



MIDLAND COUNTY FAIR

— *Midland's Largest Event* —

2026 Event Overview



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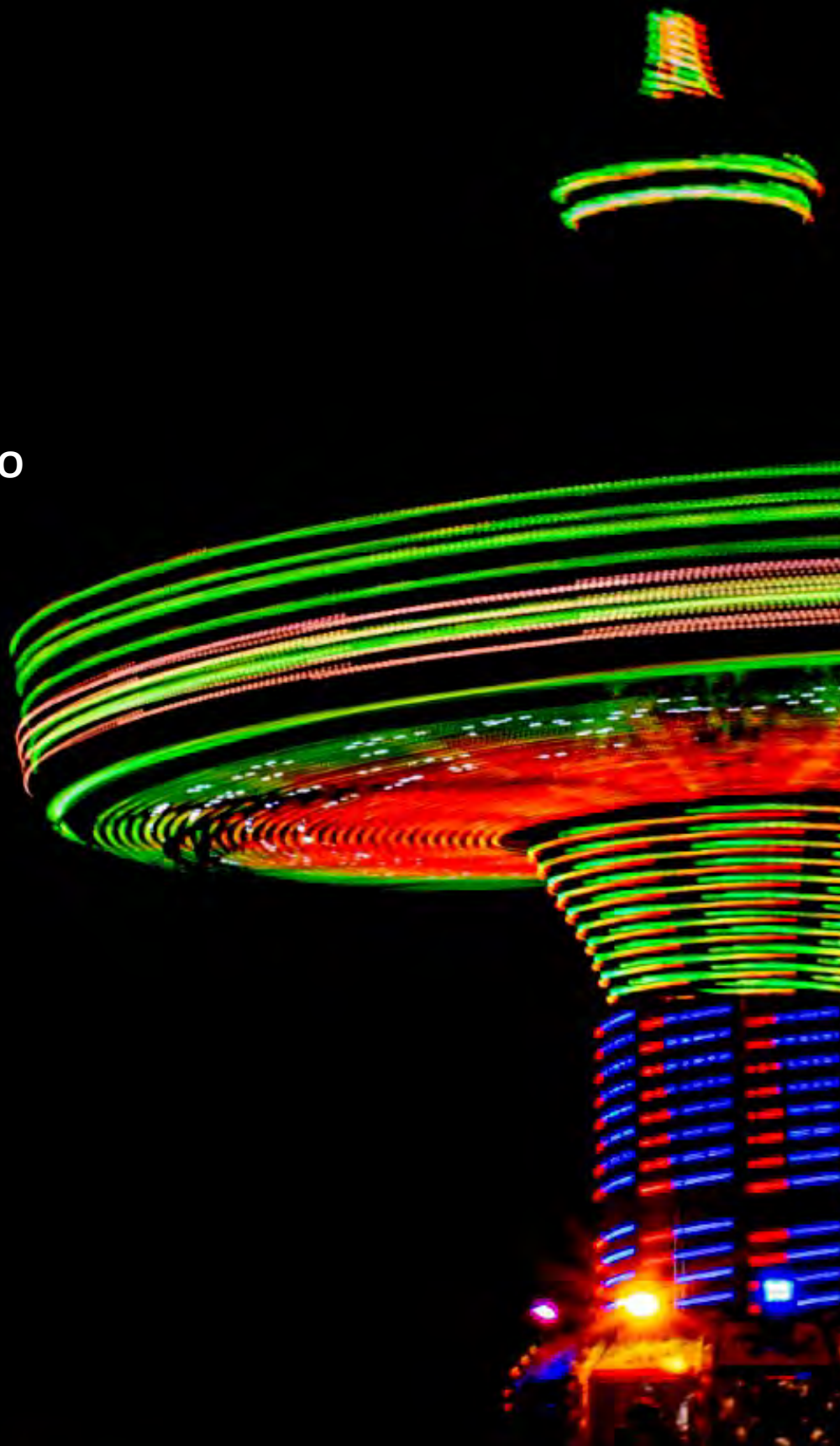
FAIR STAFF

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Executive Summary

The Midland County Fair is a four-day annual celebration of West Texas heritage, agriculture, entertainment, and community. Held each year on the fourth weekend of August, the fair has grown into one of the region's most anticipated events, attracting more than 25,000 attendees and generating meaningful economic activity for the Midland area.

Revived through the leadership of the Midland County Commissioners Court and guided by a dedicated board of directors, the fair has expanded steadily in both attendance and programming. Today it features a diverse lineup of attractions including rodeo events, livestock shows, live concerts, carnival rides, cultural performances, youth competitions, vendor marketplaces, and family entertainment.

Structured as a 501(c)(4) nonprofit organization, the Midland County Fair reinvests its proceeds into educational scholarships and community initiatives that benefit West Texas students and organizations. The fair board is also working to establish the Midland County Fair Foundation, a 501(c)(3) nonprofit, to further expand charitable giving and strengthen the fair's long-term community impact.

Beyond education and entertainment, the fair plays a vital role in supporting tourism, small businesses, and regional partnerships. With strong participation from volunteers, local organizations, sponsors, and community members, the Midland County Fair continues to grow as a tradition that brings people together while celebrating the spirit of West Texas.



