SONOMA COUNTY
EVENT CENTER
AT THE FAIRGROUNDS

Partnership Program



2026 Sonoma County Fair

August 7–16

Festivals, Fiestas & Fun!

Sponsorship Opportunities

1350 Bennett Valley Road
Santa Rosa, CA
707.545.4200
www.sonomacountyfair.com

2026 SONOMA COUNTY FAIR PARTNERSHIP PROGRAM

Sonoma County Fair is your answer to creative marketing. With a per capita income well above the state average and a highly diverse population, Sonoma County is a key market, perfect for any number of products; the Sonoma County Fair provides a unique opportunity to reach these consumers. This year, the Fair runs from August 7 -16.

Why is the Fair such a major event? The Sonoma County Fair is everything county fairs used to be, and much more. Its spectacular flower exhibit is the largest themed flower show in the country and attracts visitors from all over the state and beyond. Local entertainers are featured on several nights of the Fair; the extensive carnival includes more than 60 rides; the livestock exhibition is one of the largest in the state, and the Fair consistently wins industry awards for exciting, innovative special events and exhibits.

Sponsors of the Sonoma County Fair reach a receptive family and professional audience in an uncluttered atmosphere at an extremely efficient cost per thousand. Since no advertising is accepted for the schedule of events, sponsorship is the only avenue for involvement with this valuable marketing tool.

All sponsorships will be tailored to fit individual needs. Sponsors may choose to target specific segments of the Fair's vast audience, such as families with young children, teens, seniors, or professional businesses by focusing on one of the Fair's many special areas or days.

This year's theme is ***Fairs, Festivals & Fun!*** The Sonoma County Fair is poised to offer more entertainment value, with lots of activities and attractions free with fair admission. The Hall of Flowers is the Fair's flagship exhibit; and is the most visited exhibit at the Sonoma County Fair. This year's theme is ***Floral Fandango!*** and will feature a global celebration of festivals throughout the world. Tens of thousands visit the Livestock Barns to enjoy the animals raised by our local youth in 4-H and FFA. The Shade Park stage features daily entertainment, and there are several areas throughout the grounds full of fun-filled family activities

With an average Fairtime attendance of over 150,000 for the past 10 years, the Fair is the ultimate place to maximize exposure of your organization while supporting and promoting a great community and agricultural event. As a **SPONSOR** you are part of the place that showcases the best of Sonoma County and you treat the community to a delightful, entertainment-filled day of fun, everlasting memories.

Sponsorship of the Sonoma County Fair will provide substantial year-round value to your company:

- ♦ Brand association with the Fair
- ♦ Early alignment with a new sponsorship platform
- ♦ Program and event ownership opportunities
- ♦ Visibility and branded content at the Fair
- ♦ Brand exposure via media, marketing, and collateral materials
- ♦ Hospitality and VIP event access
- ♦ Ability to develop additional promotion









SUPREME CHAMPION: $15,000 – $20,000
BEST OF SHOW: $10,000 - $15,000
BLUE RIBBON: $5,000 - $7,500
ADVOCATE: $1,500 - $3,500
IN KIND – Products or Services

Current Partnership Opportunities

NEW FOR 2026! CIRQUE MA'CEO



A revolutionary theatrical phenomenon like no other… an emotionally charging, up close and personal, luxurious experience. Step into our exclusive, custom designed Italian Big Top theater and settle back in our brand-new, state of the art seating. The world of Ma'Ceo is proud to showcase mesmerizing acrobatic feats, aerial dancing, and exotic horses. Come feast your senses on the beauty and mystery through the adventure of Cirque Ma'Ceo. Sponsorship comes with VIP access and opportunities throughout the run of the fair.

SHADE PARK STAGE



The central gathering spot on the fairgrounds, and a great place to relax and enjoy a snack. With plenty of shade, seating, live music, and accessible food & drink, Shade Park is a busy spot. In addition to stage acts, special events are held throughout the Fair. On Senior Day, organizations that serve seniors participate in the **Senior Info Fair**. When the weather gets hot, a surprise Foam Party may spring up.

