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# VENTURA COUNTY FAIR

## 2023 SPONSORSHIP OPPORTUNITY

## 2023 CORPORATE SPONSORSHIP

The Ventura County Fair, just a stone's throw from the blue Pacific, attracts a 5-year average of more than 300,000 attendees during its 12-day run and delivers proven results for corporate sponsors. Our cost-effective sponsorship packages deliver benefits that enable businesses to market and brand their goods and services, build lasting customer relationships, enhance their community image, and help bring the family-friendly Fair experience to appreciative consumers.

What follows are highlights of the 2022 Ventura County Fair—the event, our attendees, and our corporate supporters. We then introduce the 2023 Fair, with detail on the three levels of sponsorship—**Official, Supporting and Participating**—all of which can include valuable onsite space at the Fair. Finally, we present a comprehensive benefits catalogue with useful descriptions of all available benefits across naming rights, on-site marketing, digital marketing, social media, print marketing, and hospitality/credential categories.



AUGUST 2-13, 2023 | [WWW.VENTURACOUNTYFAIR.ORG/FAIR](http://WWW.VENTURACOUNTYFAIR.ORG/FAIR)

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**VENTURA COUNTY**

**FAIR**

**2023**

**SPONSORSHIP OPPORTUNITY**

## **How do we measure success at the Ventura County Fair?**

### **Let's look at the numbers for 2022...**

**Fair attendance: 270,486; 5-year average of 302,058**

**Funds raised for youth at the 2022 Junior Livestock Auction: \$1.5 million:**

**Funds from auction over the past 10 years: \$17.2 million**

**Entries in Fair department competitions: 14,000+**

**Fair corporate sponsors: 26**

**Fair website peak month users: 194,101**

**Fair Facebook likes (as of 11/1/22): 45,794**

**Twitter followers (as of 11/1/22): 4,383**

**Instagram followers (as of 11/1/22): 8,233**

**Memories made at the Ventura County Fair: Countless**



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**Turnstile Attendance: 2016-19; 2022**  
**5-Year Attendance Average: 302,058**

<u>Day</u>	<u>2016</u> 8/3-14	<u>2017</u> 8/2-13	<u>2018</u> 8/1-12	<u>2019</u> 7/31-8/11	<u>2022</u> 8/3-14	<b>2022 Fair Promotional Day</b>	<b>2022 Grandstand Arena Entertainment</b>
<b>Wednesday</b>	37,145	27,899	27,895	28,924	22,476	Dollar Day	Martina McBride
<b>Thursday</b>	20,662	23,136	15,925	14,246	14,446	Feed the Need Day; Carnival Wristband Day	KC and the Sunshine Band
<b>Friday</b>	20,498	20,101	16,955	16,952	19,429	Youth Day	The All-American Rejects
<b>Saturday</b>	31,686	27,123	24,216	26,210	23,972	--	Blue Oyster Cult
<b>Sunday</b>	29,666	25,655	27,012	24,744	26,774	Día de la Familia	La Arrolladora Banda Limon Los Parras Jesus Ojeda
<b>Monday</b>	20,156	29,313	25,259	16,979	25,103	Carnival Wristband Day VCCU Member Day	The Beach Boys with Special Guest John Stamos
<b>Tuesday</b>	31,484	22,484	25,349	33,209	18,823	Seniors & Persons with Disabilities Day; Carnival Wristband Day	Clay Walker
<b>Wednesday</b>	34,501	22,494	25,504	24,122	15,646	--	Cheap Trick
<b>Thursday</b>	24,094	31,433	25,161	24,413	15,287	Military Appreciation Day; Carnival Wristband Day	--
<b>Friday</b>	23,254	19,398	25,880	24,197	19,305	Junior Livestock Auction	PRCA Pro Rodeo
<b>Saturday</b>	29,228	27,464	28,553	29,911	28,183	--	PRCA Pro Rodeo
<b>Sunday</b>	29,851	29,246	31,302	38,876	41,042	--	PRCA Pro Rodeo
<b>Totals</b>	<b>332,262</b>	<b>305,746</b>	<b>299,011</b>	<b>302,783</b>	<b>270,486</b>		

## FAIR ATTENDEE PROFILE\*

Age	%
Under 25	49.4%
25-39	25.3%
40-59	21.4%
60 and over	3.9%
Total	100%

Gender	%
Female	54.5%
Male	45.5%
Total	100.0%

Ethnicity	%
White/Caucasian	43.2%
Hispanic/Latin Origin	41.1%
Asian American	7.8%
Black/African American	5.3%
Other	2.6%
Total	100%

