</b>	<b>7-9</b>
• <b>Agriculture</b>	<b>10-12</b>
• <b>Champion of Champions</b>	<b>13-14</b>
• <b>Stages, Destinations &amp; Attractions</b>	<b>15-18</b>
• <b>Promotional</b>	<b>19</b>
<b>2026 Year-Round Sponsors</b>	<b>20-24</b>
<b>2025 Sporting Clays Sponsors</b>	<b>25-26</b>
<b>Thank You</b>	<b>27</b>

# HIGHLIGHTS AT A GLANCE

## ATTENDANCE

**385,827**

## ADVANCE SALES

**51,302 TICKETS** (APPROX 17% OF TOTAL SOLD)  
**REVENUE: \$891,490**

## NEW RETAIL

**PARTNERSHIP: WALGREENS**

**194% YOY INCREASE OVER PRIOR YEAR**

## PAID MEDIA

### PERFORMANCE HIGHLIGHTS

- Strategic investment drove major growth in awareness
- 139.5M Impressions
- 33% increase over 2025

## CHANNEL GROWTH

**TV/RADIO/BILLBOARDS: UP 24% YOY**  
**2026: 104M IMPRESSIONS**

**DIGITAL MEDIA: UP 96% YOY**  
**2026: 30.7M IMPRESSIONS**

## GOALS & OUTCOMES

### REVENUE PERFORMANCE

- 11% YoY revenue growth

### CONCESSIONS

- \$10M+ gross sales | \$1.69M revenue

## CONCESSION HIGHLIGHTS

### CURATED "FOODIE" EXPERIENCE FOR GUESTS

- 155 select vendors
- More seating
- Expanded dietary options
- On trend offerings





# CREATIVE HIGHLIGHTS

**01/12 ONLY | ENDS 10PM**

**FAIR PAIR DEAL**  
2 ADMISSION TICKETS FOR **\$15**

\*Each ticket valid for entry any one day of the 2026 Fair.

**FLORIDA STATE FAIR**  
AMERICA'S SUNNIEST Celebration

**FEB 5 THRU 16 \* TAMPA**

**ENDS 12/16 AT 10PM**

**THE REALLY BIG DEAL**  
ADMISSION AND RIDE ARMBAND **\$35**

\*Valid any one day of 2026 Fair.

**FLORIDA STATE FAIR**  
AMERICA'S SUNNIEST Celebration

**FEB 5 THRU 16 \* TAMPA**

**10/01 ONLY | ENDS 10PM**

**FAIR For \$5**  
ADMISSION

**FLORIDA STATE FAIR**  
AMERICA'S SUNNIEST Celebration

**FEB 5 THRU 16 \* TAMPA**



# 2026 FLORIDA STATE FAIR SPONSORS





# 2026 "THE SUNNIEST CELEBRATION SHOWCASE" OPENING CEREMONY

**CELEBRATING AMERICA 250**

The Florida State Fair Authority  
Invite You and Your Family to Celebrate the  
Opening of the 2026 Florida State Fair

**THE SUNNIEST  
Celebration  
SHOWCASE**

A star-spangled preview like no other.  
Celebrate 250 years of America with VIP access to  
new entertainment reveals and elevated tastings.

**FEBRUARY 4, 2026**

PLEASE ARRIVE BY 5:45 P.M.  
CEREMONY BEGINS AT 6:15 P.M.  
RECEPTION TO FOLLOW.

**FLORIDA STATE FAIR**  
AMERICA'S SUNNIEST Celebration

**FEB 5 16**

Enter at MLK Blvd.  
Park at Gate 2.  
Meet at the  
America 250 Ferris Wheel!

Sponsored by **Mosaic**

SCAN TO RSVP  
BY JAN 31ST







2026

# Governor's Day LUNCHEON

Presented by



**WELCOME**  
Lloyd Sowers

**PRESENTATION OF COLORS**  
Hillsborough County Sheriff's Office,  
The US Army Old Guard Fife & Drum Corps.

**NATIONAL ANTHEM**  
Navy Band

**PLEDGE OF ALLEGIANCE**  
Senator Keith Truenow

**INVOCATION**  
Doyle E. Carlton, III

**OPENING REMARKS**  
Commissioner Wilton Simpson

**KEYNOTE ADDRESS**  
Sheriff Chad Chronister  
Hillsborough County

**2025 OUTSTANDING CITIZEN OF THE YEAR  
AWARD PRESENTATION**  
David Persky

**CLOSING REMARKS**  
Commissioner Wilton Simpson



# 2026 FLORIDA STATE FAIR GOVERNOR'S DAY LUNCHEON



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



## Governor's Day LUNCHEON

Tampa Metro Civitan Club's Outstanding Citizen of the Year will be awarded.

