

VENTURA COUNTY

FAIR

2024

SPONSORSHIP OPPORTUNITY

# 2024 CORPORATE SPONSORSHIP

The Ventura County Fair, just a stone's throw from the blue Pacific Ocean, attracts 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 is a quick look back at the 2023 event, followed by key information on the 2024 Ventura County Fair. This includes a handy one-sheet comparison of our three levels of sponsorship—**Official, Supporting and Participating**. All sponsorships include onsite display space. The kit continues with our benefits catalogue, detailing our sponsorship benefits across multiple categories. Finally, we present comprehensive descriptions of all of the naming right options available to sponsors at the top two levels.



JULY 31 - AUGUST 11, 2024 | [WWW.VENTURACOUNTYFAIR.ORG/FAIR](http://WWW.VENTURACOUNTYFAIR.ORG/FAIR)

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**2023 Fair Attendance\*: 333,577**  
**5-Year Attendance\* Average: 302,321**

<u>Day</u>	<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	<u>2023</u> 8/2-13	<b>2023 Fair Promotional Day</b>	<b>2023 Grandstand Arena Entertainment</b>
<b>Wednesday</b>	27,899	27,895	28,924	22,476	24,922	--	Midland
<b>Thursday</b>	23,136	15,925	14,246	14,446	19,332	Feed the Need Day; Carnival Wristband Day	Patti Labelle
<b>Friday</b>	20,101	16,955	16,952	19,429	21,746	Youth Day	Collective Soul
<b>Saturday</b>	27,123	24,216	26,210	23,972	40,836	--	Ashanti
<b>Sunday</b>	25,655	27,012	24,744	26,774	39,660	Día de la Familia	Calibre 50 + Banda Carnaval
<b>Monday</b>	29,313	25,259	16,979	25,103	28,810	VCCU Member Day; Carnival Wristband Day	Trace Adkins
<b>Tuesday</b>	22,484	25,349	33,209	18,823	20,902	Seniors & Persons with Disabilities Day; Carnival Wristband Day	38 Special
<b>Wednesday</b>	22,494	25,504	24,122	15,646	21,650	Military Appreciation Day; Carnival Wristband Day	Tesla
<b>Thursday</b>	31,433	25,161	24,413	15,287	32,280	Dollar Day	--
<b>Friday</b>	19,398	25,880	24,197	19,305	21,957	Junior Livestock Auction	PRCA Rodeo
<b>Saturday</b>	27,464	28,553	29,911	28,183	36,879	--	PRCA Rodeo
<b>Sunday</b>	29,246	31,302	38,876	41,042	26,603	--	PRCA Rodeo
<b>Totals</b>	<b>305,746</b>	<b>299,011</b>	<b>302,783</b>	<b>270,486</b>	<b>333,577</b>		

\*Turnstile attendance

# 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

## 2023 CORPORATE SPONSORS

### Official Sponsors

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

### Supporting Sponsors

American Vision Windows  
Bath Fitter  
California Deluxe Windows  
California State Lottery  
Community Memorial Healthcare  
Dignity Health  
DAIWA by U.S. Jaclean  
Kaiser Permanente  
Mattress Firm  
O'Reilly Auto Parts  
Oh Wow Cycles  
Sleep First  
Superior Sleep Experience  
T-Mobile  
Ventura County Credit Union

### Participating Sponsors

Culligan Water of Ventura  
Deluxe LifeCote  
Humana  
Renewal by Andersen  
System Pavers  
Tesla

# 2024 FAIR FAST FACTS

## EVENT OVERVIEW

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.

## 2024 DATES • HOURS • LOCATION

July 31-August 11, 2024—12 days; 2 weekends

Hours: TBA

Ventura County Fairgrounds

10 W. Harbor Blvd., Ventura, CA 93001

## ATTENDANCE

The 2023 Fair saw a return to pre-Covid numbers, with more than 330,000 happy attendees. Over the past five Fairs, the event has drawn an average of more than 302,000 guests. That's a daily average of over 25,000!

