

75th

SANTA CLARA COUNTY FAIR

JOIN US IN CELEBRATING 75 YEARS
OF FRIENDSHIP, FOOD, AND FUN AT
THE SANTA CLARA COUNTY FAIR!

AUGUST 1, 2, 3, 4 - 2019

SPONSORSHIP OPPORTUNITIES

Celebrating the Past, Creating the Future



1955

A NOD TO OUR PAST

On August 1, 2019, the 75th Annual Fair will kick off in what was once known as the Valley of Hearts Delight. At the Santa Clara County Fairgrounds, we are proud that our agricultural roots still run deep. From livestock showcases presented by 4-H and FFA students to our early childhood education area called “Little Hands on the Farm,” agricultural attractions continue to delight fairgoers today as one of the most beloved features of the Fair.

CREATING THE FUTURE

Once the second largest fair in the state of California, the Santa Clara County Fair has encountered many challenges over the past few decades. The Valley of Hearts Delight has transformed into today's Silicon Valley; a land of innovation, creativity, and second chances. Tapping into this Silicon Valley can-do spirit, we have already begun to make tremendous strides toward reimagining the Santa Clara County Fair. In 2018 we nearly doubled our attendance over recent years and had the first profitable fair in over 30 years. How did we do it? We simply swung the barn door wide open, adding new community-based features and cultural celebrations to attract the diverse population that call Santa Clara County home today. We also brought back great traditions that had been lost in recent years including Angelo's Pepper Steak Sandwich. With your help, we plan to welcome 75,000-100,000 fairgoers to enjoy the 75th Fair!



2018

BENEFITS OF SPONSORING THE FAIR

The Santa Clara County Fair is a truly loved, local tradition and your sponsorship will guarantee that our 75th diamond anniversary is a great celebration! Participating as a sponsor provides outstanding marketing and public relations exposure, as well. The Santa Clara County Fairgrounds are located just 2 miles from downtown San Jose, home to the nation's 3rd largest Asian market and 6th largest Latin market. Our highest priority is creating a Fair that has something for everyone, so participating as a sponsor will allow you to reach thousands of multicultural consumers. Depending on the sponsorship level, sponsors may also receive outstanding cross-promotional opportunities such as TV, radio, print, and social media recognition.

Sponsor Packages

PRESENTING - \$25,000

GOLD - \$15,000

SILVER - \$7,500

BRONZE - \$4,000

	PRESENTING	GOLD	SILVER	BRONZE
EXCLUSIVITY	Sole Presenting Sponsor of the 75th Annual Santa Clara County Fair. Exclusivity of product to be featured.	Exclusivity of product to be featured.	N/A	N/A
BOOTH SPACE	5,000 square feet (50' x 100')	1,000 square feet (10' x 100')	500 square feet (10' x 50')	200 square feet (10' x 20')
LOGO PLACEMENT	Logos will be printed on promotional & advertising material (provided received by print deadline).		N/A	N/A
GIVEAWAYS	Approved product giveaways may be conducted at main entrances to Fair.	Gold, Silver, and Friend Sponsors are encouraged to have giveaways at their booth.		
SIGNAGE	Presenting, Gold & Silver sponsors will have signage on the main stage and both fair entrances.			N/A
ANNOUNCEMENTS	Presenting, Gold and Silver sponsors will have announcements made on the main stage all four days.			N/A
RADIO	100 radio promo spots.	80 radio promo spots.	60 radio promo spots.	40 radio promo spots.
SOCIAL MEDIA	All sponsors will have posts on Facebook, Twitter, Instagram & other relevant social media channels.			
FAIR TICKETS	200	150	100	50

CUSTOMIZED SPONSORSHIPS

Don't see a package that fits? We are happy to work with you to customize a sponsorship package that will fit your branding needs! Just a few examples of customizable sponsorships include buildings, golf carts, cell phone charging stations, and water refill station.



Come Dream With Us!

What do you dream of for your county fair? Join us as a sponsor and be a part of creating a wonderful 75th anniversary celebration and lay the foundation for a vibrant, successful Santa Clara County Fair for many generations to come!

CONTACT US

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For more information about the Santa Clara County Fair visit thefair.org.