Household Income	%
\$100,000+	15.8%
\$75K - \$99K	2.6%
\$60K - \$74K	10.5%
Under \$60K	71.1%
Total	100%

Visiting From Outside the Area	%
Yes	24.7%
No	75.3%
If yes, are you staying at an area hotel?	
Yes	28.9%
No	71.1%

Favorite Exhibit Area at the Fair	%
Livestock	30.5%
Adventures in Shopping	24.0%
Gems/Hobbies/Collections	10.4%
Photography	9.1%
Horse Shows	8.4%
Agriculture	7.1%
Professional Art	5.1%
Youth Expo	3.2%
Floriculture	1.9%
Home Arts/Amateur Art	0.3%
Total	100%

County of Residence	%
Ventura	67.7%
Los Angeles	14.1%
Santa Barbara	7.1%
Riverside	1.2%
San Bernardino	1.2%
Kern	0.3%
Orange	0.3%
San Diego	0.3%
Other	7.7%
Total	100%

Attendance History	%
First-time attendee	24.6%
Attended 1-5 Fairs	35.1%
Attended 5+ Fairs	40.3%
Total	100%

Days Attended the Fair	%
1	59.7%
2	11.7%
3	11.7%
4+	16.9%
Total	100%

What Did You Like Most at the Fair?	%
Fair Food	31.2%
Carnival Rides & Games	21.4%
Livestock Animals	15.6%
Exhibit Buildings	8.4%
Grounds Entertainment	5.8%
Motorsports	5.3%
Grandstand Arena Concerts	5.2%
Rodeo	5.2%
Shopping	1.9%
Total	100%

How Did You Hear About the Fair	%
Friend/Prior Attendee	57.7%
Social Media	15.5%
Radio	11.0%
Online	9.0%
Newspaper	4.5%
Signage	1.9%
Television	0.4%
Total	100%

Source: Welk Resorts Onsite Touch Screen Survey

Sample Size: 4,760

Total Attendance: 299,011

\*2018 Fair data

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## 2022 CORPORATE SPONSORS

### Official Sponsors

Aquafina  
Chumash Casino Resort  
Firestone 805  
Gold Coast Toyota Dealers  
Michelob Ultra  
Pepsi

### Supporting Sponsors

American Sleep Therapy  
American Vision Windows & Baths  
California Deluxe Windows  
Cozzia  
Daiwa by U.S. Jaclean  
O'Reilly Auto Parts  
QuietCool  
Samsung  
Sleep First USA  
T-Mobile  
Ventura County Credit Union

### Participating Sponsors

California Department of Public Health  
California Department of Water Resources  
Culligan Water of Ventura  
Deluxe LifeCote  
Farm Fresh To You  
LeafFilter  
Southern California Ford Dealers  
Ventura County Transportation Commission  
WellCare

# FAIR FAST FACTS

## EVENT OVERVIEW

Staged just a stone's throw from the blue Pacific, the 12-day Ventura County Fair brings communities together, crossing cultural, demographic, and ethnic lines to provide affordable family entertainment, education, and enrichment. The Fair is also a link to the county's agricultural roots and serves as a reminder that California farmers and ranchers feed the world and fuel our economy.

## 2023 DATES • HOURS • LOCATION

August 2-13, 2023—12 days

Hours: TBA

Ventura County Fairgrounds

10 W. Harbor Blvd., Ventura, CA 93001

## ATTENDANCE

The 2022 Ventura County Fair welcomed back more than 270,000 enthusiastic attendees after a 2-year Covid pause. Over the past five Fairs, attendance has averaged more than 302,000. That's a daily average of more than 25,000 guests.

## ADMISSION • PARKING • FREE SHUTTLES

Adults (Age 13-64): \$15

Seniors (65+) & Children 6-12: \$10

Children 5 & under: Free

Onsite Parking: \$20

Free shuttles/parking from off-site locations

## SPECIAL ADMISSION & THEME DAYS

Special Fair promotional days like those listed below drive attendance and make the Fair a more affordable experience for the community. Details to be announced.