Midland County Fair Legacy Sponsors





Quick Facts

Attendance: 25,000+

Duration: 4 Days

Vendors: 50+

Carnival Rides: 40+

Volunteers: 80+

Staff & Contractors: 300+

Introduction

The Midland County Fair takes place annually on the fourth weekend of August, with the 2026 Fair scheduled for August 20–23. The fair continues to expand the Midland County Fair Family of Events, a year-round initiative that partners with local events and organizations that share similar missions. This collaborative effort promotes community unity, provides educational opportunities, and offers entertainment that attracts visitors and supports the local economy. Proceeds from the fair primarily benefit West Texas students through financial assistance for higher education.

History

At the behest of the Midland County Commissioners Court, the Midland County Fair was revived after decades of dormancy through the efforts of a dedicated team of individuals who formed a conceptual design group. Each member brought a diverse mix of experience and expertise in agriculture, as well as event planning and management. Working collaboratively, this group laid the groundwork for the fair's successful reemergence.

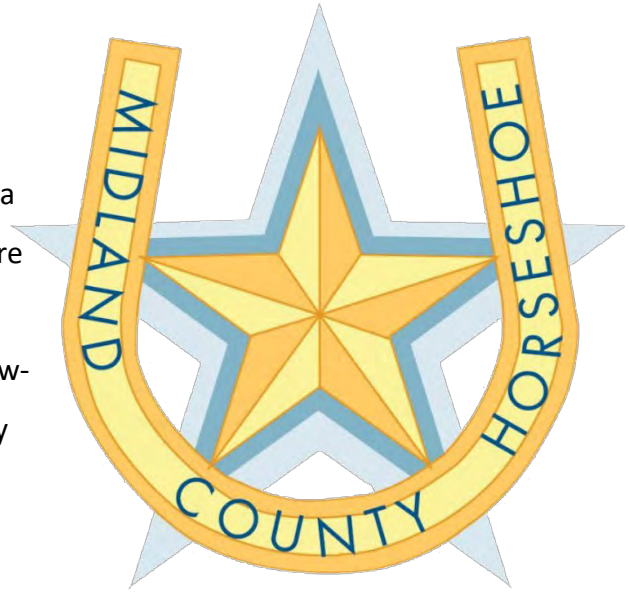
Now in its sixteenth year, the event has grown from a few thousand attendees to more than 25,000 visitors over the four-day fair, marking a remarkable rise in popularity and community engagement.

Structured as a 501(c)(4) nonprofit organization, the fair's proceeds support educational scholarships and provide financial assistance to charitable organizations that share similar goals and community-focused missions. The fair board is currently working to establish the Midland County Fair Foundation, a 501(c)(3) nonprofit, to further expand charitable giving and strengthen community support.

The fair has also cultivated strong partnerships with organizations such as Midland 4-H and FFA programs, the Sul Ross Rodeo Program, and the Midland County Livestock Association, helping advance youth education and agricultural leadership throughout the region.

Venue

Since its inaugural event in 2010, the Midland County Horseshoe Arena Pavilion & Amphitheater has proudly served as the main home of the Midland County Fair. Since its opening in March 2006, the Horseshoe has evolved into a premier multi-purpose venue in West Texas, hosting more than 3,000 events and welcoming over 2 million guests. The Midland County Fair was established, in part, to showcase the Horseshoe's full potential, as it remains the only event that books and utilizes the entire facility.



1 Main Arena

Thursday
Junior Bull Rides 7-9 PM

Friday
Chase Quine Memorial Bull Ride 7-9 PM
Mutton Bustin' 8-9:30 PM (during bull ride intermission)
Goat Stopping 9:30 PM (30 minutes after Bull Ride concludes)

Saturday
Chase Quine Memorial Bull Ride 7-9 PM
Mutton Bustin' 8-9:30 PM (during bull ride intermission)
Goat Stopping 9:30 PM (30 minutes after Bull Ride concludes)

Sunday
Charrreada Extravaganza 3-5 PM
Mutton Bustin' 4-4:30 PM (during Charrreada intermission)

2 Livestock Building

Saturday
Ryder Wayne Gasa Memorial Jackpot Steer Show (All Day)

Sunday
Wild & Woolly Lamb & Goat Show (All Day)

3 Little Terrace

Thursday-Sunday
Petting Zoo (All Day)

4 Education Building

Thursday-Sunday
Pinto and Little's Kiddie Carnival (Kid's Zone) (All Day)

Saturday
Kid's Zone Storytime & Author's Circle 10 AM-3 PM

5 Big Terrace

Thursday
Bobbie Bay (All Day)
Kiddie Train Rides (All Day)
Ice Cream Social 7:30-8:30 PM
Comedy Show 6 PM
Spin & Sing Karaoke Spectacular 6-9 PM
Shenanigan's Wild West Comedy Show 7, 8 and 9 PM
Dan Fruehauf 7-9 PM
Best of the Eagles Tribute Concert 8:30-10 PM
Laser Light Show Finale 10-10:30 PM

Friday
Bobbie Bay (All Day)
Kiddie Train Rides (All Day)
Shenanigan's Wild West Comedy Show 6, 7, 8 and 9 PM
Alyiah Jeffery 6:30-6:45 PM
Tarye Santiago 7-8 PM
Straits from the Stateline George Strait
Tribute Concert 8:30-10 PM
Laser Light Show Finale 10-10:30 PM