## 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.

- Food Share Day
- Youth Day
- Día de la Familia
- VCCU Member Day
- Seniors & Persons w/Disabilities Day
- Dollar 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 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 Rodeos

### Grounds Entertainment

- Station Stage
- Seabreeze Stage
- Strolling Entertainers

## VARIED EXHIBITS & COMPETITIONS

The Fair's exhibit departments showcase more than 9,000 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 both Instagram and Facebook. Consumers throughout Southern California 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 county fair to hundreds of thousands of consumers.

Fair sponsorship packages are available at 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. A number of sponsors also benefit from valuable naming rights to Fair exhibit departments, special admission/theme days, entertainment venues, and special promotions and activities.

**Mobile marketers** will also enjoy great results at the Fair for their 2024 experiential marketing tours. Onsite sampling packages are available for all 12 days or for a shorter onsite presence.

\*Information subject to change

# 2024 FAIR SPONSORSHIP PACKAGES

PACKAGE BENEFITS BY CATEGORY*	SPONSORSHIP PACKAGE LEVELS		
	OFFICIAL \$45,000	SUPPORTING \$17,500	PARTICIPATING \$9,000
<b>OFFICIAL DESIGNATION &amp; NAMING RIGHTS</b>			
“Official” Designation (Product or Service)	✓	--	--
Fair Naming Rights	3	1	0
<b>PRE-FAIR ADVERTISING/BRANDING</b>			
Fair Television Commercial – Logo branding	✓	--	--
Fair Print Ads – Logo branding	✓	--	--
<b>ONSITE BENEFITS</b>			
Exhibit/Sales Space	✓ (Size TBD)	✓ (Up to 10’ x 20’)	✓ (10’ x 10’)
“Fair Memories” Backdrop Sponsorship – Logo	✓	--	--
LED Screens – :30 Commercials			
Main Lot LED (new in 2024)	4 per hour	--	--
Concert Arena LED	4 per concert	--	--
Grounds/Food Court LED	4 per hour	2 per hour	--
LED Screens (x3) – Naming Right branding slides	✓	✓	--
LED Screens (x3) – Sponsor logo branding slides	✓	✓	✓
Naming Right Branding – Logo on signage	✓	✓	--
Fair Program – Full page ad	✓	--	--
Fair Program – Naming Right branding	✓	✓	--
Fair Program – Sponsor page logo & listings	✓	✓	✓
Grounds banners (Sponsor-provided)	3	2	1
P.A. Announcements—Grounds	3 per day	2 per day	1 per day
P.A. Announcements—Concert Arena	2 per act	--	--
Sponsor “Thank You” banners—Logo branding	✓	✓	✓
<b>DIGITAL MARKETING</b>			
Website Ad Cube & Link – Full site	✓	--	--
Website Naming Right branding – Logo/Listing & Link	✓	✓	--
Website Logo Scroll & Link – Full site	✓	✓	✓
Website Sponsor Page – Listing, Logo, & Link	✓	✓	✓
Fair e-Ticket Branding – Logo on printout	✓	✓	--
Fair eNewsletter Issue Sponsorship – Branding	✓	--	--
Fair eNewsletter “Sponsor Spotlight” – One (1) issue	✓	--	--
Fair eNewsletter – Naming Right branding	✓	✓	--
Fair eNewsletter Logo branding – All issues	✓	✓	--
<b>SOCIAL MEDIA MARKETING</b>			
Instagram “Sponsor Spotlight”	2	1	0
Facebook “Sponsor Spotlight”	2	1	0
<b>PRINT MARKETING</b>			
Print Advertising Sponsor Logo Block—Branding	✓	--	--
Fair Marketing Poster – Logo branding	✓	✓	✓
<b>CREDENTIALS &amp; HOSPITALITY</b>			
Fair 1-Day Admissions	48	24	12
Booth Staff Admissions & Parking Permits	✓	✓	✓
Vehicle Onsite Delivery Pass – Onsite Exhibitors	✓	✓	✓
Grandstand Arena Reserved Seats – All Events	4	2	0
Sponsor Lounge Hospitality	✓	✓	✓
*Benefits subject to change.			

# 2024 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 sponsor level gets the benefit. The Appendix provides detail on all Fair naming rights, a valuable package benefit available to sponsors at the Official and Supporting levels.