- Dollar Day
- Feed the Need Food Share Day
- Youth Day
- Día de la Familia
- Seniors & Persons w/Disabilities Day
- Military Appreciation Day
- Carnival Wristband Days
- Junior Livestock Auction

## FOOD AND FUN FOR ALL

There's always plenty to do for visitors of all ages at the Ventura County Fair, including carnival rides, midway games, unique fair food, non-stop free family entertainment, competitive exhibits, youth activities, a petting zoo, rock climbing, face painting, and more.

## ENTERTAINMENT OPTIONS GALORE

### Grandstand Arena Entertainment

- Fair Concert Series
- PRCA Rodeo Days

Admission is free at all Fair concerts

Paid admission required for all rodeo events

### Grounds Entertainment

- Station Stage
- Seabreeze Stage
- Strolling Entertainers

## VARIED EXHIBITS & COMPETITIONS

The Fair's exhibit departments showcase more than 14,000 competitive entries comprised of livestock, crops, artwork, baked goods, crafts and more. The Fair also teaches the value and rewards of hard work, innovation, presentation, and creativity by awarding trophies, ribbons, and cash awards. And the annual Junior Livestock Auction raises more than \$1.5 million in support of local youth.

## STRONG MARKETING SUPPORT

The Fair is active on social media leading up to and during the event, with a strong presence on Instagram, Facebook, and Twitter. Consumers in Ventura and Los Angeles counties also learn about the Fair via advertising and PR campaigns across digital, radio, television, and print media platforms.

## VALUABLE CORPORATE SPONSORSHIP

Cost-effective sponsorship programs provide businesses the opportunity to market and brand their goods and services, enhance their community image, build lasting customer relationships, and help bring the experience of a traditional county fair to hundreds of thousands of consumers.

Sponsorship packages are offered in three levels—Official, Supporting and Participating. In addition to valuable exhibit space, Fair sponsors receive benefits across onsite, social media, digital, and print benefit categories. And select sponsors also benefit from valuable naming rights to Fair exhibit departments/buildings, special admission/theme days, entertainment venues, plus special promotions and activities.

For mobile marketers, custom programs are available for companies looking for a Ventura County stop on their 2023 experiential marketing tours.

Information subject to change

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VENTURA COUNTY

FAIR

2023  
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2023 FAIR SPONSORSHIP PACKAGES	BENEFITS CATEGORIES	OFFICIAL \$45,000	SUPPORTING \$17,500	PARTICIPATING \$9,000
	OFFICIAL DESIGNATION & NAMING RIGHTS			
	"Official" (Product/Service) Designation	✓		
	Naming Rights	3	1	
	PRE-FAIR ADVERTISING BENEFITS			
	Fair Television Spots - Logo branding	✓		
	Fair Print Ads - Logo branding	✓		
	ONSITE BENEFITS			
	Exhibit/Sales Space	20' x 20' (max)	10' x 20' (max)	10' x 10'
	Photo Backdrop Sponsorship - Logo branding	✓		
	Food Court LED Screen - :30 Commercials	4 per hour	2 per hour	
	Concert Arena LED Screen - :30 Commercials	4 per concert		
	Arena & Food Court LED - Sponsor logo slide	✓	✓	✓
	Arena & Food Court LED - Group Logo	✓	✓	✓
	Arena & Food Court LED - Naming Right Promo	✓	✓	
	Grounds P.A. Announcements	3 per day	2 per day	1 per day
	Concert Arena P.A. Announcements	2 per concert		
	Naming Rights Jumbo Banners	✓	✓	
	Digital Message Board - Branding	✓	✓	
	Sponsor Banners on grounds	3	2	1
	"Thank You" Jumbo Banners - Logo branding	✓	✓	✓
	DIGITAL MARKETING			
	Website Banner Ad & Link - Full Site	✓		
	Website Logo Button & Link - Full Site	✓	✓	✓
	Website Naming Right Branding - Logo & Link	✓	✓	
	Website Sponsor Page - Listing, Logo & Link	✓	✓	✓
	Fair Digital Program - Day Event Listing sponsor	✓		
	Fair Digital Program - Display ad	✓	✓	
	Fair Digital Program - Naming Right branding	✓	✓	
	Fair Digital Program - Sponsor listing logo	✓	✓	✓
	Fair eTicket Printout--Logo or Ad (TBD)	✓	✓	✓
	Fair eNews Issue Sponsorship - Logo & Link	✓		
	Fair eNews Banner Ad & Link (1 issue)	✓	✓	
	Fair eNews Branding - Logo (all issues)	✓	✓	
	Fair eNews Naming Right Branding--Listing	✓	✓	
	Fair eNews "Thank You" Issue - Logo	✓	✓	✓
	SOCIAL MEDIA POSTS			
	Instagram - Custom post	1		
	Facebook - Custom posts	2	1	
	Twitter - Custom posts	2	1	
	PRINT MARKETING BENEFITS			
	Marketing Poster - Logo branding	✓	✓	✓
	Marketing Insert - Naming Right branding	✓	✓	✓
	Print Advertising - Logo block	✓		
	HOSPITALITY & CREDENTIALS			
	Fair 1-Day Admissions	48	24	12
	Booth Staff Admissions & Parking	✓	✓	✓
	Booth Staff Offsite Parking & Shuttle Service	✓	✓	✓
	Vehicle Onsite Delivery Pass	✓	✓	✓
	Grandstand Arena Reserved Seats - All Events	4	2	0
	Sponsor Lounge Access	✓	✓	✓
	Benefits subject to change			

