

PARTNERSHIP OPPORTUNITIES

BECOME A PART OF THE EXCITEMENT AT NEVADA COUNTY'S
BIGGEST EVENT & CALIFORNIA'S MOST BEAUTIFUL FAIRGROUNDS

NEVADA COUNTY FAIR COUNTRY ROOTS & COWBOY BOOTS

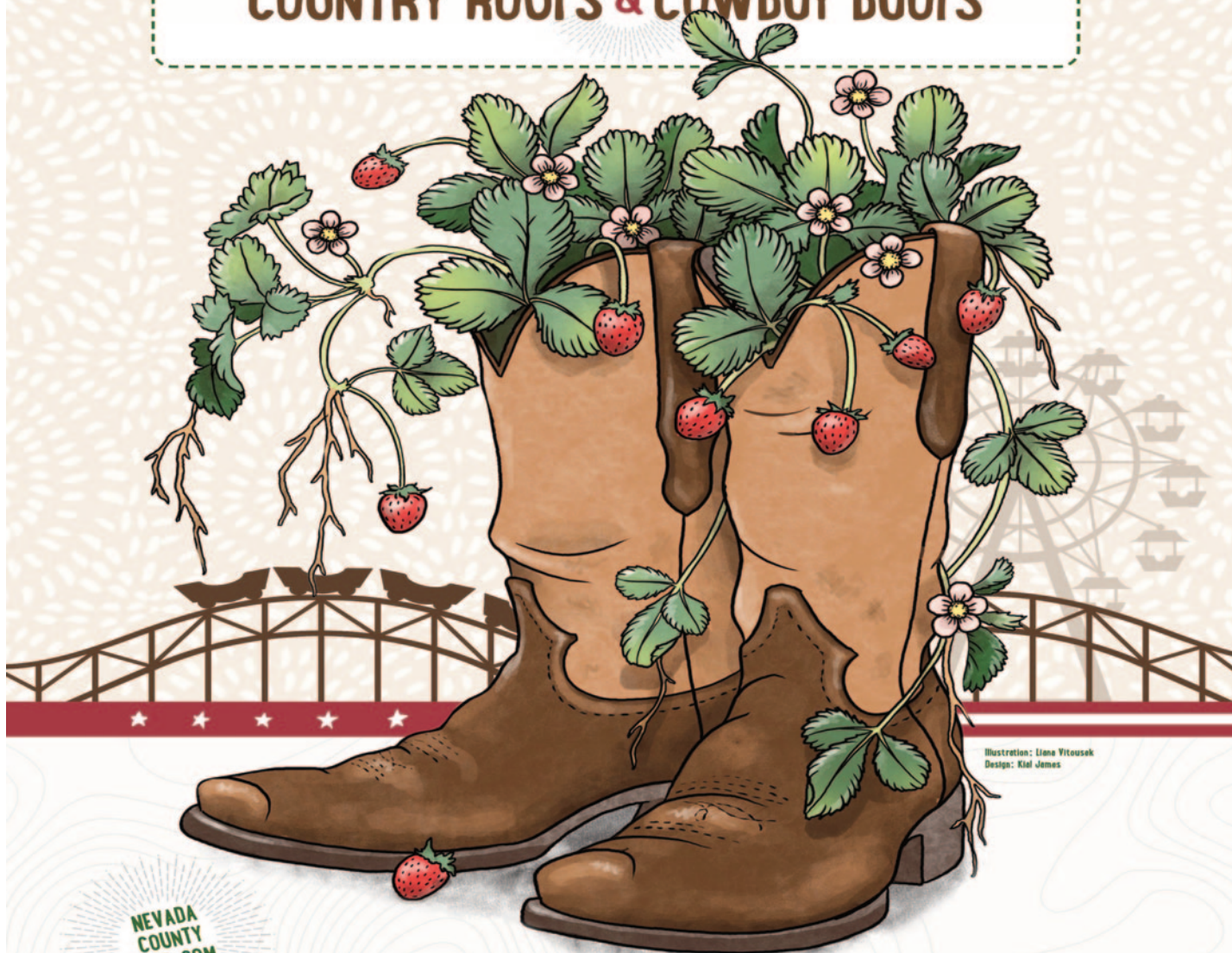


Illustration: Liene Vitousek
Design: Kiel James

NEVADA
COUNTY
FAIR.COM

AUGUST 9-13, 2023

NEVADA COUNTY FAIRGROUNDS, GRASS VALLEY CA

The Nevada County Fair

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

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 20 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
- More than 35% of Fair visitors travel from Sacramento area, Auburn, Yuba City, Marysville, and Truckee/Tahoe
- More than 50% of Fair visitors are from Nevada County