<b>Benefits Categories</b>	<b>Page</b>
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## **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 include “Michelo Ultra—Official Malt Beverage of the Fair” and “Toyota—Official Truck 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.

\*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 and branded with onsite signage and recognized wherever possible across onsite, social media, digital, and print marketing platforms. Naming rights are assigned on a first-come, first-served basis; premium fees may apply.*

*NOTE: Please see the Appendix on pages 13-18 for descriptions of all Fair naming rights.*

**Naming Rights Options (34):**

**Fair Exhibit Departments**

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

**Special Admission Days**

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

**Entertainment and Leisure**

- Carnival Midway
- Children’s Dell
- Concert Series
- Grandstand Arena
- Porker Flats
- PRCA Rodeos
- Seabreeze Plaza
- Seabreeze Stage
- Station Stage
- Wild West Frontier (new in 2024)

**Promotions and Special Activities**

- Bike Valet (new in 2024)
- Carnival Wristband Days
- Concert Arena “Dance Fever Cam”
- Concert Arena “Fair Trivia”
- Concert Arena “Kiss Cam”
- Día de la Familia
- Junior Livestock Auction
- Read & Ride Program
- Shuttle Busses

**Category 3: Onsite Benefits**

**Exhibit/Sales Space—All Sponsors**

Display spaces at the Fair—either inside one of our commercial buildings or on the grounds—give corporate representatives the opportunity to engage with many of the Fair’s 300,000+ attendees as they shop 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.)**Fairgrounds LED Screen Marketing (3)—Sponsor Commercials, Slides, and Branding**

LED screen marketing and branding for sponsors is better than ever at the Ventura County Fair!

In addition to the large LED screens on the Grounds and in the Concert Arena, the 2024 Fair will debut a new, high-visibility LED screen at the corner of our main parking lot. As detailed below, sponsorship packages feature a mix of LED benefits, depending on the level of sponsorship.

**LED Screen Descriptions****Concert Arena LED →**

- LED is positioned next to the stage
- Concert “Pre-Shows” feature sponsor commercials and Fair promotional slides
- LED broadcasts live acts

**Grounds/Food Court LED**

- LED is positioned above the Agriculture building, facing the primary dining area and Main Street.
- LED broadcasts a continuous loop from opening until closing, featuring sponsor commercials, Fair promotional spots and sponsor branding slides.

**Main Lot LED (new in 2024)**

- LED is positioned at the corner of the Fairgrounds main parking lot/vehicle entrance.
- LED broadcasts a continuous loop from opening until closing, featuring sponsor commercials, Fair promotional spots and sponsor branding slides.

**2024 Fair LED Sponsor Benefits**✓ **Commercials on Concert Arena and Main Lot LEDs—Official Sponsors**

30-second sponsor commercials run four times each during the popular concert pre-shows as crowds gather early in the open seating venue. Main Lot LED commercials broadcast all day long on a continuous loop.

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

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

✓ **Naming Rights Branding Slides on all LEDs—Official & Supporting Sponsors**

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

✓ **Solo Logo and Group Logo Slides on all LEDs—All Sponsors**

Sponsors have their logos displayed on all three LED screens with custom, Fair-produced slides.

Onsite Benefits (cont.)

**Naming Right Signage—Official & Supporting Sponsors**

Sponsors with a Fair naming right will enjoy strong onsite branding on signage produced and placed by the Fair. This signage is highly visible on Fair fencing, sign towers, and venue structures.



**Fair Program/Schedule of Events**

These essential programs contain daily event schedules, a fairgrounds map, entertainment lineups, information on special activities, and more.

- ✓ **Full Page Ad—Official Sponsors**
- ✓ **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**  
Listing of sponsors with logos, links, and Fair designations/naming rights.

**Sponsor Grounds 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.

**“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.

- ✓ **Concert Arena P.A. Spots—Official Sponsors**  
These spots are broadcast prior to each of the Fair’s concerts inside the Grandstand Arena.
- ✓ **Grounds P.A. Spots—All Sponsors**  
These P.A. spots are broadcast throughout the day over the Fairground’s public address system. Frequency varies by sponsorship level.