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## 2023 Corporate Sponsorship Benefit\* Descriptions

The Ventura County Fair offers corporate sponsorship packages in three levels—**Official**, **Supporting**, and **Participating**. Each level contains a mix of benefits across specific benefit categories...and all levels include the option for onsite space. What follows are descriptions of all benefits, including information on which level gets the benefit. The Appendix provides detail on all Fair naming rights, a valuable benefit available to sponsors at the Official and Supporting levels.

<b>Benefits Categories</b>	<b>Page</b>
Category 1: Exclusive Designation & Advertising Benefits	8
Category 2: Naming Rights	9
Category 3: Onsite Benefits	9-11
Category 4: Digital Marketing	11-12
Category 5: Social Media Posts	12
Category 6: Print Marketing Benefits	13
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Appendix A: Naming Right Descriptions	14-19



### **Category 1: Exclusive Designation & Advertising Benefits—Official Sponsors**

*Corporate sponsors at the Official level enjoy a number of benefits that are not available in the Fair's Supporting and Participating sponsorship packages.*

#### **"Official (Product/Service) of the Fair"**

This gives sponsors the exclusive right to be an official product or service of the Fair. Examples are "Pepsi—Official Soft Drink of the Fair" and "Budweiser—Official Malt Beverage of the Fair."

#### **Fair Television Commercial (logo branding)**

Official sponsor logos are displayed at the end of television spots produced and placed by the Fair.

#### **Custom Consumer Promotion**

Official sponsors have the opportunity to partner with the Fair on a custom consumer promotion that meets the sponsor's marketing goals and raises awareness of the Fair. A three-month lead time is required to develop and implement a custom consumer promotion.

#### **Print Advertising (logo branding)**

Official sponsors are included in a logo block on all of the Fair's newspaper and magazine print ads, as well as pre-Fair newspaper marketing inserts and marketing posters distributed throughout the region.

\*All benefits are subject to change



## **Category 2: Naming Rights—Official & Supporting Sponsors**

*Naming rights link sponsors to key components of the Fair and are celebrated with large onsite banners and promoted via logo exposure wherever possible across onsite, social media, digital, and print marketing executions. Naming rights are assigned on a first-come, first-served basis; premium fees may apply.*

*Please see pages 14-19 for descriptions of all Fair naming rights.*

### **Naming Rights Options (30):**

#### **Exhibit Departments/Buildings**

- Agriculture
- Adventures in Shopping
- Floriculture
- Gems & Minerals/Hobbies & Collections
- Home Arts
- Horse Shows
- Livestock Area
- Photography
- Professional Art/Amateur Art
- Youth Expo

#### **Special Admission Days**

- Dollar Day
- Feed the Need FOOD Share Day
- Youth Day
- Seniors & Persons w/Disabilities Day
- Military Appreciation Day

#### **Entertainment and Leisure**

- Carnival Midway
- Children's Dell
- Concert Series
- Grandstand Arena
- Porker Flats
- PRCA Rodeo
- Station Stage
- Seabreeze Stage

#### **Promotions and Special Activities**

- Carnival Wristband Days
- Concert Arena "Dance Fever Cam"
- Concert Arena "Fair Trivia"
- Concert Arena "Kiss Cam"
- Día de la Familia
- Junior Livestock Auction
- Shuttle Busses

## **Category 3: Onsite Benefits**

### **Exhibit/Sales Space—All Sponsors**

Display space inside one of our commercial buildings or on the grounds gives corporate representatives the opportunity to engage with many of the Fair's 300,000+ attendees looking for products, services, and special Fairtime offerings. Final decisions on space size, availability, location, and sponsor activities are subject to Fair management approval.



