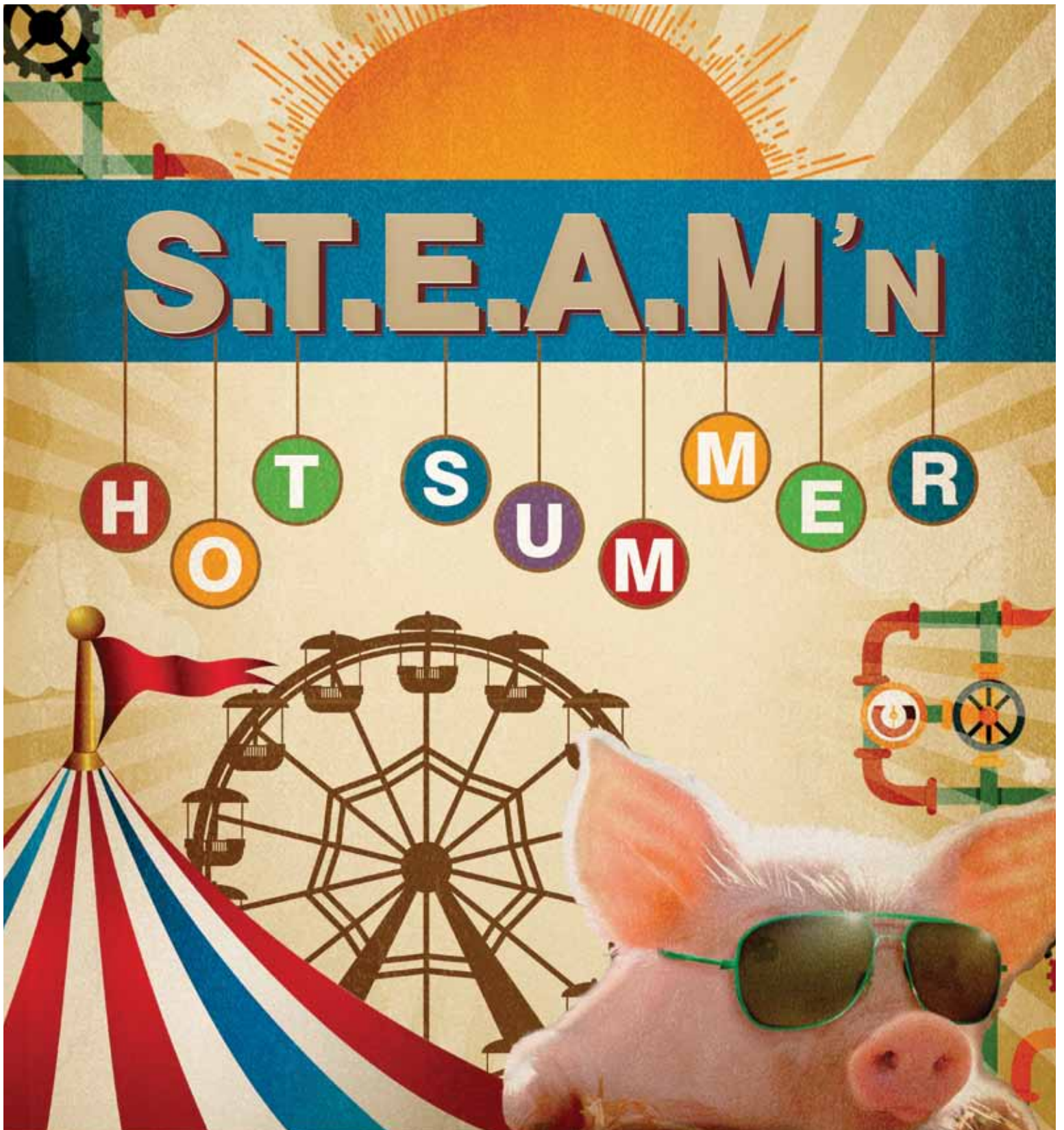


AUG. 3-6  
2017

SANTA CLARA COUNTY FAIR  
SPONSORSHIP OPPORTUNITIES







**As the signature event of the Santa Clara County Fairgrounds, the Santa Clara County Fair has been bringing great family fun to kids of all ages for over 70 years!**



SANTA CLARA COUNTY FAIR

# CELEBRATING

OVER 70 YEARS!

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**STEAM Powered Family Fun!** The Santa Clara County Fair is a beloved tradition where the deep agricultural roots of the Santa Clara Valley blend seamlessly with technology showcases of what is now the Silicon Valley. Where else can children learn how to make butter in the popular “Little Hands on the Farm” area and then tinker with robotics in a nearby hall?

