



## FOR IMMEDIATE RELEASE

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## KENTUCKY STATE FAIR SEEKING ADDITIONAL SPONSORS FOR STATE'S LARGEST SUMMERTIME EVENT

**LOUISVILLE, KY (April 11, 2014)** – The Kentucky State Fair is seeking to team up with additional corporate sponsors for the state's largest summertime attraction.

The sponsorship program to augment the listing of current sponsors is a partnership between the Kentucky State Fair Board and Louisville-based advertising agency Creative Alliance.

"We share the public's excitement as we continue preparations for bringing new and fresh sponsors to one of the most celebrated events in Kentucky," said Toni Clem, President and COO of Creative Alliance.

The wide range of events at the Fair reflect the diversity of Kentucky and provides numerous opportunities for companies to present their brand and message to the region. The annual 11-day summer event attracts approximately 600,000 people.

Creative Alliance was recently awarded the tourism marketing account and is the agency of record for the state's Tourism, Arts & Heritage Cabinet. The three-year contract represents a total expenditure of about \$9 million by the state.

Creative Alliance has more than \$180 million in annual billings and employs more than 140, offering marketing, advertising, promotion and public relations services.

For more information, visit [www.kystatefair.org](http://www.kystatefair.org).

The 2014 Kentucky State Fair will run from August 14-24 at the Kentucky Exposition Center.

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### **About the Kentucky State Fair**

The Kentucky State Fair is an 11-day celebration of the history, heritage and culture of the Bluegrass State. More than 600,000 attend America's largest indoor fair, which uses over 1.2 million square feet of contiguous exhibit space at the Kentucky Exposition Center and contributes \$16.8 million in economic impact. Rooted in agriculture, the Kentucky State Fair has grown into a trade and public education exposition, as well as a major entertainment venue. The World's Championship Horse Show, held during the Fair, is the world's richest and most prestigious Saddlebred show. The Kentucky State Fair & World's Championship Horse Show are owned and produced by the Kentucky State Fair Board, an agency of the Kentucky Tourism, Arts and Heritage Cabinet.