### Onsite Benefits (cont.)

#### **“Fairtime Memories” Photo Backdrop (logo)—Official Sponsors**

Sponsors with this benefit enjoy logo exposure on signage strategically positioned in front of one of the Fair’s colorful photo cutout backdrops.

#### **Public Address Announcements**

All P.A. spots are pre-recorded by the Fair. Copy for the 15-second spots is supplied by sponsors and is subject to Fair management approval.

##### ✓ **Grounds Spots—All Sponsors**

These P.A. spots are broadcast throughout the day over the Fair-ground’s public address system.

##### ✓ **Concert Arena Spots—Official Sponsors**

These spots are broadcast prior to each of the Fair’s concerts inside the Grandstand Arena.

#### **Jumbo LED Screens (2)—Sponsor Commercials, Slides, and Branding**

The Fair deploys two giant LED video walls during the Fair. The Food Court LED is positioned above the Agriculture building and faces the main dining area and Main Street. The second LED wall is displayed next to the concert stage in the Grandstand Arena.

##### ✓ **Commercials on Concert LED—Official Sponsors**

30-second sponsor spots run here four times during each of the popular concert pre-shows as crowds gather early in the open seating venue.

##### ✓ **Commercials on Food Court LED—Official & Supporting Sponsors**

30-second sponsor commercials on this LED screen broadcast all day long on a continuous loop, sharing time with Fair promotional messages and sponsor branding slides. Frequency varies by level.

##### ✓ **Naming Rights Branding—Official & Supporting Sponsors**

Sponsor logos are displayed on Fair-produced slides that promote naming rights.

##### ✓ **Sponsor Solo Logo Slides on Food Count & Concert Arena LEDs—All Sponsors**

All sponsors have their logo displayed on both LED screens with custom, Fair-produced slides.

##### ✓ **Group Logo Slides on Food Court & Concert Arena LEDs—All Sponsors**

Sponsor logos are displayed on both LED screens in logo groupings by sponsorship level—Official, Supporting, and Participating. Slides are produced by the Fair.





### Onsite Benefits (cont.)

#### **Naming Rights Banners—Official & Supporting Sponsors**

The Fair produces two large onsite banners with sponsor logos for each naming right in a sponsorship package. These colorful banners are displayed on Fair fencing, towers, and venue structures to maximize attendee awareness.

#### **Digital Message Board—Official & Supporting Sponsors**

This electronic message board greets all attendees as they approach the Fairgrounds main parking lot. Sponsor names, official designations, naming rights, and special events are displayed here prior to and during the run of the Fair.

#### **Sponsor Banners—All Sponsors**

Sponsors submit 8' x 3' corporate banners for display at high-traffic locations across the Fairgrounds. Banner quantities vary by sponsorship level.

#### **Sponsor “Thank You” Banners (300,000+ impressions)—All Sponsors**

Fair-produced banners featuring all sponsor logos are positioned at both the main and auxiliary exits.



## **Category 4: Digital Marketing**

### **Fair Website—[www.venturacountyfair.org/fair](http://www.venturacountyfair.org/fair)**

#### ✓ **Website Banner Ad & Link—Official Sponsors**

This year-round promotional web banner and link rotates with other sponsor banners on all pages on the Fair website.

#### ✓ **Website Logo Button & Link—All Sponsors**

Sponsor logos with links scroll year-round in a fixed position on all pages on the Fair website.

#### ✓ **Website Naming Rights Content Pages Logos & Links—Official & Supporting Sponsors**

Sponsor naming rights are recognized with logos and links on all appropriate pages of the Fair website. This includes logo branding in the Fair's online entry guide for sponsors with Fair department naming rights.

#### ✓ **Website Sponsor Page Logo & Link—All Sponsors**

Sponsor logos and links are displayed year-round under the “Sponsorship Information” tab on the Fair website. Sponsor naming rights and official designations are also listed.

#### ✓ **Fair eTicket Logo Branding—Official & Supporting Sponsors**

Sponsor logos will be featured on the ticket purchase website and on all e-ticket printouts redeemed onsite for Fair admission. Benefits will vary by sponsorship level; details TBA.