Saturday
Bobbie Bay (All Day)
Kiddie Train Rides (All Day)
Take to the Sky Drone Demonstration 4-5 PM
Shenanigan's Wild West Comedy Show 6, 7, 8 and 9 PM
Alyiah Jeffery 6:30-6:45 PM
Tarye Santiago 7-8 PM
Straits from the Stateline George Strait
Tribute Concert 8:30-10 PM
Laser Light Show Finale 10-10:30 PM

Sunday
Bobbie Bay (All Day)
Kiddie Train Rides (All Day)
Shenanigan's Wild West Comedy Show 2, 3, 4 and 5 PM
Como La Flor Selena Tribute Concert 5-6:30 PM

6 Pavilion

Thursday
Indoor Vendor Marketplace (All Day)
Creative Arts Display (All Day)
Teen Zone (All Day)
Rodeo 101 (All Day)

Friday
Indoor Vendor Marketplace (All Day)
Creative Arts Display (All Day)
Teen Zone (All Day)
Rodeo 101 (All Day)

Saturday
Indoor Vendor Marketplace (All Day)
Creative Arts Display (All Day)
Teen Zone (All Day)
Rodeo 101 (All Day)
Lone Star Style Fashion Show 11 AM-1 PM
Pet Parade 2-2:30 PM
Pie Baking Competition Final Judging 2:30-3 PM
Hot Dog Eating Contest 3-3:30 PM

Sunday
Indoor Vendor Marketplace (All Day)
Creative Arts Display (All Day)
Teen Zone (All Day)
Rodeo 101 (All Day)

Other

Thursday
Carnival (All Day)
Cirkus Zirkus (Various Times)

Friday
Carnival (All Day)
Cirkus Zirkus (Various Times)
Garden Tractor Pull 7-9 PM

Saturday
Carnival (All Day)
Cirkus Zirkus (Various Times)
Garden Tractor Pull 7-9 PM

Sunday
Carnival (All Day)
Cirkus Zirkus (Various Times)

Arena Trail

Thursday-Sunday
Food Truck Court (All Day)

Saturday
Show & Shine Day Event 10 AM-2 PM
Fire Truck Demonstration 11 AM-4 PM

Sunday
Fire Truck Demonstration 11 AM-4 PM

MIDLAND COUNTY FAIR
— Midland's Largest Event —

presented by

PETROFLEX SWD SYSTEMS

#MidlandCountyFair
#MidlandsLargestEvent
#FairFun

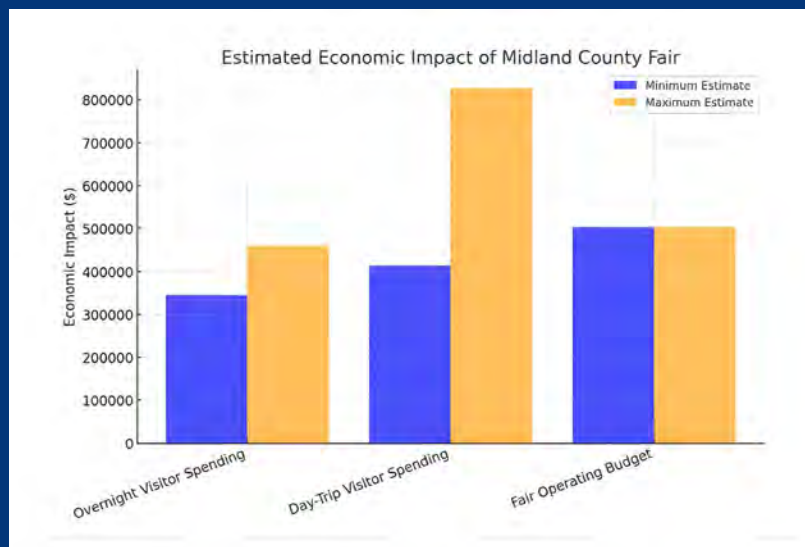
History Continued

The Midland County Fair continues to play a vital role in stimulating the local economy while providing a family-friendly, community-centered event each year. With an annual attendance of approximately 25,000 visitors, the fair's influence extends far beyond the fairgrounds.

A key driver of economic impact is tourism-related spending. Event surveys indicate that an estimated 10 percent of attendees travel to the fair and require overnight accommodations, providing a direct benefit to the local hospitality industry. These overnight guests contribute through hotel stays, dining, fuel purchases, and retail shopping. Based on conservative industry estimates, each overnight visitor may spend an average of \$150 to \$200 per day, generating an estimated \$345,000 to \$460,000 in direct visitor spending from lodging guests alone.

Local attendees also contribute significantly to the fair's economic impact. With the majority of the approximately 25,000 visitors coming from Midland and surrounding communities, spending on food vendors, merchandise, carnival rides, entertainment, and local services generates additional economic activity throughout the area. Vendors purchase supplies locally, hire temporary staff, and utilize regional service providers, further circulating dollars within the Midland economy. When combined with visitor spending, these activities amplify the fair's overall contribution to local businesses and the community.