Our commitment to **STEAM (science, technology, engineering, agriculture/art, and math)** throughout the Santa Clara County Fair:

- Showcases the very best in 4-H and FFA youth livestock;
- Features hundreds of competitive exhibits in a diverse array of arts and crafts; and
- Includes interactive demonstrations of science and technology

Friends and families of all generations come together to make memories and enjoy the great traditions that only a County Fair can provide - like carnival rides, pony rides, petting zoos, a demolition derby, lots of delicious fair food, and more!





A BELOVED  
SANTA CLARA VALLEY  
TRADITION





## Santa Clara County Fair Sponsorship

# BENEFITS

At the Santa Clara County Fair we love to help sponsors reach their marketing goals! Benefits for all sponsors of the Santa Clara County Fair include:

- An opportunity to support a beloved Santa Clara Valley tradition that is gaining in momentum and popularity, with 2016 attendance up by 16% over 2015
- The ability to connect and engage with a diverse group of fairgoers, with expected attendance of over 40,000 multi-generational, multi-cultural visitors
- Co-branding marketing opportunities, through recognition in Santa Clara County Fair's marketing resources, including website, social media, email blasts, digital reader board, daily schedule
- Recognition in print, radio and television advertising (select sponsorships only)
- Invitation for you and your guests to a special VIP Reception to kick-off the Fair on Thursday, August 3, 2017



## Santa Clara County Fair Sponsorship

# OPPORTUNITIES

The following sponsorship opportunities are just a few highlights of packages available for 2017. We are happy to prepare customized sponsorship proposals to ensure a positive experience for every Santa Clara County Fair sponsor.

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### STAGES

Fairgrounds stages come alive with music and entertainment throughout the Santa Clara County Fair and draw crowds of all ages!

*All stage sponsorships offer exclusivity and the right of first refusal to sponsor the same stage in 2018.*

#### **Christopher Park Stage - \$10,000**

The Christopher Park Stage, named in memory of long-time Fair advocate A.L. Christopher, is the main music stage throughout the County Fair.

#### **Pavilion Stage - \$5,000**

Focused on family entertainment, the Pavilion Stage features acts like magic shows and children's entertainers.







## BUILDINGS

The heart of the Fair can be found in one of the many Fairgrounds structures that truly come alive during the Fair with animals, creative exhibits, and lots of educational fun!

*All building sponsorships offer exclusivity and right of first refusal to sponsor the same structure in 2018.*

### **Exposition Hall – 4-H and FFA Large Animal Exhibits - \$10,000**

During the County Fair the 45,000 sq. ft. Exposition Hall becomes a grand, air-conditioned barn that houses the belles of the ball – the cows, pigs, sheep, and goats!

### **Little Hands on the Farm - Agricultural Education Area - \$10,000**

One of the most beloved areas of the Fair, Little Hands on the Farm is an educational area where little ones learn about the entire cycle of food production – from planting a seed to harvesting the crops and selling them at market. They can even milk a life-size model cow!

### **Gateway Hall – 4-H and FFA Small Animal Exhibits - \$7,500**

Darling miniature goats, cuddly bunnies, chickens, turkeys, and other small critters call the 20,000 sq. ft. Gateway Hall home during the Fair!

### **Fiesta Hall – Home Arts Exhibits - \$5,000**

From beautiful quilts to baking competitions and a variety of innovative artwork, during the Fair the 10,000 sq. ft. Fiesta Hall becomes a thriving center of creativity, art and a variety of hands-on demonstrations.

### **Pavilion Hall – Commercial, Nonprofit, and Educational Exhibits - \$5,000**

With a wide variety of commercial, nonprofit and educational exhibits - from reptiles to robotics! - the 33,000 sq. ft. Pavilion Hall becomes a hub of information and a great marketplace for Fair attendees to stroll aisles of exhibits.

### **Hay Bale Saloon and Wine and Beer Tasting Garden - \$3,000**

A great place to pony up to the bar and take a load off, the Hay Bale Saloon and Wine and Beer Tasting Garden area features acoustic entertainment and a fun cowboy-themed area for relaxation and dancing!

### **Information Booth - \$2,000**

One of the most visited structures, the Information Booth is seen by all attendees entering the main gate under the famous Santa Clara County Fairgrounds Arch.



## A DAY AT THE FAIR

Sponsor a day at the Fair!

*Exclusive sponsorship with right of first refusal for the same day in 2018.*

### **Opening Day (Thursday) - \$5,000**

The Opening Day sponsor is recognized in all marketing material as the exclusive Opening Day sponsor. Includes complimentary booth space throughout the Fair and a branded logo item (subject to approval and must be provided by sponsor) may be given away to the first 1,000 guests on Opening Day. Additional recognition through special advertising about Opening Day.