## Digital Marketing (cont.)

### **Fair Digital Program/Schedule of Events—QR Code-accessed**

Available via a heavily promoted QR code, these essential programs contain daily event schedules, a fairgrounds map, entertainment lineups, information on special activities, and more.

- ✓ **Fair Day Events Listing Sponsorship—Official Sponsors**  
Sponsorship of a daily event listing includes either a sponsor logo or name recognition.
- ✓ **Display Ads—Official & Supporting Sponsors**  
Sizes for these ads vary by sponsorship level.
- ✓ **Naming Rights Content Branding—Official & Supporting Sponsors**  
Content that promotes Fair naming rights includes either a sponsor logo or name recognition.
- ✓ **Sponsor Page Logo Branding—All Sponsors**

### **Fair eNewsletter (6,000+ online distribution)**

- ✓ **Fair e-News Issue Sponsorship—Official Sponsors**  
Includes announcement of issue sponsorship, logo exposure, and link to the sponsor's website.
- ✓ **Fair e-News Banner Ad & Link—Official Sponsors**  
Sponsors provide the Fair with a banner ad that will publish in one issue of the Fair's e-newsletter.
- ✓ **Fair eNews Branding—Logo Block—Official Sponsors**  
Official sponsor logos are in a logo block at the bottom of all e-newsletters.
- ✓ **Fair eNews Naming Right Branding—Official & Supporting Sponsors**  
Sponsor logos or text names appear when naming rights are promoted in the e-newsletter.
- ✓ **Fair eNews "Thank You" Issue Logo Exposure—All Sponsors**  
All sponsor logos are included in the final "thank you" e-newsletter.

## **Category 5: Social Media Posts**

Sponsors are invited to submit custom posts to the Fair's audiences on the platforms below. If not submitted, the Fair will create and post a "thank you" message.

### **Instagram Post—Official Sponsors**

Instagram followers: 8,000+

### **Facebook Posts—Official and Supporting Sponsors**

Facebook likes: 45,000+

### **Twitter Posts—Official and Supporting Sponsors**

Twitter followers: 4,350+





# VENTURA COUNTY FAIR

## 2023 SPONSORSHIP OPPORTUNITY

### Category 6: Print Marketing Benefits

#### Pre-Fair Newspaper Marketing Insert—All Sponsors

This piece previews the Fair to consumers, with distribution in publications throughout the region.

- ✓ **Logo Exposure—All Sponsors**  
Official sponsors receive logo exposure in a group logo block.
- ✓ **Naming Rights Branding—Official & Supporting Sponsors**  
Official and Supporting sponsors enjoy logo or text name branding tied to their respective naming rights.

#### Pre-Fair Marketing Poster Logo Exposure—All Sponsors

All sponsor logos are featured on these four-color pre-event promotional posters. The posters are displayed at thousands of retail locations throughout Ventura County and the surrounding regions.

#### Print Advertising Logo Exposure—All Sponsors

Official sponsors are included in a logo block on all of the Fair's newspaper and magazine print ads. All sponsors enjoy logo exposure in a special post-Fair sponsor "thank you" ad.



### Category 7: Hospitality & Credentials

#### Fair 1-Day Admissions—All Sponsors

Fair 1-day admissions, included in all packages, are good for entry to the Fair, including access to open seating at the free concerts in the Grandstand Arena. Separate admissions are required for exhibit staff to enter the Fair; quantities vary according to space size and length of onsite stay.

#### Sponsor Parking & Shuttle Service—All Sponsors

Sponsors' exhibiting staff will have access to a dedicated offsite parking lot with extended hours shuttle service. Details to be announced.

#### Grandstand Arena Reserved Seats—Official & Supporting Sponsors

Sponsors with this benefit receive a limited number of reserved seats at each of the Fair's concerts and rodeo performances. Note: All unused concert reserved seats are released to the public 20 minutes after the start of each performance.

#### Sponsor Lounge—All Sponsors

The Lounge, featuring free Wi-Fi and a clean, private bathroom, is located near the main entrance, adjacent to the Administration Building. Here is where sponsors can take a break, check email, recharge their batteries, and enjoy light snacks and refreshments in a comfortable setting.

### Appendix A: Naming Rights Descriptions

#### **Adventures in Shopping + More Adventures in Shopping (Commercial Vendor Building & Pavilion)**

Think new and improved product demos, crafts, and a whirlwind of activity and you've got the "Adventures in Shopping" building and the adjacent "More Adventures in Shopping" pavilion. Fairgoers strolling through these venues enjoy a wall-to-wall marketplace of exhibits, sponsor displays, demonstrations, food, and fun for the entire family.



