



North Texas Fair & Rodeo

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Executive Assistant

North Texas State Fair Association

Background -- Provide organizational/festival background

- Formed in 1928 | 501(c)(3) Non-profit Organization in 1981
- 23 Board Members & 7 Executive Board Members
- The North Texas State Fair Association is a volunteer supported 501(c)(3) non-profit community organization that preserves and promotes western heritage and values. The NTSFA contributes to the quality of life in the City of Denton, Denton County and throughout the North Texas area. This is done through a first class ten-day Fair and Rodeo, year around facilities and various community and youth-oriented programs and events. The NTSFA strives to preserve and promote an understanding of the agricultural industry. The NTSFA is true and committed to its mission of supporting Youth, Agriculture, and Community. All revenue generated is reinvested into our various programs, scholarships, and facilities.



Festival

- Information about festival
 - North Texas Fairgrounds | Carroll Blvd. & Sherman Dr.
 - August 21-30, 2026 | Fridays 5:30P-1A, Saturdays 1P-1A, Sundays 1P-11P, Mon-Thurs 5:30P-12A
- Average Attendance over last 3 years | 167,000 attendees estimated
- Major fundraiser for the NTSFA. Our event highlights/attractions consist of world-class rodeo, midway, community contests, family friendly attractions and concerts. Together with our associates, we contribute \$1,000,000 back into the community annually.





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Tourism

- We try to target all audiences by providing many different and exciting events, contests, and overall experience. We strive to have something for everyone!
- Not only do Fair attendees stay overnight, but hundreds of exhibitors, vendors, contractors and many others stay throughout the 10-day event.
- Broadcast TV, Cable TV, Streaming TV, Hispanic TV, AM Radio, FM Radio, Streaming Radio, Hispanic Radio, NTFR Website, Social Media, Podcast, Newspaper, Magazine Digital Advertising, Outdoor Signage, Outdoor Billboards
 - Website Traffic – 153,000 | Social Reach – 4,742,600 | Email Subscribers – 1,871



Future Plans

- As an Association, we plan to continue improving the event with aspects that appeal to all demographics each year.
- We also plan on moving to the new Expo Center being built by Denton County.



Questions?

