The San Diego County Fair is the 5th largest Fair in North America, the largest County Fair in U.S. and the largest Fair in California! Aside from minor interruptions, the Fair has been held annually since 1880.

Marketers have a chance to interact with over 1.6 million people in a relaxed, non-timed and fun environment. Here is a great chance to enter into an advertising avenue un-crowded and un-cluttered.

It is the largest and oldest annual event in San Diego. The 22nd District Agricultural Association, an agency of the State of California, sponsors it. No other San Diego County event comes close to matching the attendance of the fair in a three-week period.

Attendance for the 2016 San Diego Fair reached the best mark on record - 1,609,481 people! This was over 61,000 per day.
2017 San Diego County Fair Facts:

Dates: The 2017 San Diego County Fair will open for a sneak peak on Friday afternoon June 2nd and close July 4th. The Fair will be closed on Mondays (except July 3rd) and the first two Tuesdays. This gives the Fair a run of 26 days.

Hours: The Fair opens daily at 11 a.m. Monday through Friday and 10 a.m. Saturday and Sunday. The Fair closes at 10 p.m. Sunday through Thursday and 11 p.m. Friday and Saturday. The Fun Zone stays open approximately to midnight each night.

Admission: Fair admission is $17.00 for adults, $10.00 for ages 62 and older, and children 6 to 12. Children 5 and younger are admitted free.

Location: The Del Mar Fairgrounds is located at 2260 Jimmy Durante Blvd., Del Mar, California 92014 (20 miles north of downtown San Diego). From Interstate 5, exit west on Via de la Valle. Turn south on Jimmy Durante Blvd. The Fairgrounds is on the West side of the road.
San Diego County Fair
Demographics.
Research conducted in 2015 and 2016

Gender:
Male: 43.7%
Female: 56.3%

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 and under</td>
<td>2.3%</td>
</tr>
<tr>
<td>18 – 24</td>
<td>14.6%</td>
</tr>
<tr>
<td>25 – 34</td>
<td>18.2%</td>
</tr>
<tr>
<td>35 – 44</td>
<td>17.9%</td>
</tr>
<tr>
<td>45 – 54</td>
<td>21.4%</td>
</tr>
<tr>
<td>55 – 64</td>
<td>17.9%</td>
</tr>
<tr>
<td>65 and older</td>
<td>7.7%</td>
</tr>
</tbody>
</table>
**Ethnicity**

- Caucasian: 1, 42%
- Hispanic: 2, 34%
- Asian/Pacific Islander: 3, 11%
- African American: 4, 9%
- Mixed race background: 5, 3%
- Other: 6, 1%

**Education**

- Less than H. S.: 1, 2%
- High School Grad.: 2, 17%
- Trade School: 3, 7%
- Some College: 4, 36%
- College Degree: 5, 25%
- Graduate Degree: 6, 13%

**Income**

- Less than $35,000: 1, 31.10%
- $35,001 to $49,999: 2, 16.10%
- $50,000 to $74,999: 3, 20.60%
- $75,000 to $99,999: 4, 14.60%
- $100,000 and above: 5, 17.70%
Residence:
- San Diego proper: 93%
- San Diego (central): 26%
- North County Coastal: 17%
- East County: 14%
- North County Inland: 12%
- South Bay: 17%
- California (outside SD): 5%
- US outside of California: 1%
- Other country including Mexico: 1%

Fair Highlights
- Rated excellent/good overall fair experience: 87%
- Rated above average value for the money: 66.8%
- Rated excellent/good compared to other Fairs or festivals: 88%

Top Three Reasons/Attractions for people who visited the Fair:
1) Tradition; denotes Fair loyalty
2) Concerts
3) Exhibits/Animals

Top five exhibits visited:
1) Flower & Garden Show
2) Agri Fair/Livestock
3) Design in Wood
4) Theme Exhibit
5) Fun Zone

Past Fair attendance:
<table>
<thead>
<tr>
<th>Year</th>
<th>Total Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1,517,508</td>
</tr>
<tr>
<td>2013</td>
<td>1,425,200</td>
</tr>
<tr>
<td>2014</td>
<td>1,457,130</td>
</tr>
<tr>
<td>2015</td>
<td>1,503,538</td>
</tr>
<tr>
<td>2016</td>
<td>1,609,481</td>
</tr>
</tbody>
</table>
Sponsorship Items:
Depending on needs, packages can include booth space, Fair program ads, signage, promotions, public address announcements, jumbo tron spots, title and naming areas, media support, ticket promotions and digital marketing.
Sample Sponsorship Packages

This is a sampling of some of the various sponsorship opportunities. While not exhaustive, this gives an idea of what is possible. The following packages are available on a custom built basis.

Facility Naming Rights Sponsorship: $1,750,000 per year
Multi-year deal involving renaming the facility with Name in Title. Encompasses all events at the Fairgrounds

San Diego County Fair Presenting Sponsorship: Sold
The San Diego County Fair presented by SPONSOR. Communicated in the official logo and in all purchased media.
*This sponsorship has been taken by Albertsons*

Fun Zone Title Sponsorship: $150,000
Title sponsor of the Fun Zone midway. One of the main focal points of the Fair. Great teen and young adult demo.

Summer Concert Series Sponsorship: Sold
Title sponsor of the Fair’s premier concert series. World class entertainment on the Fair’s grandstand stage. Heavy media component.

Flower & Garden Show Co-Sponsorship: $65,000
One of the most popular exhibits at the Fair. Flower, home and landscaping exhibits

Fair Theme Exhibit Sponsorship: $45,000
This exhibit is dedicated to the theme of the Fair. This is one of the main educational exhibits of the Fair.
School Tours/Reading Certificate: $30,000
Fair’s educational outreach to over 125 schools in April and May. Reading certificate is redeemed at the Fair for admission.

Opening Day Sponsorship: $60,000 - $125,000
Free T-Shirts (or other premium) with the Fair’s theme and the sponsor’s logo to the first XXXX visitors. Heavy media-promoting giveaway.

Plaza de Mexico Sponsorship: $40,000
The Plaza is located between the main avenue and the entrance to the Grandstand. Music, food and culture typify this area. One of the most beautiful areas of the Fair

San Diego Showcase Stage Sponsorship: $60,000
At the center of the Fair is the Showcase Stage. Entertainment of all types and for many age groups. Great signage

Del Mar Arena Sponsorship: $150,000
The Del Mar Arena plays host to all equestrian, rodeo and motor sports during the Fair. Seats 5,000. This sponsorship is a year-round sponsorship. Over 50 event days throughout the year.

Private Day at the Fair Sponsorship: $350,000
Interested in hosting 70,000 of your customers at your private day at the Fair? We can make the Fair open to your company on one of our closed days to the public.
Sponsorship Packages:

The Fair prides itself in designing custom-made packages for sponsors. We believe in developing packages jointly. Please contact us to let us know your needs. We can come up with a plan you will enjoy. Thanks for reading.

Van Miller
Sponsorships
San Diego County Fair
2260 Jimmy Durante Blvd.
Del Mar, CA 92014
858-792-4295 office
619-993-8437 mobile
vmiller@sdfair.com