#### **Agriculture & Natural Resources (Exhibit Department/Building)**

Exhibits here showcase the many facets of our local agribusiness, as well as natural resources and county museums. Interactive displays, video presentations, cooking demonstrations & contests, and special appearances by area experts provide unique opportunities to educate and entertain Fair guests. Here is also where amateurs and professionals proudly enter their products for competition and display in divisions that include beer, wine, honey, herbs, and the bountiful produce that is the heart of Ventura.

#### **Carnival Midway**

Always a popular spot for youngsters and all attendees young at heart, the independent Carnival Midway features an assortment of outstanding carnival rides,



games, and a wide selection of food and beverages. The sponsor with this naming right connects with a strong youth demographic.

#### **Carnival Wristband Days (4)**

Wristbands featuring the sponsor's logo are good for unlimited Carnival Rides from opening until 7:00pm. Carnival Wristband Days in 2023 are to be announced.

#### **Children's Dell**

Situated just inside the main entrance, this family venue offers an assortment of carnival rides for young children, plus a children's circus, petting zoo, parent comfort/changing station, entertainment and more.





### Naming Rights (cont.)

#### **Concert Arena Pre-Show “Dance Cam”**

The “Dance Cam” promotion inside the Grandstand Arena captures concert goers of all ages as they get their dance on for all to see on the giant LED screen. Staged with a custom music track to match that day’s act, “Dance Cam” is a popular feature during the popular concert pre-shows. This naming



right includes logo exposure on the “Dance Cam” title slide that frames the live dance action.

#### **Concert Arena Pre-Show “Fair Trivia Contest”**

Another promotion staged on the LED wall during the concert pre-show, trivia questions test attendees’ knowledge on all aspects of the Fair. Sure to inspire bragging rights from the concert audience, the competition delivers great branding benefits with logo exposure on the LED screen.

#### **Concert Arena Pre-Show “Kiss Cam”**

“Kiss Cam” rounds out the live, pre-concert promotions as couples of all ages pucker up for live shots on the giant LED. With music themed

to the upcoming concert genre, this naming right also includes logo exposure on the “Kiss Cam” title slide that frames the kissing couples.

#### **Concert Series**

The Fair’s free concert series in the Grandstand Arena entertains enthusiastic crowds. Country, rock, R & B, oldies, alter-



native, Hispanic...Fair concerts cater to all tastes as more than 100,000 people fill the arena to cheer for their favorites. Special pre-concert programming on the arena’s giant LED

wall adds to the attendee (and sponsor) experience.



#### **Día de la Familia**

The first Sunday of the Fair traditionally celebrates all things Hispanic with themed entertainment and activities throughout the day. It’s a great family day and one of the Fair’s highest attendance dates. This naming right also includes bonus branding at the Hispanic-themed concert in the Grandstand Arena.



### Naming Rights (cont.)

#### **Dollar Day**

An opening day tradition at the Fair, Dollar Day attracts huge crowds with \$1 admission until 5pm. This special admission day offers outstanding branding opportunities for the sponsor with this naming right.



#### **Feed the Need FOOD Share Day**

Benefitting FOOD Share, Ventura County's regional food bank, this promotional day offers a free return admission to all adult paid attendees who donate cans of non-perishable food to FOOD Share.

#### **Floriculture (Exhibit Department/Building)**

A visual treat for every fairgoer, the Floriculture complex showcases professional and amateur outdoor garden vignettes, plus

beautiful indoor floral and plant entries. Entries are judged in both adult and youth divisions.

#### **Gems & Minerals/Hobbies & Collections (Exhibit Department/Building)**

Located just inside the Fairgrounds entrance, this building features adult and youth entries in jewelry, beads, minerals, fossils, and novelties categories. The Models & Collections area showcases adult and youth entries in model building, genealogy charts, and special collections.

#### **Grandstand Arena (Concerts and Rodeo)**

This venue rocks—literally. Featuring free concerts with big-name entertainers for audiences of all ages and all musical tastes, the Grandstand Arena is also



home to a professional rodeo during the Fair's final weekend. This adds up to great entertainment for the entire family and valuable branding for the sponsor with this naming right.