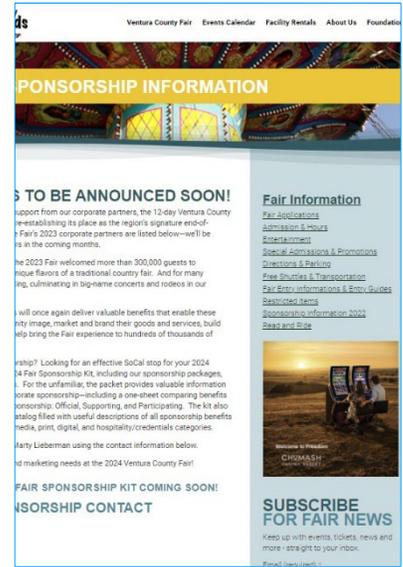
**Fair Exit “Thank You” Banners (300,000+ impressions)—All Sponsors**

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)**

- ✓ **Ad Cube & Link—Official Sponsors →**  
Ad cubes rotate with material from other Official-level sponsors on all pages on the Fair website.
- ✓ **Naming Rights Content Branding/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 the sponsors with a Fair department naming right.
- ✓ **Logo Scroll & Link—All Sponsors**  
Sponsor logos with links scroll year-round in a fixed position on all pages on the Fair website.
- ✓ **Sponsor Page Logo & Link—All Sponsors**  
Sponsor logos and links are displayed year-round via the “Sponsorship Information” tab on the Fair website. Sponsor naming rights and official designations are also listed.



**Fair eTicket Printout 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.

**Fair eNewsletter (online distribution)**

- ✓ **Issue Sponsorship—Official Sponsors**  
Sponsor branding on one (1) issue of the eNewsletter
- ✓ **Sponsor Spotlight—Official Sponsors**  
Fair produces a custom sponsor spotlight, including logo and link.
- ✓ **Naming Right Branding—Official & Supporting Sponsors**  
Sponsor logos or text names are included when naming rights are promoted in the eNewsletter.
- ✓ **Logo Branding—Official & Supporting Sponsors**  
Sponsor logos are featured in a logo block at the bottom of all eNewsletters that links to the sponsor page of the Fair website.

**Category 5: Social Media Marketing**

Fair produces custom “Sponsor Spotlight” posts on both Instagram and Facebook that promote the sponsor and include a logo and link.

- ✓ Instagram “Sponsor Spotlight” → Official and Supporting Sponsors
- ✓ Facebook “Sponsor Spotlight” Official and Supporting Sponsors



**Category 6: Print Marketing Benefits**

**Print Advertising Logo Block—Official Sponsors**

Official sponsors are included in a logo block on all of the Fair’s newspaper and magazine print ads.

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

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

**Category 7: Credentials & Hospitality**

**Fair 1-Day Digital Admissions—All Sponsors**

Admissions are good for entry to the Fair, including access to open seating at the free concerts in the Grandstand Arena.

**Booth Staff Admissions and Parking—All Sponsors**

Sponsors with onsite space will receive admission credentials separate from the digital admissions described above. These sponsors will also be provided custom parking permits for convenient daily access to the Fairgrounds. Details to be announced.

**Vehicle Onsite Delivery Permit—All Sponsors**

Sponsors with onsite space receive permits for vehicle access to their onsite space during non-Fair hours.

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

Sponsors with this benefit receive reserved seats to all of the Fair’s concerts and rodeo performances. Quantities vary by sponsorship level.

**Sponsor Lounge—All Sponsors**

Centrally located on Main Street, the sponsor lounge features free Wi-Fi and a clean, private bathroom. Here is where sponsors can take a work break, check email, recharge their batteries, and enjoy light snacks and refreshments in a comfortable setting.

**Appendix A: Naming Rights Descriptions**

**FAIR EXHIBIT DEPARTMENTS**

**Adventures in Shopping (Commercial Retail Buildings)**

Think new and improved product demos, specialty crafts, and a whirlwind of activity and you’ve got the “Adventures in Shopping” buildings. Fairgoers strolling through these venues enjoy a wall-to-wall marketplace of product exhibits, sponsor displays, demonstrations, food, and fun for the entire family.

