

PARTNERSHIP OPPORTUNITIES

“Be a part of the excitement at Nevada County’s Favorite Community Celebration”



NEVADA COUNTY FAIRGROUNDS

California's most beautiful Fairgrounds!

August 7-11, 2024

NEVADACOUNTYFAIR.COM



The 2024 Nevada County Fair

“Carnival Lights and Treat Street Delights”

Your support fosters community engagement and also enhances brand recognition, creating a positive impact while aligning with the vibrant spirit of the Nevada County Fair.

Our dynamic marketing team is dedicated to ensuring sponsors not only gain visibility but achieve their specific goals. Through tailored strategies, creative campaigns, and a keen understanding of sponsor objectives, we maximize brand exposure, foster meaningful connections, and deliver measurable results for a mutually beneficial partnership.

With more than 80 acres, hundreds of 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.

THE FACTS

- First Fair – 1884
- Average Yearly Attendance – 95,000
- All Events Year-Round Attendance – 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
- 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

LOCATION

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

FACILITIES

- Lions Lake, with fishing for children
- 25 acres of shaded parking
- RV Park with Full Hook-ups
- 5 exhibit buildings, plus barns for more than 1,000 animals

SOCIAL MEDIA

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





PARTNERSHIP LEVELS

• See page 6 for all benefit detail

GRAND CHAMPIONS

Support the Nevada County Fair at the highest level! Customized marketing campaign, emphasizing year-round and event visibility. See page 4 for details.

OPENING NIGHT CONCERT

Presenting & Co-Presenting Partner of the Wednesday Opening Night Concert in the Main Arena. Exclusive Recognition!

VIP Seating, signage, stage announcements, poster recognition and more. See page 5 for details.

PRESENTING DAY

- August 7, 2024
Scholar Student Day
- August 8, 2024
Community Day
- August 9, 2024
Family Day
- August 10, 2024
Military Appreciation Day
- August 11, 2024
Sunday Fun Day

PLATINUM PLUS

Maximum customized exposure for all five days of the Fair

GOLD

- Main Street Center
- Pine Tree Stage
- Sale Ring
- Free Fair Shuttle
- Special Events Stage
- Dance Pad Stage
- Northern Mines
- Wood fence on the Arena Green
- Main Arena **4-Nights on the Light Pole & 5-Days Demo Arena Thurs-Sun**

SILVER

- Tall Pines Building
- Sugar Pine Lodge
- Shade Tent
- Swine Barn
- Sheep Barns
- Horse Barns
- Goats
- Beef Barns
- Beef Show Ring
- Ponderosa Hall
- Evergreen Hall
- Main Arena **Any 3-Nights Thurs-Sun**

BRONZE

- Community Involvement Day before the Fair (7/29)
- Family Farm
- Horse Arena (non-exclusive)
- Main Arena **Any 2-Nights Thurs-Sun**



The Grand Champion Partners Wall

SUPPORT THE NEVADA COUNTY FAIR AT THE HIGHEST LEVEL

Each year, the Nevada County Fairgrounds welcomes more than 270,000 visitors. Our wide range of events reflects the diversity of the state of California and provides an opportunity for our Champion Partners to present their brand and message to the region.

Being featured on the Champions Wall promises your visibility at all of the following events: Nevada County Fair, Draft Horse Classic, Strawberry Music Festival, KVMR's Celtic Festival, The Union's Home and

Garden Show, Father's Day Bluegrass Festival, Steam Expo, Country Christmas Faire, and many weekly events as well as daily users of the Fairgrounds. Individual benefits subject to availability.

In addition to the newly created year-round recognition at the **Pine Tree Stage next to Treat Street**, Grand Champion Partners receive signage opportunities throughout the fairgrounds, at potentially, the Nevada County Fair, the Draft Horse Classic and Harvest Fair, and the Country Christmas Faire.

PARTNERSHIP DEVELOPMENT

530-903-7025

Partnership@NevadaCountyFair.com



See page 6 for more details.



Nevada County Fair's Concert Partnership

OPENING NIGHT • AUGUST 7 • MAIN ARENA

Two-time ACM Nominee & Nashville Recording Artist

RAE LYNN

PRESENTING & CO-PRESENTING SPONSORSHIP OPPORTUNITIES

- Business name will be featured on an array of promotional materials such as the concert specific poster, Facebook, interviews, and event banners
- Presenting Partner enjoys top billing, followed by Co-presenting Partners for increased visibility
- Presenting Partner featured on tickets purchased and printed online
- Business name shout-outs from the main stage for all Partners
- Presenting and Co-presenting Partner banners will be granted exclusive access during the concert - potentially viewed and shared hundreds of times on social media
- Concert employees and volunteers will wear special t-shirts with partners' names imprinted
- Presenting and Co-presenting Partners receive banner space in main and demonstration arenas and the arena fence facing the lawn for 5-days of the Fair

PARTNERSHIP DEVELOPMENT

530-903-7025

Partnership@NevadaCountyFair.com



See page 6 for more details.

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

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

-Los Angeles Times

	GRAND CHAMPION ¹	PLATINUM	CONCERT	DAILY	4-DAY MAIN & 5-DAY DEMO ARENAS	GOLD ²	SILVER ²	BRONZE ²
CHAMPIONS WALL 1-YEAR TERM	●							
FEATURED ON FAIR GUIDE COVER	●							
BUSINESS NAME ON POSTER	●	●	●					
BANNER MAIN ENTRANCES (Subject to availability)	●	●		● ³				
BANNER IN SMALL DEMO ARENA	●	●	●		●	●		● ⁴
PUBLIC ADDRESS ANNOUNCEMENTS	●	●	●	●	●	●	●	●
FAIR WEBSITE RECOGNITION	●	●	●	●	●	●	●	●
BANNER ON ARENA LAWN FENCE	●	●	●					
BANNER IN MAIN ARENA	●	●	●		● ⁵	● ⁵	● ⁵	● ⁵
INVITATION TO DRAFT HORSE CLASSIC	●	●	●	●	●	●	●	●
TICKETS AND PARKING PACKAGES:								
ADMISSION TICKETS	40	30	20	10	10	10	6	4
5-DAY VIP PARKING	6	4	4	1	1	1		
1-DAY VIP PARKING							2	1
ARENA EVENTS TICKETS	2 Wed 8 Thur-Sun	6 Thur-Sun	6 VIP Wed 4 Thur-Sun	4 Thur-Sun	4 Thur-Sun	4 Thur-Sun	2 Thur-Sun	4 Thurs
	\$10,000	\$5,300	\$5,300	\$1,950	\$1,950	\$1,950	\$1000	\$575

¹ Grand Champion proposals are customized for each individual business. All banners placements and specific benefits are subject to availability. See page 4 for more information.

² Choose from the list of opportunities and locations on page 3.

³ Day of event only.

⁴ Demonstration arena is a separate bronze partnership. Not to be combined with other bronze partnership unless reserved separately.

⁵ Arena events partners only. Arena partners receive tickets to each arena event that they are sponsoring. See page 3 for more details.

SPONSORS ARE TO PROVIDE ALL PROMOTIONAL MATERIALS INCLUDING BANNERS AND SIGNAGE

Cale Hoddy • 530-903-7025 • Partnership@NevadaCountyFair.com