### **Other Fair Days (Friday, Saturday, or Sunday) - \$3,000 (per day)**

Includes complimentary booth space throughout the Fair and a branded logo item (subject to approval and must be provided by sponsor) may be given away to the first 1,000 guests on the day sponsored.

## SPECIAL EVENTS AND EXHIBITS

There are multiple opportunities to sponsor special events and exhibits that take place during the Fair. Just a few options include:

### **Demolition Derby - \$10,000**

Organized to benefit local charities, the demolition derby offers old fashioned, exciting fun!

*Multiple sponsors at this level welcome.*

### **Sea Lion Show - \$10,000**

Featuring rescued and rehabilitated sea lions, this joy-filled experience draws crowds of kids of all ages and weaves education about precious ocean resources throughout. *Exclusive sponsorship.*

### **Twinkle Time - \$5,000**

Twinkle brings her colorful, high energy, bilingual concert that fuses education, language, arts and pop culture to entertain crowds of kids! *Exclusive sponsorship.*

### **Livestock Auction - \$2,500**

The Livestock Auction is a signature event on Saturday morning at the Fair. This lively event is where the hard work the 4-H and FFA youth have put in all year pays off. *Multiple sponsors at this level welcome.*







## OVERVIEW OF BENEFITS

	Exclusive	Booth	Banners Provided by Fair	Logo or Name on Website	Social Media Recognition	Name on Banner listing all sponsors	Name in Daily Schedule Guide	Recognition in TV and Radio Advertising	Complimentary Fair Tickets, Ride Wristbands & Parking Passes	Invitation to VIP Reception on Opening Day
<b>STAGE SPONSORSHIP</b>	•	•	•	•	•	•	•	•	•	•
<b>BUILDING SPONSORSHIP</b>	•	•	•	•	•	•	•		•	•
<b>OPENING DAY AT FAIR</b>	•	•	•	•	•	•	•	•	•	•
<b>DAY AT FAIR</b>	•	•	•	•	•	•	•		•	•
<b>SPECIAL EVENTS OR EXHIBITS</b>	•		•	•	•	•	•		•	•
<b>DEMOLITION DERBY</b>			•	•	•	•	•		•	•
<b>LIVE STOCK AUCTION</b>			•	•	•	•	•		•	•
<b>FRIEND OF THE FAIR</b>				•	•	•	•		•	•

*New opportunities may be added and customized packages are also available. Call 408-477-7125 for more information.*



## YEAR-ROUND PREMIER FAIRGROUNDS SPONSORSHIP OPPORTUNITIES

The Santa Clara County Fairground's mission is to provide a gathering place that showcases the community's gifts. We host a wide array of special events and cultural celebrations throughout the year, resulting in over 1.5 million visits annually. Fairgrounds visitors reflect the very diverse demographics of Santa Clara County and the surrounding region, so year-round sponsorship is a great way to get your brand and message out to a wide range of customers!

Year-round premier sponsorship packages are customized to best meet each sponsor's needs, and can include features such as strategically-placed year-round signage and recognition on the Fairgrounds website.



## SPONSOR INQUIRY/INTEREST FORM

Thank you so much for your interest in becoming a sponsor of the Santa Clara County Fair!

Please complete this Sponsor Interest Form to give us some information to ensure that we develop the best sponsorship package possible for you.

Company or Individual Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

What audience/demographic would you like to reach?

\_\_\_\_\_

What are your goals for sponsorship (showcase your business, support the Fair, etc.)? Is there a particular area you are already interested in sponsoring (stage, exhibit, building, etc.)?

\_\_\_\_\_

\_\_\_\_\_

Would you be interested in year-round sponsorship of the Santa Clara County Fairgrounds? If so, is there a particular area you would like to see improved that you would like to sponsor? (landscaping, addition of murals, or other structural improvements)

\_\_\_\_\_

\_\_\_\_\_

*The Santa Clara County Fairgrounds Management Corp. is a non profit, 501 (c)3 organization. Our tax ID is 77-0399864.*

### **Please complete form and return to:**

Valerie Merklin, Development Manager  
Santa Clara County Fairgrounds Management Corp.  
344 Tully Road, San Jose, CA 95111  
Or scan and email to: [VMerklin@thefair.org](mailto:VMerklin@thefair.org)

If you have any questions or would like more information please call  
Valerie Merklin, Development Manager, at 408-477-7125 or Rich Thomas, Fair Manager, at 408-494-3100

SANTA CLARA COUNTY FAIRGROUNDS  
344 TULLY ROAD, SAN JOSE, CA 95111  
thefair.org