**Agriculture & Natural Resources**

Exhibits here showcase the many facets of our local agribusiness, as well as natural resources and county



museums. Interactive displays, video presentations, cooking demonstrations, and special appearances by area experts provide unique opportunities to educate and entertain Fair guests. This is 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 County.

**Floriculture (shared space with Fair Craft Beer Garden)**

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**

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.



Naming Rights (cont.)

**Home Arts/Amateur Fine Arts**

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.



Amateur Fine Arts has artists showcasing their creativity across drawing, painting, sculpture, and pottery categories.

**Horse Shows (Outdoor Venue)**

This venue at the end of Main Street 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.



**Livestock Area**

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.

**Photography**

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

**Professional Art**

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.

**Youth Expo**

This department features 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.

Naming Rights (cont.)

**SPECIAL ADMISSION DAYS**

**FOOD Share Day**

Benefitting FOOD Share, Ventura County’s regional food bank, this promotional day awards a free return admission to all adults who buy an admission and donate cans of non-perishable food to FOOD Share.

**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.

**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, a senior talent show, and senior dance competitions.

**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 branded with a celebration of the armed forces.

**Dollar Day**

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.



**ENTERTAINMENT & LEISURE**

**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.

**Children’s Dell**

Featured 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 Series**

The Fair’s concert series in the Grandstand Arena entertains enthusiastic crowds. Country, rock, R & B, oldies, alternative, Hispanic...Fair concerts cater to all tastes as crowds approaching 100,000 fill the arena to cheer for their favorites. Special pre-show programming on the arena’s LED screen adds to the attendee (and sponsor) experience.



**Grandstand Arena (Concerts and Rodeo)**

This venue rocks—literally. Featuring 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 3-day weekend.

**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.



**PRCA Rodeo**

Featured the final weekend of the Fair, PRCA rodeos 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 rodeos.

**Seabreeze Plaza**

This prime real estate at the Fair encompasses the entrance area, Seabreeze Stage, Children’s Dell, the Gem & Minerals/Hobbies & Collectibles building, plus Fair sponsors and numerous food, beverage, and specialty vendors.

**Seabreeze Stage**

This grounds stage at the front of the Fairgrounds 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.

Naming Rights (cont.)

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



**Wild West Frontier (new in 2024)**

Situated on Main Street and starting with the livestock area, we’re branding this area of the Fair as our “Wild West Frontier”. Here’s where Fairgoers will enjoy horse show competitions, prize-winning livestock small and large, pig racing, the Junior Livestock Auction, and more.

**PROMOTIONS & SPECIAL ACTIVITIES**

**Bike Valet (New in 2024)**

Fairgoers will be encouraged to utilize this free service during the 2024 Fair. Positioned just outside the Fairgrounds entrance and managed by a non-profit service organization, the bike valet will be a terrific new branding opportunity for a Fair sponsor.

**Carnival Wristband Days (4)**

Always popular with attendees, Carnival Wristband Days feature discounts on unlimited carnival rides from opening until 7:00pm. The sponsor with this naming right enjoys logo exposure on all wristbands.

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



The “Dance Cam” promotion captures concert goers of all ages as they get their dance on for all to see on the LED screen. Staged during the popular concert pre-shows, this naming right includes logo exposure on a “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. 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 LED. This naming right also includes logo exposure on the “Kiss Cam” title slide that frames the kissing couples.

Naming Rights (cont.)

**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 opportunities at the Hispanic-themed concert in the Grandstand Arena.



**Junior Livestock Auction**

The Junior Livestock Auction inside Clark Pavilion kicks off the Fair's final week-end. 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 2023 auction took in nearly \$1.5 million to help further participating youths' educational and career pursuits. Much of the pro-tein is donated to the needy through Ventura County FOOD Share.

**Read & Ride Program**

Launched in April with a sponsor-branded communication packet to Ventura County public schools, Read & Ride encourages students from kindergarten through 8th grade to read and report on four (4) books in exchange for free carnival ride tickets at the Fair. More than 2,000 students participate in the annual program.

**Shuttle Busses**

This naming right connects a sponsor with the fleet of 30+ shuttle buses 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.