Altogether, the fair's tourism, local spending, and vendor activity underscore its role not only as a beloved annual tradition but also as a key driver of regional growth. Moving forward, the fair aims to continue expanding these benefits while enhancing its educational and charitable impact across West Texas.

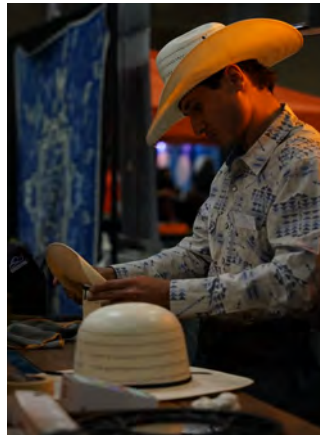
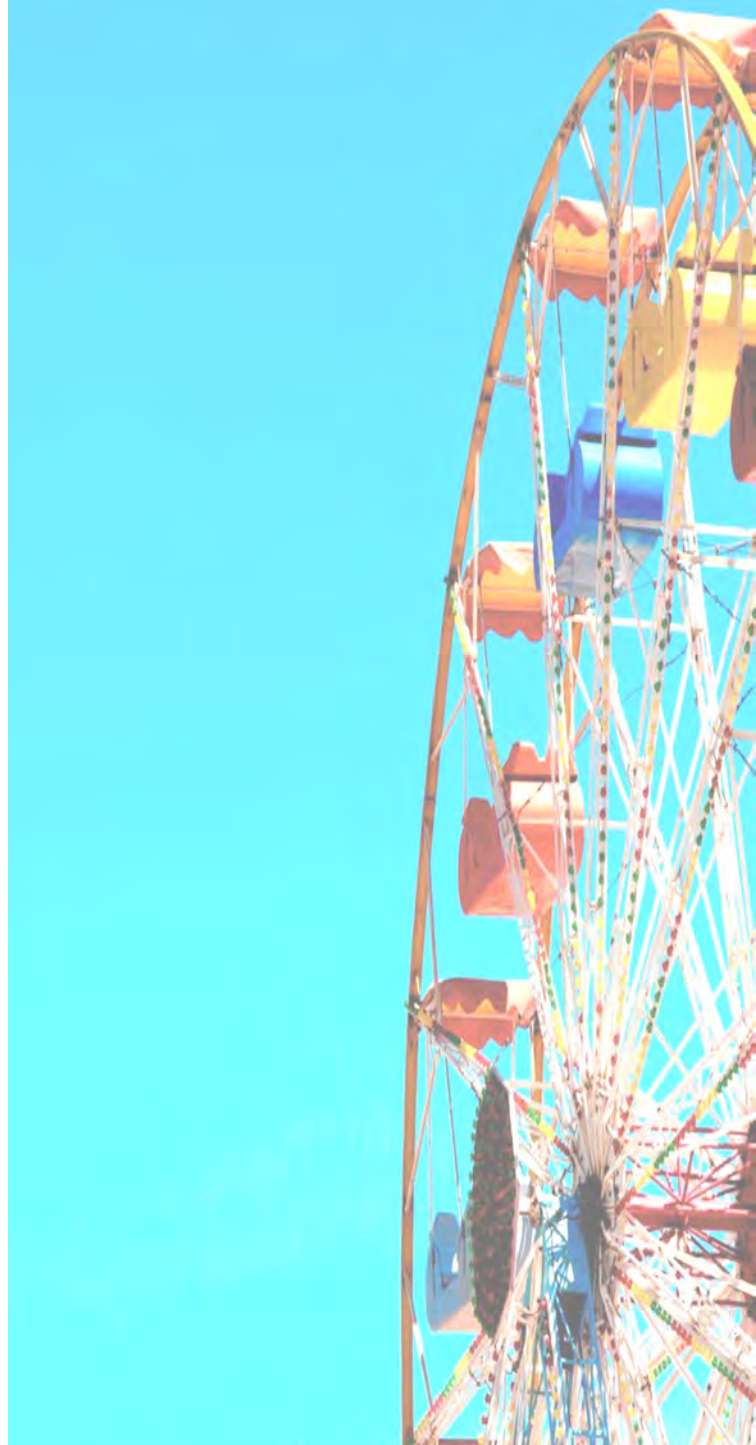


Staffing

The Midland County Fair operates with a robust and well-coordinated team to ensure a smooth and successful four-day event. At the core, a management team of six oversees operations. They are supported by 84 dedicated volunteers working across various areas.

Gate operations are handled by 32 attendants, while 12 ambassadors welcome and guide guests. Behind the scenes, 24 facility staff manage logistics, cleanliness, and maintenance. Concession operations involve approximately 40 to 50 staff members, while the rodeo and stock show teams consist of 28 and 24 members, respectively.

The carnival crew, provided by outside contractors, brings in over 100 staff to set up and operate the midway rides and games. Entertainment is managed by a four-person team, while both the fashion show and contests are staffed by seven individuals each. Additionally, vendor support is provided by an eight-person crew, rounding out a diverse and hardworking team that brings the fair to life for thousands of visitors. The Midland County Fair offers a diverse lineup of attractions and activities designed to entertain visitors of all ages while celebrating the traditions and culture of West Texas.