This is home to the Fair's musical performers, with at least two live bands each day. *Sponsor is given exclusive stage naming rights.*



Twiggy the Water-Skiing Squirrel Yes—a real squirrel! Twiggy the Water-Skiing Squirrel is an eastern gray squirrel who skis around a swimming pool, pulled by a remote-controlled boat. Unlike local squirrels, who are primarily known for raiding gardens and racing up and down trees, Twiggy skis for a living and travels all over the country, and this summer, she will be performing at the Sonoma County Fair. *Three shows a day on* the edge of the Park, with the audience seated in Shade Park. *Sponsor is given exclusive naming rights for this show.*

VIP EXPERIENCE



The Sonoma County Fair offers companies and corporations the opportunity to host their guests to an exclusive VIP experience during the fair. Located under a private covered tent, the fair makes all the arrangements to offer participating companies a completely set-up buffet and dining area complete with round tables, chairs, linen table clothes, napkins and table centerpieces. *This is your chance to be the presenting sponsor with exclusive naming rights at the venue.*

FAMILY FUN STAGE



Fairgoers of all ages are invited to stop by the Family Fun Stage for non-stop entertainment and fun. With shows by variety performers at least three times a day, lots of on-the-spot contests, and lots of community performance groups, there is always something to see. **Community Groups** perform on the Family Fun Stage *Located on Poplar Avenue, near the entrance to the Livestock Area.*

SWEET LIL'S FARMERY



For Animal Lovers of All Ages! Fairgoers of all ages are invited to head out to the Barn and visit Sweet Lil's Farmery. Young children will find lots to do and enjoy, from soft furry animals to pet and feed, farm animals to meet, fun photo ops, and a chance to learn about Sonoma County Agriculture while having a good time. Sweet Lil's is free with Fair admission, and you won't need to pay for anything in the building. Sweet Lil's is in Saralee & Richard's Barn, near the entrance to the Livestock Area. This exhibit honors the important mission of increasing ag literacy in Sonoma County, embodied by Saralee & Richard Kunde's legacy. Sweet Lil's is a special place to learn and be down home on the farm. Be a participating partner with banner recognition in the building.

SPECIALTY DAYS

Day at the Fair One of our most popular programs, you will have a 10' x 10' prime exhibit location at the main Brookwood entrance to promote your business and offer give-away items. You will be listed in the program as the sponsor for the day! Your banner is given a premium location at the Brookwood Gate on your designated day. Fair provides the tent and table where you will have maximum exposure to fairgoers as they arrive. *This sells out fast, limited days are available.*



Food Bank Day The Sonoma County Fair is very proud of our partnership with The Redwood Empire Food Bank by launching an innovative partnership to address food insecurity. The canned food day provides community members with a meaningful opportunity to contribute to families in need. Our food bank day allows fairgoers to bring three or more food items from the Redwood Empire Food Bank's "most wanted" list and get discounted admission to the fair.

Senior's Day One of the most well attended days of the Fair! Seniors ages 60+ get discounted admission. Events take place all afternoon from 12 to 4 pm. Fairgoers are invited to stop by Senior Information Fair, where you will have the chance to talk about your services that are of *Held in Shade Park*

Kid's Day Another popular attendance day, where families can save on admission. Offered twice during the run of the fair, kids 12 and under get FREE admission.

GRANDSTAND ENTERTAINMENT ZONE







Activity Zone Tired of watching and looking? Come to the Activity Zone and do something! An entire area dedicated to hands-on fun, the Activity Zone is home to Wild Science! Jurassic Adventures (dig up a dinosaur!), a giant pit of LEGOS you can use to create a work of art, and more!

Wild Science! Take a trip into the wild and amazing world of science through a plethora of interactive, fun, and visually captivating displays and activities. Journeying through Wild Science! families, adults, and children can experience the mysterious and entertaining aspects of science and technology in a fun and casual environment

Tractor Pull & Dirt Drags These free "dirt" acts are held in the Grandstand, with the action taking place on the track. This is a very popular attraction that packs the grandstands! The Dirt Drag Races have cash prizes for youth and adults who can register to participate. There is no local participation in the Truck and Tractor Pull.

Corgi Races Get ready for short legs, big excitement, and tail-wagging fun as the Corgi Nationals Super Sprint Series ! Fairgoers can experience the thrill of corgis racing head-to-head in an action-packed competition to determine the fastest corgi in Northern California. Races take place at the Racetrack. Stop by for a meet and greet these adorable corgis and try to guess who might take home the trophy. Pick your favorite and cheer them on in the races!

THE KID'S AREA



Located by the Brookwood Gate, the Kids Area is a shady spot for families to recharge. Everything in the Kids Area is free with Fair admission, so no one will ask you to buy something! Activities for young children are from noon to 7 p.m.

This year's Kids Area theme is PIRATES AND PRINCESSES, filled with fun for the youngest fairgoers and their families. In the Kids Area this year, your kids get to be pirates, princesses, or maybe even a pirate princess! Some days, there are contests on the Kids Area Stage, including Milk Mustache, Stroller Races, Animal Imitation, and more!