Thursday, February 5th, 2026  
Florida State Fairgrounds  
Entertainment Hall  
4800 US Highway 301 North  
Tampa, FL 33610  
Enter Via US 301 - Gate 1



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

2026



## Governor's Day LUNCHEON



# 2026 WOMAN OF THE YEAR IN AGRICULTURE



**Florida State Fairgrounds**  
Published by Agoraspace · February 9 at 6:30 PM · 🌐

🏆 A huge round of applause for Reba Y. Mazak, named the 2025 Woman of the Year in Agriculture today at the Florida State Fair!

Commissioner Wilton Simpson honored Reba for her lifelong dedication as a fifth-generation cattle rancher in Sumter County. Her leadership, advocacy, and mentorship truly set the gold standard for Florida's ranching community. 🌟

Special thanks to the Florida Farm Bureau Federation Women's Leadership Committee for their partnership in celebrating this incredible achievement. Congratulations, Reba!

#FLAg #WomanOfTheYear #FloridaFarmBureau #FLStateFair #CattleRanching

See insights and ads Boost post

👤 Wilton Simpson, Florida Federation of Fairs YPI and 361 others 40 comments 21 shares

👍 Like 🗨 Comment 🔄 Share



# AG BY THE NUMBERS

## PARTICIPATION AND REACH



## YOUTH ACHIEVEMENT 987

YOUTH EXHIBITORS QUALIFIED  
FOR ACHIEVEMENT PREMIUMS

## PREMIUMS PAID

OPEN & YOUTH  
PREMIUMS:

**\$143,997**

CHAMPION OF CHAMPIONS  
& ACHIEVEMENT:

**\$278,345**



Florida State Fairgrounds  
 Published by Agorapulse · February 10 at 4:59 PM · 🌐

📌 Step inside the Ag Hall of Fame and start your own Ag-Venture! From discovering where your food comes from to exploring the world of Florida farming, there's a new discovery around every corner. It's hands-on, high-energy, and fun for the whole family.

A huge thank you to Agriculture Education Services & Technology, Inc. and Florida Farm Bureau Federation for helping us inspire the next generation of Ag leaders! 🌱

#FLStateFair #AgVenture



See insights and ads Boost post

👤 Wilton Simpson, Florida Federation of Fairs YPI and 66 others 2 comments 7 shares

👍 Like    💬 Comment    ➦ Share



# 2026 AGRICULTURE SPONSORS



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 III  
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 & FAMILY



Woodbery Carlton Foundation  
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# 2026 COMPETITIVE YOUTH AG LIVESTOCK





# 2026 CHAMPION OF CHAMPIONS

## Champion of CHAMPIONS 2026 SPONSORS



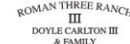
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 Cattlemen's Livestock Market





# 2026 CHAMPION OF CHAMPIONS

**Florida State Fair Agribusiness**  
February 16 at 9:19 PM

These are your 2026 Champion of Champions winners! 🏆  
Hard work, early mornings, late nights, and dedication that shows in every detail. These champions earned their spot at the top and represent the very best of Agriculture at the Florida State Fair! 🌾

- 🏆 CHAMPION: Danica Keele
- 🥈 2nd Place: Tiffany Custik
- 🥉 3rd Place: Laura Bew
- 4th Place: Rachel Mendelsohn
- 5th Place: Karoline Kinetz
- 6th Place: Tristan Robinson

Thank you to The Mosaic Company for being a proud sponsor!  
#flstatefair #florida #agriculture #championofchampions #stampall

25 comments 23 shares

**Florida State Fair Agribusiness**  
February 16

2026 Youth Rabbit Champions! 🏆  
Junior Champion: Lyddiannah Millard, Volusia Co.  
Intermediate Champion: Drake Dashner, Hillsborough Co.  
4th place Senior Champion: Rachael Mendelsohn, Pasco Co.  
3rd place Senior Champion: Emma Hoffman, Hillsborough Co.  
2nd place Senior Champion: Oliver Fanagan, Alachua Co.  
Champion Youth for Rabbit Show: Danica Keele, Lake Co.