ATTRACTIONS & ACTIVITIES

Concert Series

The excitement kicks off on Thursday night with a Battle of the Bands, where junior high school marching bands will dazzle audiences with spirited exhibitions and friendly competition. On Friday, the stage will transform for a pop, rock, and R&B night, bringing classic hits to life. Saturday will shift into country mode, culminating in the evening's featured headliner, the renowned Gary Allan, delivering his signature sound. The weekend will culminate on Sunday with a vibrant Latin-genre concert, closing out the series with energy and flair. Each night builds its own unique atmosphere, ensuring a full weekend of diverse and memorable entertainment.



Battle of the High School Bands

Student/Family Night at the Midland County Fair is designed as an electric kickoff to the weekend festivities, offering reduced \$5 admission for all students on Thursday night. This high-energy evening celebrates local youth with a Battle of the High School Bands, where students take the stage to showcase their talent, school spirit, and musical chops in a friendly competition. The night also features an adrenaline-pumping Drum-Off, spotlighting student percussionists as they go head-to-head in a rhythmic showdown of skill and creativity. With prizes, bragging rights, and cheering crowds, the night is a dynamic blend of music, community pride, and fair fun—setting the tone for an unforgettable weekend.



ATTRACTIONS & ACTIVITIES

Carnival Midway

The fair delivers high-flying thrills and nostalgic fun with a full carnival midway experience provided by Wright’s Amusements, one of the most trusted names in traveling entertainment. Featuring more than forty exciting rides for all ages—from heart-pounding roller coasters and spinning thrill rides to classic Ferris wheels and gentle kiddie attractions—the midway fills the fairgrounds with energy and excitement. Alongside the rides, guests can enjoy iconic fair food favorites such as funnel cakes, corn dogs, cotton candy, and a variety of deep-fried treats, creating a vibrant and flavorful atmosphere. With Wright’s Amusements at the helm, the carnival midway becomes a centerpiece of the fair, offering unforgettable moments for families, friends, and fun-seekers alike.



Chase Quine Bull Riding Event

The Chase Quine Memorial Bull Riding event is a powerful tribute and a major highlight of the Midland County Fair, honoring the legacy of Chase Quine—a young man with a deep passion for rodeo and strong ties to the Midland community. Introduced in 2011 following Chase’s passing at age 21, the event has become a cherished fair tradition, drawing top bull riders and enthusiastic crowds each year. More than just a competition, it serves as a heartfelt celebration of Chase’s life and love for the sport. Its continued presence at the fair underscores its lasting importance to Midland’s rodeo heritage and the community that supports it.



ATTRACTIONS & ACTIVITIES

Ryder Wayne Gass Memorial Jackpot Steer Show

The Ryder Wayne Gass Memorial Jackpot Steer Show is a recent addition to the Midland County Fair, honoring the memory of young Ryder Wayne Gass. Created to celebrate Ryder's passion for livestock and his dedication to the show ring, the event draws youth exhibitors from across the region to compete in a spirited and respectful showcase of top-quality steers. Featuring premium payouts, skilled judging, and a strong sense of community, the memorial show highlights excellence in showmanship and animal care while serving as a touching tribute to a life that left a lasting impact. It stands as a meaningful reminder of the values at the heart of the fair: tradition, youth development, and the enduring bonds of the agricultural community.



Wild and Woolly Lamb and Goat Show

The Wild and Woolly Lamb and Goat Show is a fun and fuzzy favorite that blends the excitement of the show ring with a lighthearted, family-friendly twist. Open to young exhibitors, this playful competition celebrates showmanship while allowing kids to showcase their lambs and goats in a relaxed and encouraging environment. Whether it's a first-time exhibitor learning the ropes or a seasoned participant adding flair to the ring, the Wild and Woolly Show emphasizes fun, confidence-building, and community connection. With creative touches, plenty of laughs, and adorable animals stealing the spotlight, it has become a heartwarming highlight that captures the fair's spirit of youth, agriculture, and family tradition.



ATTRACTIONS & ACTIVITIES

Charro Extravaganza



The Charro Extravaganza is a vibrant celebration of Mexican heritage, tradition, and artistry that brings cultural richness and dynamic energy to the fairgrounds.

This captivating event features an authentic Mexican rodeo, or “charreada”, where skilled charros demonstrate their mastery of traditional horsemanship, roping techniques, and elegant riding in colorful embroidered attire. The arena comes alive with the stirring sounds of mariachi music, filling the air with rhythms and melodies that have defined generations of celebration. Adding to the spectacle, the event also showcases the grace and storytelling of ballet folklórico, a dazzling display of regional dances performed in vivid, flowing costumes. The Charro Extravaganza is more than a performance; it is a heartfelt tribute to cultural pride, family tradition, and the shared values of community, making it one of the most cherished and colorful experiences at the Midland County Fair.

