

BECOME A PART OF NEVADA COUNTY'S BIGGEST EVENT...AGAIN!
PARTNERSHIP OPPORTUNITIES



AUGUST 11-15, 2021

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 and has been voted as "Nevada County's Best Event" for 19 years in a row.

Additionally, the Nevada County Fairgrounds has been declared by the California Legislature as "California's Most Beautiful Fairgrounds." With more than 80 acres, hundreds of pine trees, acres of green grass, a lake and the iconic red buildings, the Fairgrounds serves as the location for Nevada County's most popular community events.

STATS

- First Fair – 1884
- Average Yearly Attendance – 95,000
- Average Year-Round Attendance (all events) – 270,000
- Exhibitors – 7,200
- Fair vendors – 120
- Junior Livestock Auction – \$736,000 (2019)
- Ag Mechanics Auction – \$50,000 (2019)
- Fair Partners and Sponsors – 78
- Generated on Treat Street by local non-profit organizations – \$1,125,000 (2019)
- 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



FACILITIES

- Hundreds of trees on 80 acres, set in a beautiful natural landscape
- Lions Lake, with fishing for children
- 25 acres of shaded parking
- RV Park
- 5 exhibit buildings, plus barns for more than 1,000 animals

LOCATION

- 5 miles from Nevada City
- 59 miles from Sacramento
- 36 miles from Marysville
- 90 miles from Reno
- 70 Miles from Lake Tahoe

SOCIAL MEDIA

- Facebook Fans: 18,000+
- Instagram Followers: 3,300
- Twitter Followers: 1,100
- Website visits during five-day Fair: 70,000+

Just a few of our partners~





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
- Junior Livestock Auction
- Mechanics Auction

Presenting

Choose one

- August 11, 2021
Scholar Students Day
- August 12, 2021
Community Day - \$3 day and Free admission for disabled persons
- August 13, 2021
Family Friday - Free Ride
- August 14, 2021
Military Appreciation Day - Free Military Admission
- August 15, 2021
Sunday Funday - Admission Free for Children 12 and under



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 (Light Pole Placement)



Silver

Choose one

- Swine Barn
- Sheep Barns
- Horse Barns
- Goats
- Beef Barns
- Beef Show Ring
- Ponderosa Hall
- Evergreen Hall
- Tall Pines Building
- Sugar Pine Lodge
- Shade Tent
- Phone Charging Stations(2)
- Yard Games
- Three-Day Weekend Arena
- Gate 8 Entrance
- Gate 3 Entrance

Bronze

Choose one

- Community Involvement Day before the Fair (8/2)
- Family Farm (cost of sign extra)
- Horse Arena (non-exclusive)
- Water Station
- ARENA EVENTS~
- *Monster Trucks*
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
FEATURED IN FAIR GUIDE			•			
BUSINESS NAME ON POSTER	•	•				
BANNER AT MAIN ENTRANCES	•	•	•			
BANNER SPACE IN HORSE ARENA	•	•	•			
PUBLIC ADDRESS ANNOUNCEMENTS	•	•	•	•	•	•
LINK ON FAIR WEBSITE	•	•	•	•	•	•
SPACE FOR BANNER ON GROUNDS	•	•	•	•	•	•
BANNER SPACE IN MAIN ARENA	•	•	•		•*	•**
INVITATION TO DRAFT HORSE CLASSIC	•	•	•	•	•	•
SPONSOR TICKET PACKAGES:						
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/6SA-SU	6W-F/4SA-SU	4W-F/2SA-SU	2WED-SUN	2WED-FRI	2WED
	\$10,000	\$4995	\$2850	\$1795	\$895	\$495

For more sponsorship information
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*ARENA SPONSOR FRI-SUN

**ONE NIGHT SUNDAY OR FRI-SAT

ARENA SPONSORS RECEIVE TWO TICKETS TO ONE NIGHT IN ARENA ON NIGHT OF THEIR SPONSORSHIP