



NEWS RELEASE

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For Immediate Release:

Oklahoma's Iconic State Fair and OKC Fair Park Open Naming Rights Opportunities

*"Oklahoma's Premier Family Attraction" and leading gathering place offers
international visibility and brand exposure*

Oklahoma City, OK – On the heels of another highly successful Oklahoma State Fair, OKC Fair Park organizers today announced the opportunity to secure naming rights for both its annual 11-day event, and its sprawling 435-acre, multi-use venue, OKC Fair Park. Including the State Fair, the park attracts approximately 2.3 million visitors, provides thousands of jobs, and generates tens of millions of dollars for the local economy annually.

From humble beginnings in 1907, the Oklahoma State Fair has grown to become one of the largest and well-known state fairs in the nation and has been a part of the Oklahoma landscape for more than a century. Annually, this premier family-friendly event attracts nearly 1 million visitors from Oklahoma and beyond.

In addition to State Fair attendance, the Fair Park attracts over 1.3 million visitors per year through a wide range of competitions and events. As the "Horse Show Capital of the World," OKC Fair Park is home to more national and international equine championship events than any other city in the world including such events as the American Quarter Horse Association World Championship Show, Arabian and Half Arabian Youth and Mid Summer National Championships, Better Barrel Races World Finals, National Reining Horse Association Futurity, and the Grand National and World Championship Morgan Horse Show. It also serves as a gathering place for agricultural shows, sporting events, trade shows, concerts, outdoor and adventure events, along with festivals and cultural events.

"Because of the wide variety of events that take place at OKC Fair Park each year, we believe this to be a golden opportunity for the right company that wants to align itself with a tremendous volume and variety of visitors," commented Kirk Slaughter, Oklahoma State Fair, Inc. President & CEO. "Whether it be a local, national or international company, we feel confident that a partnership with us will return huge dividends in building brand equity throughout the Oklahoma City market and beyond."

By securing naming rights, companies and organizations will align their brand with what is considered Oklahoma's most iconic gathering place—recognized locally, statewide, nationally, and internationally. The State Fair and OKC Fair Park attract extensive coverage across traditional media outlets, digital platforms, and among social media influencers, offering significant visibility and reach for partners.

OKC Fair Park has hired local sales consultant Loud City Partnerships to lead the naming rights procurement process. For more information, contact Will Syring at w.syring@loudcitypartnerships.com or Tristan Nelson at t.nelson@loudcitypartnerships.com.

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