Garden Tractor Pull

The fair proudly features the Garden Tractor Pull, a fan-favorite event that brings horsepower, grit, and a bit of good old-fashioned fun to the fairgrounds. Organized by the West Texas Modified Garden Tractor Pullers, this unique competition showcases heavily modified garden tractors that pack a surprising punch. Held on Friday and Saturday evenings, the event draws large crowds who gather to cheer on participants as they test their machines in thrilling displays of strength, traction, and endurance. Competitors of all ages, from seasoned pullers to ambitious newcomers, go head-to-head in various weight classes, aiming to drag a weighted sled the farthest down the track. The roaring engines, flying dirt, and friendly rivalries create a high-energy, family-friendly atmosphere that captures the spirit of rural competition. More than just a spectacle, the Garden Tractor Pull highlights the mechanical creativity, dedication, and community pride that make the Midland County Fair a true West Texas tradition.



ATTRACTIONS & ACTIVITIES

Petting Zoo

A beloved attraction at the Midland County Fair, the Noah's Way Exotic Petting Zoo offers a fun and educational experience that captivates guests of all ages. Featuring a wide variety of animals, from goats and piglets to llamas, birds, kangaroos, and tortoises, the petting zoo invites visitors to feed, pet, and learn in a safe, hands-on environment. Knowledgeable staff share insights about animal care and behavior, sparking curiosity and fostering compassion while highlighting the fair's commitment to blending entertainment with education. It is a heartwarming space where rural tradition meets interactive learning, creating lasting memories for the whole family.



Goat Roping

Goat roping offers a thrilling challenge where contestants test their roping skills on quick, agile goats. This event combines speed, coordination, and determination as participants aim to rope their targets swiftly. Cheered on by the crowd, this event blends traditional rodeo skills with a lighthearted, family-friendly atmosphere, celebrating the spirit of youth and friendly competition.



Jr. Bull Ride

A signature highlight of the Midland County Fair, the Jr. Bull Ride delivers high-energy excitement while showcasing the courage and determination of the next generation of rodeo athletes. Young riders take to the arena on carefully selected, age-appropriate livestock under the supervision of experienced stock contractors and safety personnel, ensuring a controlled and secure environment. The result is an authentic western experience that captivates audiences of all ages. More than just a competition, the Jr. Bull Ride reflects the fair's commitment to youth development, agricultural education, and preserving the rich rodeo heritage that defines West Texas culture.



ATTRACTIONS & ACTIVITIES

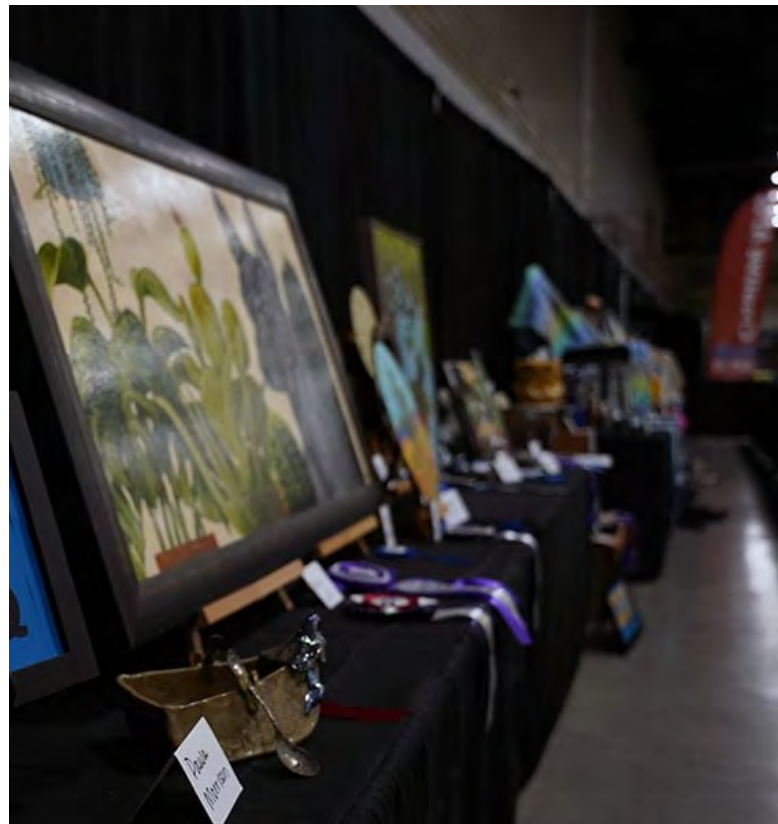


Mutton Bustin'

Mutton Bustin' brings big laughs and bigger courage as pint-sized cowboys and cowgirls take on woolly sheep. In this wildly entertaining event, young riders hold on tight for as long as they can, bringing cheers from spectators with every tumble and triumph. Mutton Bustin' highlights the bravery and spirit of the youngest participants, making it a beloved crowd favorite and a true celebration of youth and fun.

Creative Arts Competition

While the fair is renowned for its rodeos and carnival lights, it also highlights local talent through the Creative Arts Competition. Held inside the Horseshoe Pavilion, this vibrant showcase features everything from quilts and baked goods to paintings, photography, and handmade crafts. Open to all ages and skill levels, the competition celebrates creativity in its many forms, with ribbons proudly marking standout entries. More than just a contest, it's a colorful tribute to the imagination and passion of the Midland community—reminding us that while agriculture feeds the body, art nourishes the soul.