#### **Home Arts (Exhibit Department/Building)**

Home Arts features thousands of entries, showcasing the do-it-yourself skills that turn houses into homes. Entry categories include arts & crafts, baked foods & confections (including timed cooking contests), creative writing, clothing & textiles, preserved foods, and table settings.



# VENTURA COUNTY FAIR

## 2023 SPONSORSHIP OPPORTUNITY

### Naming Rights (cont.)

#### **Horse Shows (Exhibit Department/Outdoor Venue)**

This venue near the Livestock Area features horse shows, draft, & carriage competitions, team ropers, team penning, and more. The action is enjoyed from grandstand seating. Fairgoers also enjoy visiting the magnificent animals on display inside the Fair's numerous outdoor barns.



#### **Junior Livestock Auction**

The Junior Livestock Auction inside Clark Pavilion kicks off the Fair's final weekend. Buyers representing local businesses, non-profit foundations, and area families spend the day socializing and bidding on a variety of magnificent animals raised by Ventura County youth from 4-H, Grange, FFA programs, as well as independent entrants. The 2022 auction took in over \$1.5 million to help further participating youths' educational

and career pursuits. Much of the protein is donated to the needy through Ventura County FOOD Share.

#### **Livestock Area (Exhibit Department/Building)**

With its roots dating back to the original county fairs, the Livestock Area is where visitors get up close and personal with farm animals large and small. The Large Livestock area features steer, heifer, goat, lamb, and swine entries in senior and junior divisions. Small Livestock showcases poultry, rabbits, and covies in open and youth divisions.



#### **Military Appreciation Day**

Military personnel with a current, valid military I.D. are admitted free all day. It's a great opportunity for a sponsor to be affiliated with a celebration of the men and women of the military.



#### **Photography (Exhibit Department/Building)**

The Fair's Photography venue features wall-to-wall entries from amateurs and professionals alike. Categories on display include black & white, color, photo stories, and snapshots.

#### **Porker Flats**

Located on Main Street directly across from the busy Livestock Area, Porker Flats is a hugely popular outdoor venue. Large grandstands house cheering spectators as they enjoy free family entertainment featuring activities such as pig racing, dog shows, and more.



### Naming Rights (cont.)

#### **PRCA Rodeo**

The fair would be incomplete without the fun and excitement of a professional rodeo. The Fair's sanctioned PRCA rodeo, featuring bull riding, barrel racing, calf roping, team roping, steer wrestling, and more, is staged inside the Grandstand Arena. Mutton Busting for the little ones is also a big hit at the rodeo.



#### **Pro Art/Amateur Art (Exhibit Department/Building)**

The Professional Art building showcases outstanding work by Ventura County professionals, plus daily demonstrations by local artists. Classes judged include drawings, oils & acrylics, mixed media, watercolor, ceramics, glass, porcelain painting, wood, computer graphics, and sculpture. Amateur Art has artists showcasing their creativity across drawing, painting, sculpture, and pottery categories.

#### **Seabreeze Stage**

This grounds stage, located just inside the Main Entrance, is where Fairgoers go to relax, enjoy tasty food and refreshments, and take in the sights and sounds of lively music, specialty acts, and special events throughout the 12 days of the Fair.



#### **Station Stage ↓**

Centrally located on Main Street facing the Fair's primary food court, Station Stage is a popular gathering spot and watering hole, featuring a variety of enter-



tainers during the day, and then transforming into a lively night spot under the stars.

#### **Seniors and Persons with Disabilities Day**

Senior citizens (65+) and persons with disabilities are admitted free on this highly-attended day at the Fair. Special events include Fair food discounts, an always popular senior talent show, and senior dance competitions.

#### **Shuttle Busses**

This naming right connects a sponsor with the fleet of 30+ shuttle busses that transport 130,000+ Fairgoers free of charge to and from the Fairgrounds from multiple offsite locations. The sponsor here has an option to produce promotional decals for placement on all buses during the 12 days of the Fair.





### Naming Rights (cont.)

#### **Youth Day**

Youth Day is a great way for families and summer youth organizations to experience the Fair and all it has to offer. Children 12 and younger are admitted free all day.

#### **Youth Expo (Exhibit Department/Building)**

This venue features an indoor entertainment stage, special activities for children, plus competitive exhibits from youth entrants in pre-K through high school. Competition categories include crafts, fine arts, creative writing, photography, quilting, sewing, wood projects, baking, preserves, and science.