



CLARK COUNTY
FAIR

SPONSORSHIP
OPPORTUNITIES



Ridgefield, WA

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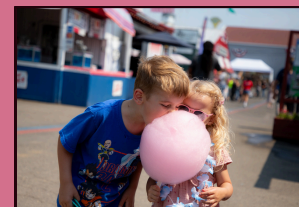
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We're **Summers Best Party!** A 10-day Fair starting on the 1st Friday of August. Celebrating our 155th anniversary in 2025, the Clark County Fair has a growing audience of over **250,000 annual attendees**. With new attractions each year, and an evolving list of food, rides, concerts and more, **There is Fair Fun for Everyone**. Your brand is sure to find the perfect place within our fairgrounds!

A sponsorship is a great way to join in on the excitement!

We can't wait for you to join our Fair Family

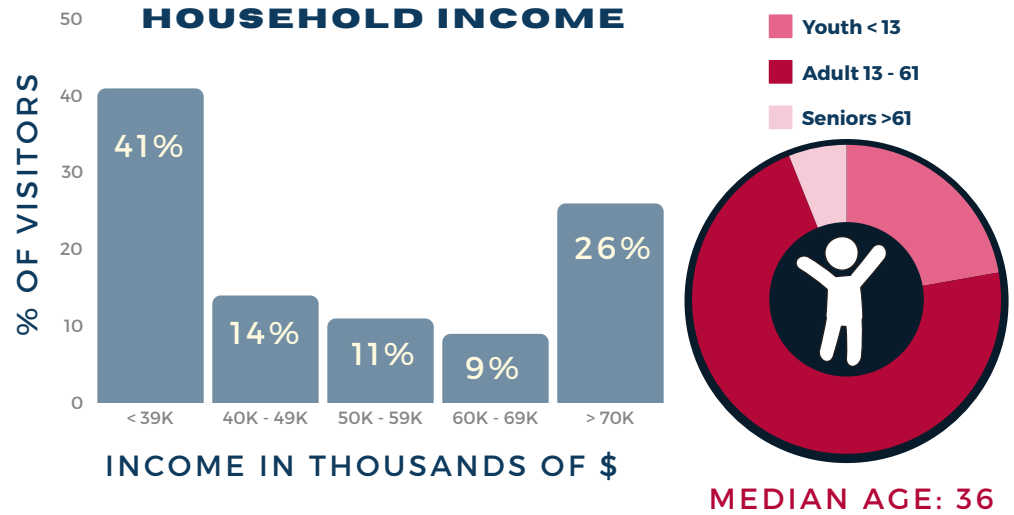


2024 BREAKDOWN

AUGUST 2ND - 11TH



DEMOGRAPHICS BASED ON 2024 TICKET SALES



Email Campaigns

18.9K

Total Contacts

Instagram

12.5K

Reach: May - Aug

Facebook

351.9K

Reach: May - Aug

Website

193.6K

Unique Visitors

WHAT WAS NEW

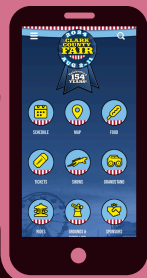
Featured Exhibit:

Dino Encounters

2 Days of Rodeo

3 Days of Concerts

Clark County Fair App



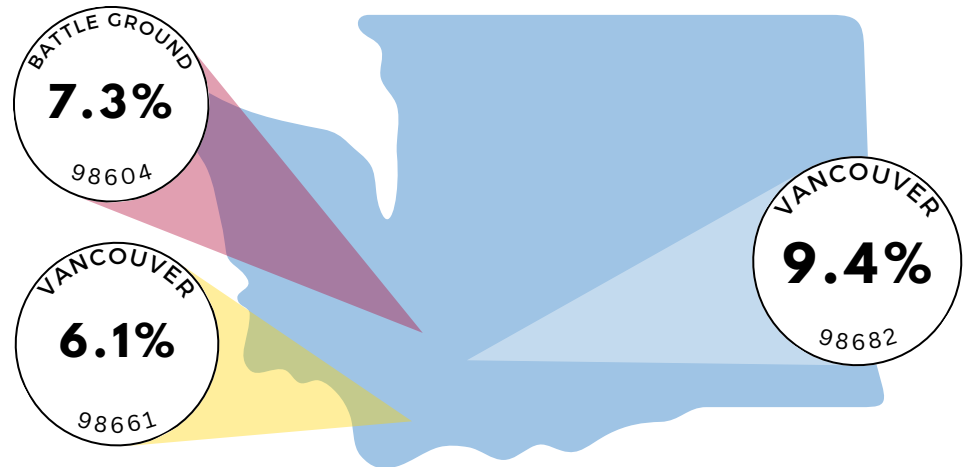
400

Daily Users

4,260

Total Downloads

% OF VISITORS FROM:



2024 Marketing Media Campaign Results:
OVER 18.9 million impressions

SPONSORSHIP BENEFITS

The “Thrills” of your sponsorship package may include:

- PARADE PARTICIPATION
- CONCERT PACKAGES
- ENTRY TICKETS
- JUMBOTRON COMMERCIAL/AD SLOT
- VOICE OF THE FAIR MENTIONS
- SOCIAL MEDIA, APP, WEBSITE MENTIONS
- HOSPITALITY PACKAGES
- ACTIVATION AND BOOTH SPACES
- ONSITE BRANDING
- CROSS PROMOTION OPPORTUNITIES



LOCATIONS



- Not To Scale -

Revision: 3/22/15

Fairgrounds Way

GENERAL SPONSORSHIPS

Recognition on the App:

The sponsor tab is prominently featured on the app allowing users to search, share, and visit their favorite sponsors websites/socials.

The 2024 Fair was the inaugural launch of the app, the app facilitated discovery and connection between brands and consumers. Clickable links were provided leading users to prespecified website pages.



Signs and Banners:

- Entry Gate
- Banner Wall*
- Barns
- Exhibit spaces
- The Marketplace

*Banner Wall is a prime location on the side of the Marketplace along the Midway, ensuring an endless number of unique impressions.

Day Sponsorship includes a sign outside of each entrance gate.

Activation Booth:

An activation booth space is a premium location within our Midway providing a plethora of marketing opportunities to make it work for you and your brand. It can be a single day or all ten, with unlimited potential for prizing giveaways, signups, outreach and more.

Specifications of the space:

- 10 x 10 ft
- Tables and chairs provided by request

Recognition on the Website:

Day, Premier, Hotel, and Media Sponsors will be featured on the "Become a Sponsor" tab on the website. All sponsors will have their logo included in the scrolling banner at the bottom of each page.

Based on sponsorship level, other site features are available



ATTRACTION SPONSORSHIP

The Feature Area is a **24,000 sq ft** space located on the East end of the Midway, showcasing a yearly rotating attraction appealing to visitors of all ages. This area has a particular focus on families and Fair goers **12yrs and under**.

The 2024 Feature was Dino Encounters, which included a blow-up obstacle course, ride-on dinosaurs, and engaging educational experiences. The sponsor enjoyed increased visibility by building community connections with an activation space outside of the hall.

OTHER ATTRACTION LOCATIONS AVAILABLE

- Curly the Camel on the West end
- Pirate's Parrot Show
- Rotating Special Attraction along the Midway
- Opening Day Parade along the Midway

Attraction sponsorship allows for **increased visibility** through our marketing materials. Sponsoring will allow your brand to **develop deep connections with the community** by **increasing recognition, visibility, and overall customer base**.



DAY SPONSORSHIP

2024 THEMES

- Family Day
- Military Appreciation Day
- Prime of Your Life Day
- Kids Day
- Brand Specific Days

The Clark County Fair has themed days targeting specific segments of our audience, often offering discounts or incentives to boost attendance. Day sponsorship can surround a specific theme or the brand itself (i.e. C-Tran Day). By customizing a sponsorship package around a theme day that resonates with your target audience, you can increase recognition, build positive associations, and maintain your mission of being customer focused.

