

**AUGUST 8-12, 2018**

**BECOME A PART OF NEVADA COUNTY'S BIGGEST EVENT!**

# Partnership Opportunities

**Nevada  
County Fair**





**AUGUST 8-12, 2018**

*A Nevada County Fair sponsorship provides an unparalleled marketing opportunity, reaching more people than any other event in Nevada County*

# The Nevada County Fair



The Nevada County Fair is one of Northern California's most popular county fairs.

The Fairgrounds, with its hundreds of towering pine trees and long rows of blazing marigolds, has been declared as the state's most beautiful fairgrounds.

The Nevada County Fair has been voted "Nevada County's Best Event" for fifteen consecutive years.

## STATS

- First Fair – 1884
- Average Yearly Attendance – 90,000
- Average Year-Round Attendance (all events) – 270,000
- Exhibitors – 7,100
- Fair vendors – 180
- Junior Livestock Auction – \$541,000
- Ag Mechanics Auction – \$44,000
- Fair Partners and Sponsors – 72
- Generated on Treat Street by local non-profit organizations – \$1,000,000
- More than 50% of Fair visitors are from Nevada County
- More than 35% of Fair visitors travel from Sacramento area, Auburn, Yuba City, Marysville, and Truckee/Tahoe

## SOCIAL MEDIA

- Facebook Fans: 14,400+
- Instagram Followers: 1,500
- Twitter Followers: 1,000
- Website visits during five-day Fair: 70,000+

Just a few of our past supporters~





# Partnership Opportunities




## Year-Round\*

- Customized to meet our Partners goals and objectives.

## Platinum

Choose one

- Year-Round Top of Main Grandstands (19' x 3')
- Gates 1 & 4 Entrances - All five days of the Fair
- Northern Mines and Virtual Reality 

## Presenting Day

Choose one

- August 8, 2018 Opening Day
- August 9, 2018 Community Day
- August 10, 2018 Family Friday 
- August 11, 2018 Military Appreciation Day
- August 12, 2018 Sunday Funday 



## Gold

Choose one

- Main Street Center
- Pine Tree Stage
- Carnival Area
- Sale Ring
- Free Fair Shuttle
- Special Events Stage
- Dance Pad Stage
- The Magic Forest
- Wood fence on The Green
- Five-Day Arena
- Roller Coaster 




## Silver

Choose one

- Swine Pens
- Sheep Barns
- Horse Barns
- Goats
- Beef Barns
- Beef Show Ring
- Ponderosa Hall
- Evergreen Hall
- Tall Pines Building
- Sugar Pine Lodge
- Shade Tent
- Cooking Contests



- Tumbleweed Stage
- Gate 8 Entrance
- Gate 3 Entrance
- Competition Handbook
- Online Entry Page
- Rodeo Chute - Arena Sponsor
- Phone Charging Stations(2)
- Coin Dig & Mutton Bustin'
- The Giant Sandbox
- Water Station 

## Bronze

Choose one

- Community Involvement Day before the Fair (7/30)
- Special Contests at Special Events Stage - One day
- Ag-Sperience (cost of sign extra)
- Horse Arena (non-exclusive)
- ARENA EVENTS~
- Rodeo & Tractor Pull 
- Two nights Wed-Thurs Arena
- Motorsports Two nights Fri-Sat Arena
- Destruction Derby One Night Sunday Arena



\*Year-Round = 12 months

# “One of the 10 Best County Fairs in the United States!”

— *The Los Angeles Times*

	YEAR ROUND	PLATINUM	PRESENTING DAY	GOLD	SILVER	BRONZE
BANNER AT MAIN ENTRANCES	•	•	•			
BUSINESS NAME ON POSTER	•	•	•			
BANNER SPACE IN HORSE ARENA	•	•	•			
PUBLIC ADDRESS ANNOUNCEMENTS	•	•	•	•	•	•
LINK ON FAIR WEBSITE	•	•	•	•	•	•
SPACE FOR BANNER ON GROUNDS	•	•	•	•	•	•
BANNER SPACE IN MAIN ARENA	•	•	•	•*	•**	•***
RECOGNITION CERTIFICATE	•	•	•	•	•	•
<b>SPONSOR TICKET PACKAGES:</b>						
ADMISSION TICKETS	40	30	15	10	6	4
5-DAY VIP PARKING	8	6	4	2	1	
1-DAY VIP PARKING						2
ARENA EVENTS TICKETS	8W-F/6S-S	6W-F/4S-S	4W-F/2S-S	2WED-SUN	2WED-SUN	2WED
	\$10,000	\$4950	\$2790	\$1790	\$890	\$490

For more sponsorship information  
 Craig Hoddy • 530.559.3239  
 Craig@NevadaCountyFair.com • NevadaCountyFair.com

\*FIVE NIGHT ARENA SPONSOR ONLY \*\*ARENA SPONSOR ONLY-RODEO CHUTE AND TRACTOR PULL (TWO NIGHTS)  
 \*\*\*ARENA EVENT SPONSOR ONLY (TWO NIGHTS WED-SAT OR ONE NIGHT SUNDAY)  
 ARENA SPONSORS RECEIVE TWO TICKETS TO ONE NIGHT IN ARENA ON NIGHT OF THEIR SPONSORSHIP