All results will be posted at: <https://floridastatefair.com/competitions-shows/results/> See less

34 2 4



PRESENTING SPONSOR



# 2026 SPONSORED STAGES & DESTINATIONS



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JJ TAYLOR BRANDS • MIDWAY STAGE



EVERGLADES • SALUTE TO AG



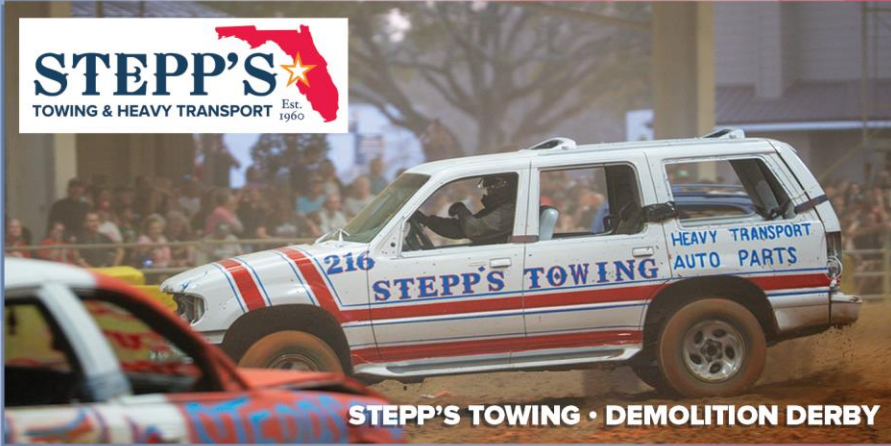
TAMPA BAY TIMES • FLORIDA STAGE



# 2026 SPONSORED STAGES & DESTINATIONS

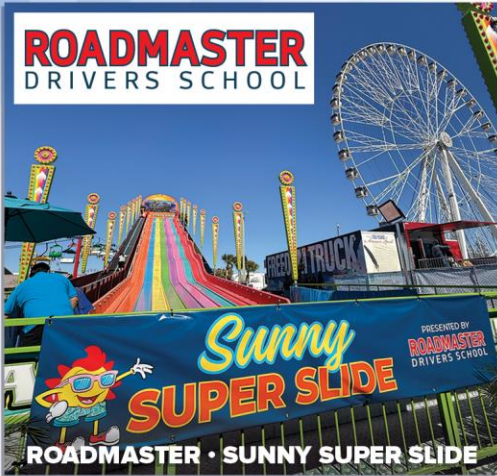


**STEPP'S**  
TOWING & HEAVY TRANSPORT Est. 1960



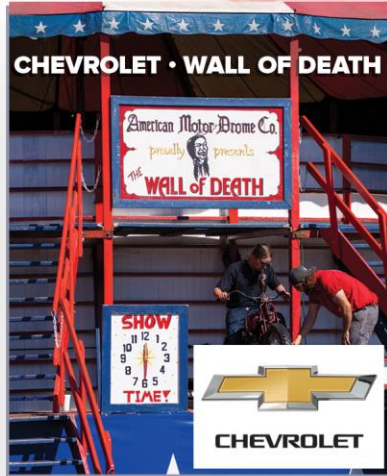
**STEPP'S TOWING • DEMOLITION DERBY**

**ROADMASTER**  
DRIVERS SCHOOL



**ROADMASTER • SUNNY SUPER SLIDE**

**CHEVROLET • WALL OF DEATH**



**CHEVROLET**



# 2026 SPONSORED ATTRACTIONS

**BRANDON**  
Ford  
★ ★ ★



**BRANDON FORD  
CIRCUS HOLLYWOOD**



**FLORIDA FARM BUREAU  
AMERICA250 HOLOGRAM SHOW**





FLORIDA DAIRY FARMERS • SENIOR PORTFOLIO CONTEST

# 2026 SPONSORED ATTRACTIONS



MOSAIC • LITTLE FARM HANDS



CHRIS LIGORI & ASSOCIATES FIREWORKS



FFB, FFB INSURANCE, FAMA, AEST AG-VENTURE



# 2026 SPONSORED FAIR ESSENTIALS

## GATE PROMOTIONS



**HEROES DAY**



**SENIOR DAY**



**HOSPITALITY &  
SERVICE INDUSTRY**

WADE SHOWS



