

A festive background of colorful streamers and confetti in shades of red, green, blue, purple, and orange, scattered across the top half of the page.

**BE PART
OF THE
CELEBRATION!**

A graphic of three stylized hands in yellow, blue, and red, reaching upwards from the left side of the page.

SOLANO • COUNTY

FAIRGROUNDS

Where Solano Celebrates

A festive background of colorful streamers and confetti in shades of red, green, blue, purple, and orange, scattered across the bottom half of the page.

**Sponsorship
Opportunities**

SPONSORSHIP AS PART OF YOUR MARKETING MIX

Sponsorship is a valuable investment and important part of the marketing mix for many businesses. Sponsorship has unique qualities, allowing a sponsor to directly interact with and be in front of their target market, while also allowing them to be associated with a positive community organization or event. These interactions can lead to increased brand awareness, enhanced business image and ultimately, new customers.

We believe that our sponsors are our partners and are committed to making your experience with the Solano County Fairgrounds a beneficial one. We want to work with you to establish objectives for your sponsorship and develop creative ways to reach your audience so that your sponsorship will be successful.

Sponsorship at the Solano County Fairgrounds can incorporate any number of venues and events in order to accomplish your marketing and communication goals. In addition to the annual Solano County Fair and Youth Ag Day events, your business can receive year-round exposure at the Solano Race Place, our simulcast horse racing facility, and select buildings throughout the Fairgrounds. Depending on how we structure your partnership package with you, a sponsorship presence at the Solano County Fairgrounds can accomplish the following benefits.

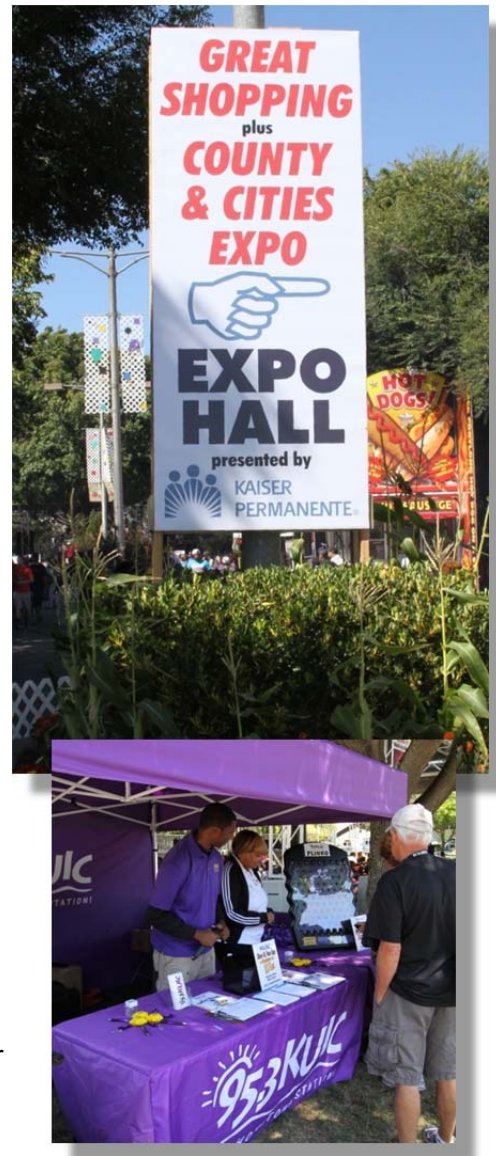
- Increase brand loyalty
- Generate positive publicity
- Create new and enhanced awareness of your products or services
- Strengthen customer relationships
- Drive more traffic to your business and stimulate sales
- Enhance business relationships by entertaining clients and customers
- Reward employees and improve employee loyalty
- Build a reputation as a good corporate citizen and community partner
- Reach consumers through multiple marketing channels
- Differentiate yourself from your competition

The Solano County Fairgrounds has put together recommended sponsorship packages to meet various levels of investment and marketing reach. These packages are just a starting point and can be customized to best meet your objectives and resources. Our goal is to create a mutually beneficial and long-lasting partnership with you as a sponsor, and we look forward to taking the next steps towards reaching that goal.