2022 STATS

- Exhibitors – 1251 with 5,227 entries
- Fair Vendors – 130
- Junior Livestock Auction – \$1,104,213
- Ag Mechanics Auction – \$106,750
- Fair Partners and Sponsors – 63
- Generated on Treat Street by local non-profit organizations – \$920,000

SOCIAL MEDIA

- Facebook Fans: 21,000+
- Instagram Followers: 4,200+
- Twitter Followers: 1,100
- Website visits during five-day Fair: 70,000+



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

Just a few of our partners~





PARTNERSHIP LEVELS

Year-Round

- A customized marketing package designed for the individual business emphasizing year-round exposure at the Fairgrounds

Platinum

- Year-Round Top of Main Grandstands (19' x 3')
- Gates 1 & 4 Entrances - All five days of the Fair
- Junior Livestock Auction
- Ag Mechanics Auction

Presenting*

- August 9, 2023
Scholar Student Day
- August 10, 2023
Community Day
- August 11, 2023
Family Day
- August 12, 2023
Military Appreciation Day
- August 13, 2023
Sunday Fun Day

*Tentative. Based on 2023 themes.
More details coming soon.

Gold

- 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
- Arena Events
Five nights on the Light Pole

Silver

- Tall Pines Building
- Sugar Pine Lodge
- Shade Tent
- Gate 8 Entrance
- Gate 3 Entrance
- Swine Barn
- Sheep Barns
- Horse Barns
- Goats
- Beef Barns
- Beef Show Ring
- Ponderosa Hall
- Evergreen Hall
- Arena Events
Any Three nights Thurs-Sun

Bronze

- Community Involvement Day before the Fair (7/31)
- Family Farm
- Horse Arena (non-exclusive)
- Arena Events
Any Two nights Thurs-Sun

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

-Los Angeles Times

| | YEAR ROUND | PLATINUM | PRESENTING DAY | 5-DAY ARENA | GOLD | SILVER | BRONZE |
|-----------------------------------|------------------------|---------------------------|-----------------------|-------------|----------------------|-------------|-------------|
| FEATURED ON FAIR GUIDE COVER | • | | | | | | |
| BUSINESS NAME ON POSTER | • | • | | | | | |
| BANNER MAIN ENTRANCES | • | • | • | | | | |
| BANNER IN SMALL DEMO ARENA | • | • | • | | | | •** |
| PUBLIC ADDRESS ANNOUNCEMENTS | • | • | • | • | • | • | • |
| LINK ON FAIR WEBSITE | • | • | • | • | • | • | • |
| BANNER ON ARENA LAWN FENCE | • | • | • | | | | |
| BANNER IN MAIN ARENA | • | • | • | • * | • * | • * | • * |
| INVITATION TO DRAFT HORSE CLASSIC | • | • | • | • | • | • | • |
| TICKETS AND PARKING PACKAGES: | | | | | | | |
| ADMISSION TICKETS | 40 | 30 | 10 | 10 | 10 | 6 | 4 |
| 5-DAY VIP PARKING | 8 | 6 | 2 | 2 | 2 | 1 | |
| 1-DAY VIP PARKING | | | | | | | 2 |
| ARENA EVENTS TICKETS | 8 Wed-Fri 6 Sat-Sun | 2 Wed 6 Thur-Sat/4 Sun | 4 Thurs-Sat. 2 Sun | 2 Wed-Sun | 4 Thurs-Sat 2 Sun | 2 Thurs-Sun | 2 Thurs-Sun |
| | \$10,000 | \$5,200 | \$1,900 | \$1,900 | \$1900 | \$950 | \$550 |

* ARENA EVENTS ONLY SPONSORS. SEE PAGE 3 FOR MORE DETAILS.

** DEMONSTRATION ARENA IS A SEPARATE BRONZE SPONSORSHIP. NOT TO BE COMBINED WITH OTHER BRONZE SPONSORSHIPS. ARENA SPONSORS RECEIVE TWO TICKETS TO EACH ARENA EVENT THAT THEY ARE SPONSORING. GOLD-SILVER-BRONZE LEVEL SPONSORSHIPS ARE NOT ELIGIBLE FOR WEDNESDAY NIGHT CONCERT TICKETS. **SPONSORS ARE TO PROVIDE ALL PROMOTIONAL MATERIALS INCLUDING BANNERS AND SIGNAGE.**

More information

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NevadaCountyFair.com