**\$3 THURSDAY**

## FAIR SERVICES



**WALGREENS: EXCLUSIVE RETAIL PARTNER**  
**FLORIDA DAIRY FARMERS: TRAMS**



## FRIENDS & EXHIBITORS



CELLULARSALES



T Mobile



# YEAR-ROUND SPONSORS

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## DRIVER SCHOOL



## EQUESTRIAN BARN



## CRACKER COUNTRY



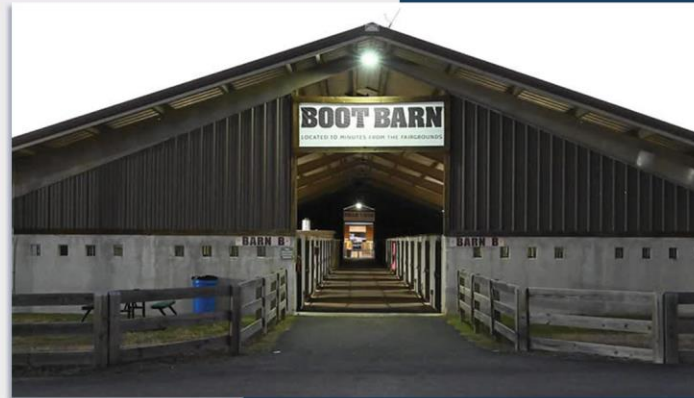
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Spa Manufacturers, Inc.



# YEAR-ROUND SPONSORS



# 2026 SPONSOR RECOGNITION PRINT COLLATERAL & IN-APP



## FLORIDA STATE FAIR

AMERICA'S SUNNIEST Celebration

**FEB 5 THRU 16, 2026**




AMERICA 250

DOWNLOAD NOW!

**DAILY SCHEDULE & PLANNING GUIDE**

### 2026 SPONSORS

#### STAGE SPONSORS

FLORIDA STAGE	MIDWAY STAGE	GROVE STAGE
Tampa Bay Times tampabay.com 26 ON MAP	Yuengling LAGER FLIGHT 28 ON MAP	Lite Coors LIGHT 27 ON MAP

#### FAIR SPONSORS



*Our sponsors make Your Fair possible. Thank You!*



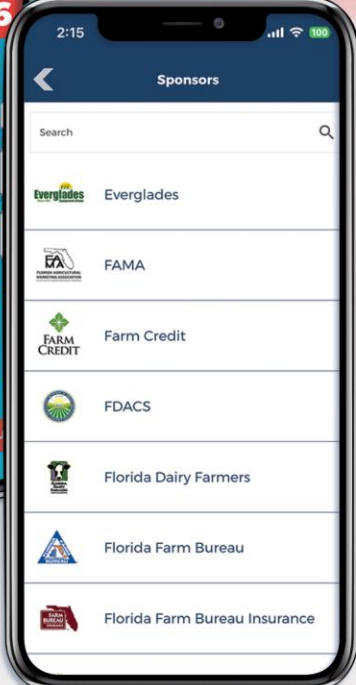
AMERICA'S SUNNIEST Celebration

## FLORIDA STATE FAIR

**FEB 5 THRU 16, 2026**

- ENTERTAINMENT
- NEW FOODS
- ALL FOODS
- AGRICULTURE
- AMERICA 250 250 FUN
- EXHIBITS
- RIDES & GAMES
- CRACKER COUNTRY
- SPONSORS
- TICKETS & PROMOS
- SHOPS FINDER
- FAIR MERCH