ATTRACTIONS & ACTIVITIES

Pie Baking Competition

The Fair's Pie Baking Competition adds a delicious layer of tradition and friendly rivalry to the fair's festivities. Open to bakers of all ages and skill levels, this beloved contest celebrates the art of homemade baking, from flaky crusts to perfectly spiced fillings. Whether it's a classic apple pie, a rich chocolate creation, or a bold, fruit-filled masterpiece, each entry is judged on taste, appearance, and creativity. As sweet aromas fill the exhibit hall, fairgoers gather to admire the entries, cheer on their favorite bakers, and celebrate the timeless joy of a perfectly baked pie.



Hotdog Eating Competition

The Hot Dog Eating Competition at the fair is a lively, crowd-pleasing showdown open to anyone present on the grounds. Participants have 10 minutes to eat as many hot dogs as they can, each one adding to their tally as the crowd cheers them on. The atmosphere is electric, with spectators rallying behind each contestant as they push to down just one more. It's a hilarious and competitive event, blending good-natured rivalry with a shared sense of fun, as everyone eagerly awaits the champion of the day.



ATTRACTIONS & ACTIVITIES



Pet Parade

The Pet Parade is a heartwarming and whimsical celebration of the community's furry, feathered, and four-legged companions. Open to pets of all shapes and sizes, the parade invites proud owners to showcase their animals in playful costumes, themed outfits, or simply their natural charm. From dogs in cowboy hats to goats in tutus, and even the occasional exotic guest, the parade delights fairgoers of all ages. It's a joyful, tail-wagging event that highlights the bond between people and their pets, adding a playful, family-friendly flair to the fair's festivities.

Ice Cream Party

The Ice Cream Party offers a cool, delicious twist to the fair's festivities, bringing smiles—and a few sticky fingers—to fairgoers of all ages. In this crowd-pleasing event, participants race against the clock—and the looming threat of brain freeze—as they dive into heaping bowls of ice cream. Laughter fills the air as contestants of all ages compete with gusto while the crowd cheers them on. It's a sweet, refreshing slice of summer fun, offering a welcome break from the Texas heat and creating yet another memorable fair moment.



ATTRACTIONS & ACTIVITIES

Mascot Meet & Greet Extravaganza

The Mascot Meet & Greet Extravaganza brings a playful energy to the fair, as beloved local mascots and regional celebrities join in the fun. Throughout the fairgrounds, these characters offer attendees a chance to snap memorable photos, share a laugh, and enjoy some lighthearted moments between events. Whether posing with a costumed character or high-fiving a mascot, fairgoers of all ages delight in the chance to interact. This cheerful addition gives everyone a break from the competitions and adds a touch of whimsy, making the fair experience even more memorable and fun.



MCF Market Place



The Indoor Marketplace is a bustling hub of shopping, discovery, and unique finds, featuring over 50 vendors from across the country. Located inside the spacious, air-conditioned Pavilion, this vibrant market offers something for everyone—handcrafted goods, boutique clothing, home décor, artisanal foods, custom jewelry, western wear, and one-of-a-kind gifts. Visitors can browse at their leisure, meet passionate makers and small business owners, and discover treasures they won't find elsewhere. The Indoor Marketplace not only supports local and national entrepreneurs but also adds a dynamic, shopper-friendly experience to the fair's diverse lineup of attractions.

ATTRACTIONS & ACTIVITIES

Food Court

The Food Court is a mouthwatering destination all its own, offering a diverse range of flavors to satisfy every craving. From classic fair staples like corn dogs, funnel cakes, and turkey legs to savory selections such as street tacos, BBQ, gourmet burgers, and international bites, there's something for every palate. Sweet teeth are equally indulged, with vendors serving treats like churros, deep-fried desserts, ice cream, and fresh-squeezed lemonade. With picnic seating and a lively atmosphere, the Food Court is the perfect place for families and friends to relax, refuel, and savor the flavors of the fair.



Fun Zone

The Fun Zone is a lively, laughter-filled area designed especially for the young fairgoers. Packed with age-appropriate activities, it offers a safe and vibrant space where kids and teens can enjoy face painting, crafts, carnival-style games, dance-alongs, story time, and interactive entertainment. Bright decorations, upbeat music, and special appearances by friendly costumed characters add to the festive atmosphere, creating a magical experience for children and their families. The Fun Zone is a joyful celebration of childhood, capturing the playful spirit of the fair and ensuring even the littlest attendees make lasting memories.



ATTRACTIONS & ACTIVITIES



Dog Agility (coming 2027)

Coming in 2027, the excitement starts early with a brand-new three-day Dog Agility Event at the Midland County Horseshoe Arena! Whether you have a speedy pup or just love watching canine athletes in action, this event will feature thrilling agility courses, jumpers with weaves, and time-to-beat challenges open to dogs of all breeds and skill levels. It's a perfect, family-friendly way to build the buzz leading up to the fair! Join us in 2027 and watch these amazing dogs in action—because the fun starts before the fair even begins!

Special Olympics

The Special Olympics event at the Midland County Fair celebrates inclusion, determination, and the inspiring achievements of athletes of all abilities. Bringing athletes together in a supportive and uplifting environment, the event highlights teamwork, sportsmanship, and the joy of competition. As competitors proudly showcase their skills, fairgoers gather to cheer them on, creating moments of encouragement and celebration throughout the fairgrounds. More than just a competition, the event reflects the fair's commitment to community, respect, and opportunity, reminding everyone that the true spirit of the fair is bringing people together and celebrating every achievement.



