

2027 Partnerships



**VENTURA COUNTY
FAIRGROUNDS**
& EVENT CENTER



Be a part of the fun!

For more than 150 years, the Ventura County Fair has brought our community together for 12 days of fun, tradition, and unforgettable experiences. With an annual average of 250,000 Fairgoers, 17.7 million social media views, and additional reach through our website, TV, streaming, billboards, and print advertising, the Fair offers exciting opportunities to put your business in front of new audiences.

The Ventura County Fair returns July 28 – August 8, 2027, followed by Oktoberfest, October 1-3! New for 2027, we're expanding our sponsorship opportunities across both signature events, offering additional perks and visibility for businesses that participate in both.

From local businesses to national brands, our sponsorship opportunities are designed to build brand awareness, reach new customers, and create meaningful community connections.

Let's collaborate! Explore our sponsorship opportunities and find the right fit for your business.



Ventura County Fair

For more than 150 years, the Ventura County Fair has brought our community together for fun, tradition, and unforgettable experiences. Just steps from the beach, the annual 12-day Fair features thrilling rides, live entertainment, delicious food, and family fun, making it one of the region's most beloved events. Returning **July 28 – August 8**, the Fair offers businesses exciting opportunities to connect with the community, reach new audiences, and be a part of the fun!



OKTOBERFEST



The Ventura County Fairgrounds' 3rd Annual Oktoberfest returns **October 1-3**, bringing three days of German-inspired food, beer, live music, entertainment, and family fun to the beachside Fairgrounds! As a growing fall tradition, Oktoberfest offers businesses a unique opportunity to connect with the community, reach new customers, and showcase their brands through exciting sponsorship opportunities and memorable onsite experiences.



NEW FOR 2027! More events. More benefits.

Make the most of your sponsorship! Ventura County Fair sponsors who also partner with Oktoberfest can unlock exclusive Fairtime perks, enhanced marketing opportunities, and even more ways to put their brand in the spotlight!



VENTURA COUNTY FAIR

2026 by the numbers

Social Media

17.7m

Social Media Views

1.95m

Total Social Media Reach

2.9m

Total Impressions Served

Email Marketing

48

Email Newsletters Sent

84K

Subscribers

44%

Open Rate

Print Publications

6

Print / Digital
Media Publications

13K

Magazine-style programs
printed + online version

Streaming / TV

500K

Streaming Impressions

98%

Completion Rate

English & Spanish

Radio

3K+

Radio Spots

12

Days of Live Onsite Broadcasting

English & Spanish

Website Traffic

2.2m

Website Events

651K

Website views

Over the course
of 160 days



VENTURA COUNTY FAIRGROUNDS OKTOBERFEST

The Ventura County Fairgrounds' 3rd Annual Oktoberfest returns **October 1-3, 2027**, bringing three days of German-inspired food, beer, live entertainment, and family fun to Ventura!

With an extensive marketing campaign reaching hundreds of thousands of potential visitors through social media, email, radio, and more, Oktoberfest offers businesses a unique opportunity to build brand awareness, connect with new audiences, and be part of a growing community tradition.

2026 BY THE NUMBERS



SOCIAL MEDIA

2m

Social Media Views

69.5K

Total Social Media Interactions

21.2K

Total Profile Visits



EMAIL MARKETING

8

Email Newsletters Sent

84K

Subscribers

38.6%

Open Rate



RADIO

1K+

Radio Spots

100

On-Air Giveaways

**Onsite
Broadcasting**

New for 2027!

Extend your brand's reach with combined Ventura County Fair + Oktoberfest sponsorship opportunities! From local businesses to national brands, our expanded partnerships offer added marketing value, exclusive benefits, and more ways to connect with the community throughout the year.

Sponsorship opportunities

Put your business in front of hundreds of thousands of potential customers while connecting your brand with one of Ventura County's most beloved traditions!

With an annual average of 250,000 Fairgoers, 17.7 million social media views, and additional reach through our website, TV, streaming, billboards, and print advertising, the Fair offers exciting opportunities to put your business in front of new audiences.

Sponsor benefits may include:

- **High-Visibility Naming Rights** – Put your brand front and center with prominent naming opportunities and recognition throughout Fair marketing
- **Multi-Channel Advertising & Promotion** – Reach new audiences through TV, streaming, print, email, social media, and other Fair promotions
- **Digital & Onsite Advertising** – Get noticed with prominent placement on the Fair's website and high-visibility LED displays
- **Direct Customer Engagement** – Connect face-to-face with Fairgoers, showcase your business, and reach potential customers throughout the 12-day Fair
- **Exclusive Sponsor Experiences** – Enjoy special access, tickets, hospitality, and amenities for employees, customers, and business partners
- **High-Impact Brand Visibility** – Keep your brand in the spotlight with custom signage throughout the Fairgrounds

Looking for something unique? Ask about additional branding opportunities, including Fair tickets, ticket kiosk wraps, carnival wristbands, and more! Additional fees may apply.



Be a part of the fun!

Megan Hook

Marketing / Sponsorships

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