MAP DAILY SCHEDULE



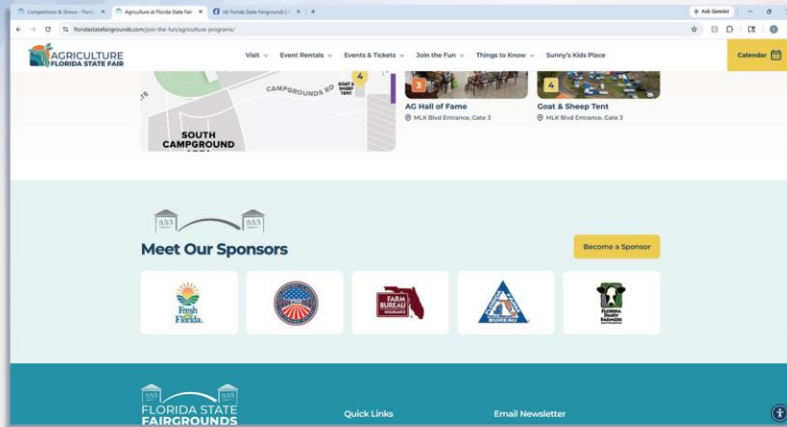
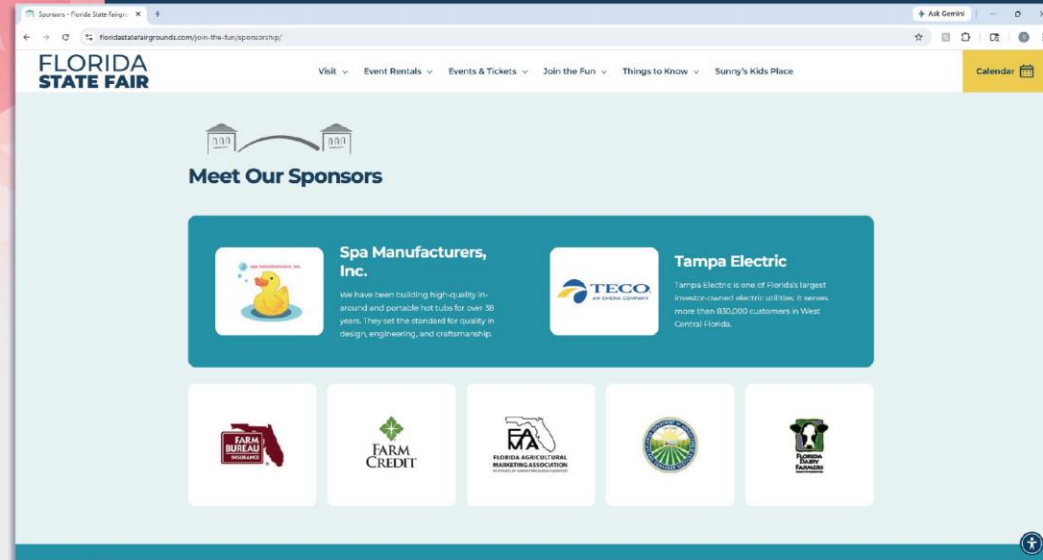
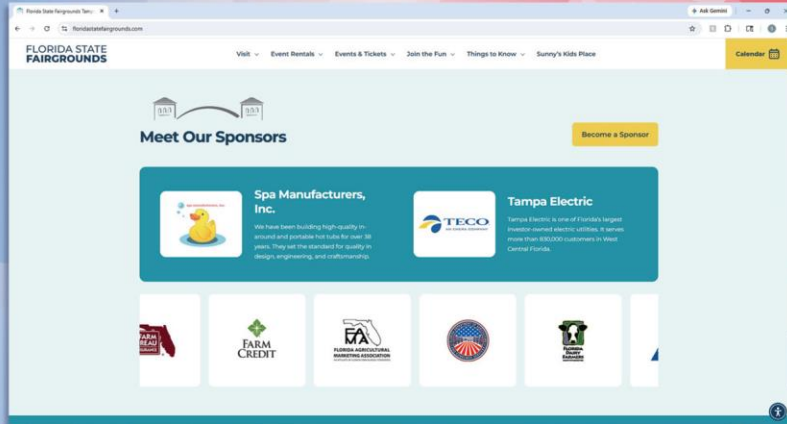
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# 2026 FLORIDA STATE FAIRGROUNDS WEBSITE



# 2026 GATE SPONSOR SIGNAGE





**FLORIDA STATE FAIR**

**6TH ANNUAL**

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

**2025**

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

Thanks to the incredible support of our generous sponsors, our annual Florida State Fair Sporting Clays Tournament this past October was a tremendous success! The proceeds from this signature fundraiser directly benefit the Florida State Fair Foundation and the hardworking agricultural youth in our community - providing scholarships and programming that help educate and inspire the leaders of tomorrow.

We simply couldn't hit our targets without this amazing group of partners, and we are truly grateful for each and every one of them.

Save the date! We hope you'll join us for the 7th Annual Florida State Fair "Friends of the Fair" Sporting Clays Tournament at FishHawk on Friday, October 2, 2026.

It's sure to be another memorable day of great company, friendly competition, and meaningful impact!





6TH ANNUAL

# FRIENDS OF THE FAIR SPORTING CLAYS Tournament

# 2025

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

## CLASSIC Sponsors

ACRISURE • ALLIED UNIVERSAL SECURITY  
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## A Special Thank You

TO THE PARTNERS WHO MADE THIS TOURNAMENT POSSIBLE

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### AWARDS Sponsor



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# Our Sponsors make Your Fair possible.



# Thank You!

