

Solano County Fair – August 2-6, 2017  
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FOR IMMEDIATE RELEASE – February 17, 2017

## Solano County Fair Announces 2017 Dates and Theme

*Community Entertainment, Sponsors and Vendors encouraged to sign up now*



**Solano County, CA** – Make plans now to be part of one of the county's largest celebrations at this year's Solano County Fair from August 2-6, 2017. The Fair will once again feature quality, crowd-pleasing entertainment including free concerts with admission every night. The theme "This Fair's For Ewe!" will be the focus for the five days of fun, food, music, animals, culture, shopping and more.

"The Solano County Fair is all about the people that make it happen," stated Fairgrounds General Manager Steve Hales. "It's our guests, community partners, vendors, sponsors, competitive exhibit and livestock participants, and all of the many others involved in the Fair that make it special. 'This Fair's For Ewe!' seemed like the perfect theme to embody that concept and make everyone really feel that they are an important part of the event."

One of the many ways to get involved is by becoming part of the entertainment line-up for the Fair's 2017 Community Showcase. The Community Showcase provides an opportunity for local entertainers of all types to perform before a live audience on a professional, outdoor stage. Entertainers must apply to be included in the Community Showcase and must submit a complete promotional packet for consideration. Acts must be family-oriented and appropriate for all ages, with acts that complement the Fair theme given more consideration. Applications and promotional packets are available online at SCFair.com and are due by May 15.

The Fair is also looking for cultural acts to perform on the Cultural Pavilion Stage that reflect the rich diversity of Solano County. Groups may also have informational booth space to showcase



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their cultures. Space is limited. For more information on performing on either the Community Showcase or Cultural Pavilion stages, email [entertainment@SCFair.org](mailto:entertainment@SCFair.org).

Another way to be involved in the Fair is through sponsorship. Sponsors are a critical part of bringing the Fair to fruition for the community while also reaping the benefits of marketing to the nearly 40,000 people attending the Fair as well as tens of thousands more as part of the Fair's massive summer-time media blitz. Stages, entertainment areas, special events and the Blue Ribbon competitions are just a few of the sponsorship opportunities available. Packages can be customized to go beyond traditional brand exposure by including opportunities to interact directly with fairgoers which gives Fair sponsors a unique chance to engage current and potential customers. For more details on the extensive package of sponsorship benefits contact Mike Ioakimedes, Business Development Manager, at [mioak@SCFair.org](mailto:mioak@SCFair.org) or 707-551-2004.

Vendors are also an integral part of the Fair and provide a great opportunity for local businesses to get involved and showcase their products. Local artists and growers are encouraged to participate at the Fair in the "Solano Local Artists & Growers Showcase" which lets small or new businesses get in front of a large audience of potential customers while also gaining valuable marketing exposure for their merchandise. Participation in the showcase is for small, intermittent or extended blocks of scheduled time during Fair hours based on the resources of the business. The local artists and growers are not committed to have a booth for the entire five days of the Fair.

"We really want the Solano County Fair to reflect the Solano community," Hales said. "To make that happen we are providing a variety of innovative ways for local businesses and community groups to be part of the Fair experience."

Commercial vendors and food and beverage concessionaires are urged to reserve their space early for this year's Fair as space is limited and expected to be a sell out again in 2017. Vendor, concessionaire and showcase applications can all be found on the Fair's web site at [SCFair.com](http://SCFair.com)



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or by contacting Marcia Coffman, Special Projects Coordinator, at [mmcoffman@SCFair.org](mailto:mmcoffman@SCFair.org) or 707-551-2002.

The 2017 Solano County Fair headline concerts, special Fair events, stage performances and grounds attractions are being planned now and details will be announced in the coming weeks.

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