ATTRACTIONS & ACTIVITIES

Spin & Sing Karaoke Competition

The Spin & Sing Karaoke Competition brings music, energy, and friendly rivalry to the Midland County Fair stage. Open to participants of all ages and experience levels, this lively event invites fairgoers to step into the spotlight and perform their favorite songs for an enthusiastic audience. As friends, family, and fellow fairgoers cheer them on, contestants showcase their vocal talents while judges evaluate performances based on stage presence, creativity, and audience engagement. Whether competing for bragging rights or simply enjoying the thrill of performing, the Spin & Sing Karaoke Competition adds another fun and interactive layer of entertainment to the fair.



Rodeo 101

The Rodeo 101 Stage Show offers a hands-on and educational experience that introduces fairgoers to the traditions and skills of rodeo. Open to fans of all ages, the interactive attraction invites visitors to participate in activities such as rope making, a kids stick horse rodeo arena, and the Happy Toymaker kids corral. Now in its fourth year at the Midland County Fair, Rodeo 101 serves as both entertainment and a teaching tool, helping guests learn about rodeo equipment, techniques, and the history behind the sport. Through demonstrations and participation, the stage show gives families a fun opportunity to gain a deeper appreciation for the culture and heritage that make rodeo an enduring part of Western tradition.



Contest Corral

The Contest Corral brings fast-paced fun and friendly competition to the Midland County Fair, offering fairgoers a chance to jump into the action. This lively arena hosts a variety of interactive contests and crowd-pleasing challenges that invite participants of all ages to test their skills, speed, and creativity. From stick horse races and roping games to lighthearted eating contests and audience participation events, the Contest Corral keeps the energy high between major attractions. With laughter, cheering crowds, and spontaneous moments of excitement, it's a playful gathering spot where fairgoers become part of the show and create memorable moments together.





Tactics

- Social Media + Content Marketing
- Paid Ads & Digital Ad Campaign
- OTT/Streaming Commercials
- Traditional Media
- Promotional Products & More

Public Relations

We are leveraging organic social media on Facebook and Instagram to generate buzz and engagement for the Midland County Fair. Through a strategic mix of engaging content—behind-the-scenes looks, vendor highlights, performer spotlights, and interactive polls—we aim to build excitement leading up to the event. User-generated content, testimonials from past attendees, and countdown posts help foster a sense of community while boosting shares and visibility. Additionally, partnerships with local influencers and businesses amplify our reach, ensuring that the Fair remains a highly anticipated event in the Midland area.

Annual Marketing Campaign

The Midland County Fair’s year-round branding and marketing campaign ensures the excitement and community spirit continue well beyond the fair’s four days. Using a strategic blend of social media engagement, email newsletters, local media partnerships, and community outreach, the campaign builds anticipation, shares behind-the-scenes content, and spotlights key attractions, vendors, and sponsors throughout the year. Branded merchandise, seasonal promotions, and interactive content—like contests and polls—invite public participation and keep the fair top-of-mind. Whether showcasing local talent, unveiling new events, or counting down to opening day, this campaign ensures the Midland County Fair remains a vibrant, year-round presence in the region.



Quality Control

Quality Control Survey

To ensure the continued growth, excellence, and guest satisfaction of the Midland County Fair, an onsite Quality Control Survey captures real-time feedback directly from attendees. Conducted at key locations throughout the fair — such as entry gates, food courts, entertainment areas, and exhibition spaces — it gathers insights on cleanliness, staff friendliness, attractions, food, pricing, and overall enjoyment. Staff or volunteers with tablets or paper surveys engage attendees with quick, user-friendly questionnaires, and incentives like small giveaways, prize drawings, or discount vouchers encourage participation. The collected data is analyzed to identify trends, strengths, and areas for improvement, guiding future planning, vendor selection, operations, and customer service. This proactive approach reflects the fair's ongoing commitment to quality, community engagement, and delivering the best possible experience to every guest.




Quality Control

Safety and Incident Action Planning

An Incident Action Plan (IAP) is essential for ensuring safety, coordination, and efficient response during both planned events and emergency situations. The fair's IAP provides a clear framework outlining objectives, responsibilities, communication protocols, and resource allocation. By ensuring all agencies and event staff are aligned, it reduces confusion and improves situational awareness. Proactively identifying risks and establishing management procedures helps prevent minor issues from escalating. Ultimately, the IAP promotes accountability, protects public safety, and supports a swift return to normal operations.





As the Midland County Fair embraces the charm of a traditional fair set in the spirit of a downtown square, we envision a place at the table for everyone. Whether participating as a sponsor, contributor, competitor or simply sharing in the experience, every member of the community plays a role in bringing the fair to life.

Local businesses, volunteers, families, and organizations all contribute to the traditions and memories created each year on the fairgrounds. Together, we celebrate our shared heritage, support future generations, and strengthen the bonds that make Midland a remarkable place to call home. We extend our heartfelt gratitude to the sponsors, partners, volunteers, and community members whose support makes the Midland County Fair possible. The fair is more than an event—it is a tradition that continues to bring our community together year after year.

For partnership opportunities contact

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