Bri Crabtree brings her show to the Kids Area Stage every day at the Fair. You never know what's going to happen! Shows are at 1:30, 3:30, and 5:30 p.m.

Silly Circus Show

Join Bri Crabtree on a silly adventure in the Kids Area! Bri's amazing fusion of circuses, vaudeville, and silliness is just made for the youngest in your family. The show features juggling, magic, unicycling, illusion, and physical comedy. Objects come to life, logic is turned upside-down, and curiosity prevails. Bri's outrageous comedy keeps kids giggling long after the show is over. *August 7 to August 16, three shows a day.*

The Parents' Rest Station in the Kids Area. This is a clean, quiet place to nurse or change your baby. It is also the Lost Kid Center until 8 p.m.

AROUND THE GROUNDS

POP! One man. Six crazy circus stunts. Thousands of unbelievable bubbles.



Take a fun mix of amazing skills, add some spectacular giant bubbles and you have POP! Ringling Bros. alumnus, Logan Jimenez combines crazy circus stunts such as fire-eating, daring escapes, and crawling inside a giant balloon with incredible bubble artistry. He effortlessly creates bubble sculptures, bubbles that burst into flames, and bubble volcanoes. *August 7 to August 16, three shows a day.*

Daily Parade Join in on the celebration and be a part of the daily parade. Music, mini floats and kids in costume are just the start! You can be a part of our rhythm band, carry a flag, wear a clown costume, pull a mini float, dress up, or just march along\ puppets, entertainers, the Marching Band & you! Follow the music of the Bourbon Street Brass Band…it just makes you feel good!



ADDITIONAL OPPORTUNITIES

- **Chris Beck Arena Events**
  - ✓ **Farmers Day & Horse Play**
  - ✓ **Rodeo**
- **Mexican Village Events**
- **Tequila Festival**
- **Beer Festival**
- **More to come!**

Each tiered package opportunity provides customized benefits tailored to the event or area you choose to sponsor. We are happy to produce a package to best suit your needs and discuss an exclusive benefit bundle which includes admission to the fair, parking, banner placement, logo recognition on all social media platforms, inclusion in all marketing campaigns, entrance to special VIP events and more!

Contact Sheila.Quince@Sonoma-County.org for pricing and to learn of more opportunities !

BENEFITS

LOGO PLACEMENT:

- **SPONSOR** will be included on the Fair's website (SonomaCountyFair.com). Logo and link back to sponsor website included on both the Sponsor and individual support pages online.
- **SPONSOR** logo will be featured on the applicable sponsor page(s) of the online Fair Magazine.
- **SPONSOR** logo and partnership will be displayed on the Fair's Electronic Billboard hourly during a **25-day period,** 1 week pre-Fair, 10-day Fair, 1-week post-Fair.
- **SPONSOR** partnership will be included in Fair's social marketing efforts as sponsor.

SIGNAGE:

- **SPONSOR** will have the opportunity for banner placement at one or more gates, depending on sponsorship level. (maximum size 10' x 3')

OTHER BENEFITS:

- **SPONSOR** will be permitted to promote their sponsorship with the Fair on sponsor generated publicity and advertising pieces provided the promotional piece meets with Fair Management approval.

TICKETS:

- **SPONSORSHIP** includes the following tickets/passes: *amounts determined by sponsorship level:*

✓ Single Day Admission Tickets
✓ Lot Single Day Parking Passes
✓ VIP Director's Room Tickets
✓ Hall of Flowers Preview Tickets

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General Information

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- An average annual Fair attendance of 200,000 over the past 5 years.
- The Sonoma County Fair is operated under the leadership of a 15-member Board of Directors appointed by the Sonoma County Board of Supervisors. The Fair is a Non-Profit 501(c) 3 Enterprise Fund.
- Continual grounds entertainment, from 12 p.m. to 9 p.m. every day of the Fair in multiple venues. All of this family entertainment is free with Fair admission.
- Several nights of action-packed PRCA Rodeo, Destruction Derby, Monster Truck Show, and Farmers Day Event. *(ticketed events)*

Special Days and Discounts:

- **Seniors Day** Seniors 60+ pay $5 admission, all other days $5.00 discount.
- **Kid's Day** Children 12 years &younger receive free general admission.
- *Kids 6 & younger free every day*
- **Food Bank Day** Food collection at all three gates

Thank you for your consideration!

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