



Ventura County FAIRGROUNDS

"A Country Fair with Ocean Air"

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The Toland Group Named Marketing Agency of Record for the Ventura County Fairgrounds

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Ventura, California – The Ventura County Fairgrounds & Event Center announces it has named The Toland Group as its official Agency of Record (AOR) after a competitive bid process. As the Fairgrounds' marketing and public relations AOR, The Toland Group will be responsible for developing robust marketing and advertising strategies for events, managing partnerships with the media, and spearheading community outreach efforts.

Effective immediately, all media inquiries will go through Megan Hook of The Toland Group at media@venturacountyfair.org or 805-469-0055.

"We are thrilled to have The Toland Group, a local agency, on board to help us build on our marketing programs and media presence. Their experience with large-scale events meets the needs of the fairgrounds and we are excited about this new partnership," said Stacy Rianda, Chief Executive Officer of the Ventura County Fairgrounds.

Ventura-based, The Toland Group has a proven track record of helping local and national organizations achieve their business goals through effective marketing and public relations strategies.

The Ventura County Fairgrounds is the county's largest event center, invested in expanding its availability to the community by offering a variety of facility rental options, crowd-pleasing events, and serving as an emergency evacuation site in times of adversity.

In partnership with The Toland Group, the Ventura County Fairgrounds aims to strengthen its relationship with the community, increase its year-round events and offerings, and continue its annual tradition of the Ventura County Fair.

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About the Ventura County Fairgrounds & Event Center

Established in 1875, the Ventura County Fairgrounds has been a gathering place for families, businesses, and organizations for 148 years. Home to the annual Ventura County Fair, the fairgrounds also serve as a multi-use event center year-round with 62 acres of versatile grounds and 135,000 square feet of indoor meeting and event space, just steps from the beach.

About The Toland Group

For 38 years, The Toland Group has successfully managed marketing strategies and advertising campaigns for car dealerships, local retailers, entertainment venues, tourist destinations, healthcare institutions, financial corporations, business-to-business services, and regional associations from coast-to-coast. From strategic planning, creative, and production, to public relations, social media, digital marketing, and analytics - The Toland Group excels at managing all marketing aspects of a business, organization, or brand.

Related links:

<https://venturacountyfair.org/>