SPONSORSHIP OPPORTUNITIES

The Solano County Fairgrounds offers a wide variety of sponsorship opportunities in addition to the packages on the following page. We are more than happy to work with you on creating a custom package that can include any of the listed items in addition to “a la carte” benefits to best match your business objectives. Depending on the sponsorship investment, the following are some examples of the unique opportunities that can be tailored to achieve your marketing and community outreach goals:

- Run-of Fair Events, Buildings and Entertainment Areas including the Family Fun Zone, Cultural Pavilion and Exhibit Buildings
- Single Day Events Such as Celebrate Solano BBQ, Talent Competitions, and Special Admission Days
- Trophies, Ribbons and Other Awards for Competitive Exhibits
- Buses for Youth Ag Day Transportation



SPONSORSHIP PACKAGES

							
	\$7,500	\$5,000	\$2,500	\$2,000	\$1,500	\$1,000	\$500
SOLANO COUNTY FAIR							
Naming Sponsorship for Select Run-of-Fair Event, Building, or Entertainment Area	X						
Naming Sponsorship of a Single-Day Fair Event		X					
General Admission Tickets	60	40	20	16	12	10	8
Daily Parking Passes	30	20	10	8	6	5	
Celebrate Solano BBQ Tickets	20	16	8	6	4	2	
Concert Preferred Seating Tickets	20	20	20	16	12	10	8
Junior Livestock Auction Sponsor Listing	X	X	X	X	X	X	X
Logo on Select Print Advertising	X	X	X	X			
Logo on Daily Schedule & Fair Map	X	X	X	X	X		
Daily PA Announcements	X	X	X	X	X	X	
Logo and Link on SCFair.com	X	X	X	X	X	X	X
Grounds Signage	X	X	X				
Special Discount Code for Pre-Sale Admission Tickets	X	X	X	X	X		
YOUTH AG DAY							
Event Sponsor Listing	X	X	X	X	X	X	
Bus Transportation Sponsorship	X	X					
YEAR-ROUND ACTIVITIES							
Brand Signage in Solano Race Place	X	X	X				
Brand Signage on Select Buildings	X	X	X				
ELECTRONIC BILLBOARD							
Weeks of Bronze Level Advertising	3	2	1				

WHY BE A SPONSOR?

Businesses, like yours, have a variety of reasons for making a sponsorship investment. For some, it may be strictly for the marketing benefits, for others it may be due to a personal connection or commitment to the organization being sponsored, and for others it may be purely from a desire to support community serving events and associations. All of these reasons individually and collectively make sponsorship a meaningful and worthy business choice.

The Solano County Fair Association was established in 1949 with the specific purpose of producing the annual County Fair. Since then, it has grown to also encompass the production and management of a wide range of year-round public events and recreation activities. Governed by a Board of Directors, the Solano County Fair Association is a 501c(3) non-profit organization. Its success in providing a gathering place for the community, an event center for entertainment, and a resource for agricultural educational is due in large measure to our sponsor partners. Thank you for your support of the Solano County Fairgrounds, "Where Solano Celebrates!"

To discuss your sponsorship email ContactUs@SCFair.org or call (707) 551-2001

SOLANO COUNTY FAIRGROUNDS FAST FACTS

Home of the Annual Solano County Fair

- Over 40,000 attendees.
- 5 days at the end of July/first week of August.
- Fairs bring communities together, crossing over and through all demographics to provide affordable family entertainment, education and enrichment.
- Supported by a comprehensive marketing campaign that enhances sponsors' community outreach.



Host to the Annual Youth Ag Day

- Enjoyed by nearly 2,700 third-graders from throughout Solano County, along with their teachers and chaperones.
- Provided at no cost to the classes that attend, except for student transportation.
- A hands-on, interactive field trip focused on agricultural education, emphasizing and introducing students to the county's agricultural roots and how agriculture is a part of their lives.

The Solano Race Place - Satellite Horse Racing Facility

- Enjoyed by more than 40,000 guests each year, from racing enthusiasts to casual fans.
- Open year-round, Wednesday through Sunday.
- Simulcast coverage of live horse racing from around the world on over 100 monitors and televisions.
- Full bar and restaurant on site.
- Special promotions, Cal Racing frequent players club, and merchandise giveaways featured throughout the year to boost attendance.



RV Park at Solano County Fairgrounds

- 32 RV sites with water and electricity available April to October.
- Restrooms with showers, on-site dump station and restaurant facilities via the Solano Race Place.
- Convenient location appealing to travelers to Six Flags Discovery Kingdom, Sonoma Raceway, the Napa Valley and the San Francisco bay area.

Year-Round Rental Facilities

- 5 major buildings with 61,400 square feet of flexible, indoor event space.
- 5 acres of paved areas inside the grounds perfect for motor sports, vehicle shows and other large outdoor events.
- Extensive shaded grounds and lawn areas.
- Grandstand arena with 1,000 bleacher seats, plus an additional 4,000 lawn seating capacity.



Electronic Billboard

- Prime location on Interstate 80 with average daily traffic of 266,000 cars.
- Double-sided, full-color LED display.
- Advertising available 24 hours per day, 7 days per week.
- Advertising is dynamic and flexible with the ability to display multiple messages in a single campaign and change your advertising on short notice.
- Production costs are minimal and your message can be produced and displayed in a short amount of time.