

YUBA-SUTTER FAIR

JUNE 23 - 26, 2022

PARTNERSHIP OPPORTUNITIES

For more information or to customize a partnership package tailored to your specific needs please call (530) 674-1280 or email ceo@ysfair.com

Partnership Benefits	Best of Show Partner Sponsorship	Premier Partner Sponsorship	Grandstand Champion Sponsorship	Exclusive Sponsor of the Day (4)	Diamond Partner Sponsorship	Platinum Partner Sponsorship	Gold Partner Sponsorship	Silver Partner Sponsorship
	\$10,000 +	\$5,000 +	\$5,000 +	\$3,500 +	\$2,500 +	\$1,500 +	\$1,000 +	up to \$749
Main Fairgrounds/Event Sponsor	X	X	X	X				
Fairtime Sponsorship Logos on the Sign Marquee	X	X	X	X	X	X		
Logo and Link to Business on Fair Website	X	X	X	X	X	X		
Advertisement on Fair Social Media Pages	X	X	X	X	X			
Opening Night VIP Hospitality Event	X	X	X	X	X	X	X	X
Fair Provided Banner(s)	1 banner	1 banner	1 banner g/s	1 banner g/s	1 banner	1 banner	1 banner	
Name on Sponsor Banner at all Main Gates	X	X	X	X	X	X	X	X
Sponsor Provided Banners Displayed	5 banners	2 banners	2 banners	2 banners	1 banners	1 banner		
PA Announcements During Fair Hours	25 times	20 times	15 times	10 times	10 times	5 times	1 time	1 time
Grandstand Announcements	X	X	X	X	X			
Radio and/or Newsprint Advertising	X	X	X	X	X			
Fair Admission	30 single day	20 single day	20 single day	15 single day	12 single day	10 single day	8 single day	4 single day
Parking at the Fair	20 single day	12 single day	12 single day	8 single day	8 single day	6 single day	5 single day	1 single day
Grandstand Event Admission	6 each night	6 each night	6 each night	4 each night	4 each night	4 each night	2 each night	
In-line Commercial Vendor Space (optional)	10' x 30'	10' x 20'	10' x 20'	10' x 10'	10' x 5'			
Daily Hospitality Suite	6 admission	4 admission	4 admission	4 admission	2 admission	2 admission	2 admission	2 admission
Sponsor Certificate	X	X	X	X	X	X	X	X

Additional Partnership Opportunities

Buildings & Showings
Main Exhibit, Expo Hall, Flowerhouse, Palmer Hall, Franklin Hall, Cattle Show Ring, Swine Showring, Sheep & Goat Showring, Small Animal Showring

Event Stages
Main Stage, Community Events Stage & Beer Garden Stage

Event & Entertainment
including Music Concerts, Tuff Truck Racing & Free Entertainment options

Livestock Exhibitor Social Events Sponsorship Opportunities

We are providing additional opportunities during the week of fair exclusively for the youth livestock exhibitors. The Exhibitor's Social will include live entertainment, dancing, pizza and a cornhole tournament on Tuesday. The Carnival Social Showcase will include a special two-hour carnival showcase for livestock exhibitors and their family members to enjoy the carnival rides and games prior to the official fair opening.

Why Support the Fair?

The Yuba-Sutter Fairgrounds is a 42-acre event center that is open year round, hosting an annual fair along with a variety of educational and community events and activities through the year. The fairgrounds is used by the local community in emergency situations, serving as a fire camp, evacuation center, animal shelter and currently a Covid vaccination center. The fairgrounds has more than 50,000 square feet of building space. Approximately 260,000 people attend the Fair and all other special events held at the fairgrounds annually. This has a ripple effect on the local economy by infusing dollars that are again spent by others. As a valued partner of the Yuba-Sutter Fair, you are not only helping support your local community and economy, but you have a year-round audience that will potentially support your business.