CONTEST SPONSORSHIP

There's a variety of food and kid contests that are a yearly favorite, sponsorship packages can be customized to the individual. Options may include catering the food, prize sponsoring, and more.

KIDS' PARK CONTESTS:

Pretty Baby
Diaper Derby
Toddler Trot

FOOD CONTESTS:

Watermelon Eating
Hot Dog Eating
Cheeseburger Eating
Pie Eating
Donut Eating

*Contests from the 2024 Fair are subject to change



STATION, PARKLET, OR PICTURE BOARD SPONSOR

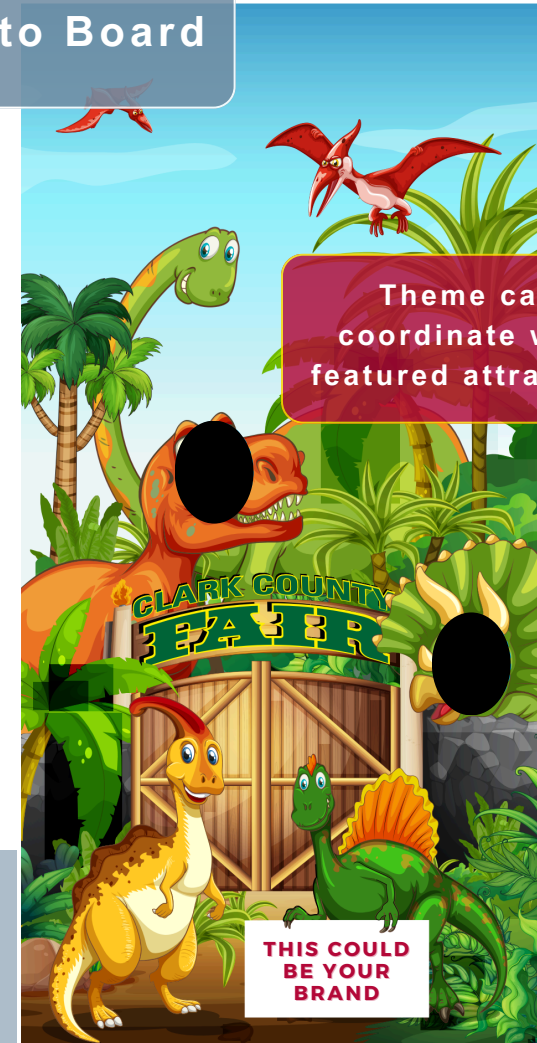
The main feedback received was a need for chairs and more seating areas. The 2024 Fair featured two new parklets. Parklets were located inside the Marketplace and on the West end outside the Marketplace.

EXAMPLES MAY INCLUDE:

Rest Area
Charging Station



Photo Board



Theme can coordinate with featured attraction

THIS COULD BE YOUR BRAND

PRESENTING AND NAMING RIGHTS SPONSOR

The **presenting sponsor** of the Clark County Fair receives exclusive presented by naming rights, and mentions in all major media, promotional campaigns both digital and print, website and app mentions. Recognition on any billboards or large print media projects. The extensive marketing campaign is an essential part in building the connections between your brand and the fun that is the Clark County Fair.

Sponsorship options for naming rights of the following are also available:

Grandstand and (Grandstand) Plaza: Home to motorsports as well as rodeo and concert events.

Community Stage: The community stage is home to music, magic, hypnotism, eating contests, and more.

Kids' Stage Sponsorship: The Kids' stage located in the Kids' Park is a popular area for youth and families alike, hosting family fun entertainment, including kids contests and the Clark County Fair Equestrian Court ceremonies.





CLARK COUNTY FAIR

Since 1868

We look forward to creating your
customized sponsorship package

FOR MORE DETAILS

CONTACT



Tawnia Linde, CFE
Director of Marketing & Sponsorship

(564) 397-2089
tawnia.linde@cceventcenter.org