



LA COUNTY
FAIR
MAY 3 - 27
STARS, STRIPES & FUN



**2024
Sponsorship
Opportunities**





Fairplex

- Fairplex is a nonprofit 501 (c)(5) organization that encompasses a 487-acre campus proudly located in the City of Pomona.
- Fairplex exists in a public-private partnership with the County of Los Angeles and is the home of the annual LA County Fair and many year-round events.
- Fairplex serves as a place, a convener and creator of memories to strengthen the community and economy through arts and entertainment, agriculture, education and commerce.





LA County Fair

The LA County Fair has been entertaining residents of Southern California since 1922 and we proudly stand behind the nostalgic charm and annual family tradition that has shaped who we are.

Every year, the Fair attracts affluent, multi-cultural fair guests during its run as one of the nation's leading family entertainment events.

- One of the largest draws in Southern California in May, with \$1.5M total media value offering 269M impressions.



LA COUNTY FAIR



750K

Fair Guests



\$1.5M

Media Value



53%

Female

47%

Male



\$72k

Average Household Income



5.3 hours

Average Length of Stay



39%

Ages 21-34

23%

Ages 35-49



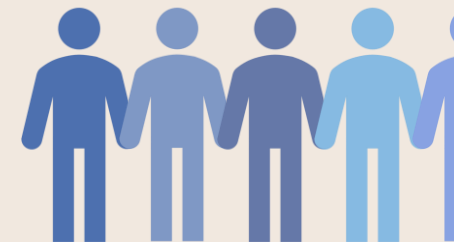
55%

Hispanic



20%

Caucasian



5 guests

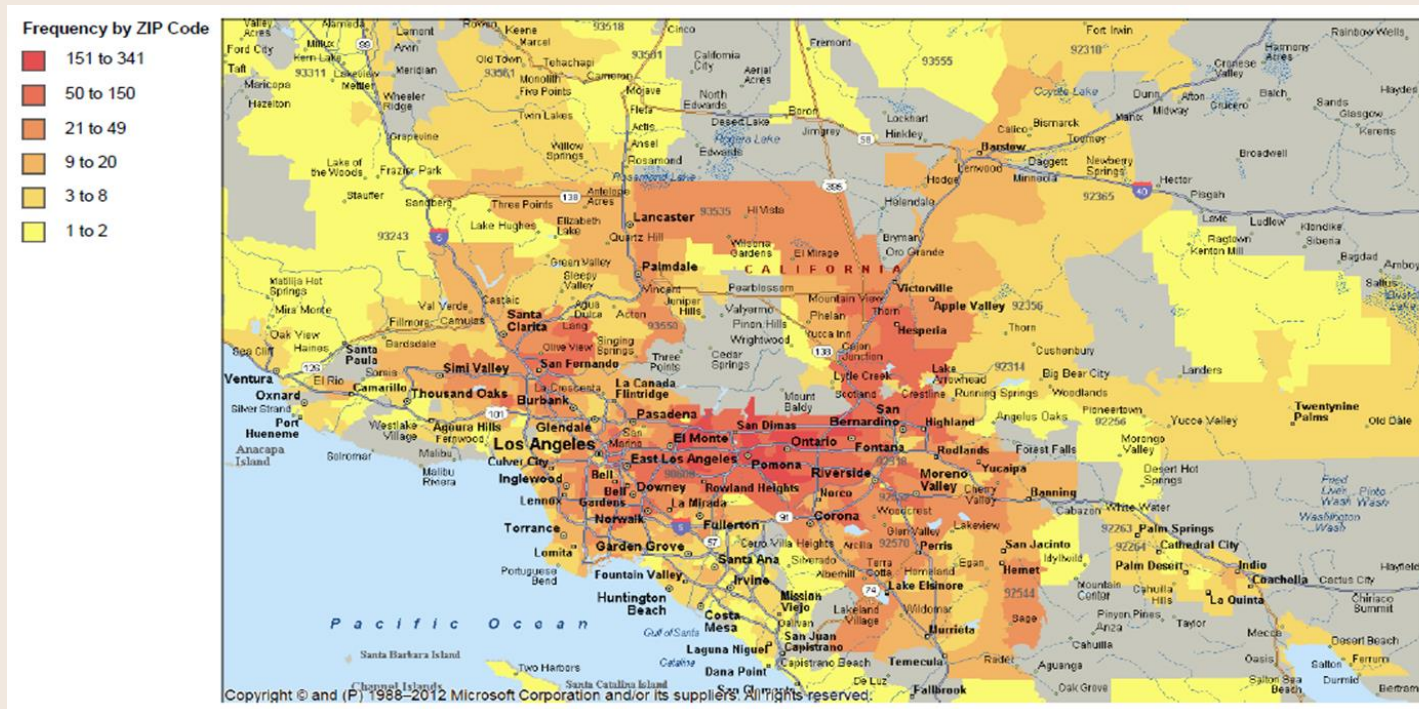
Average Party Size



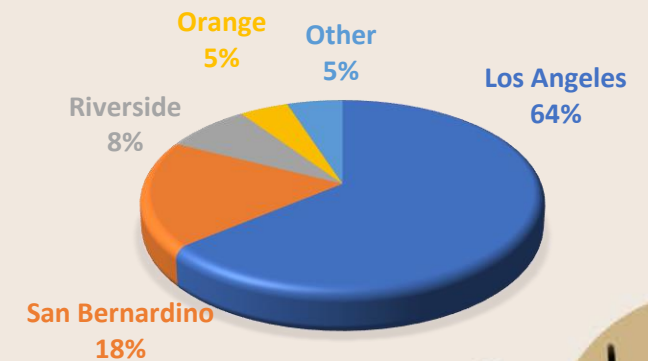
REACH



Guests represent the majority of the Southern California marketplace with 64% residing in LA County.



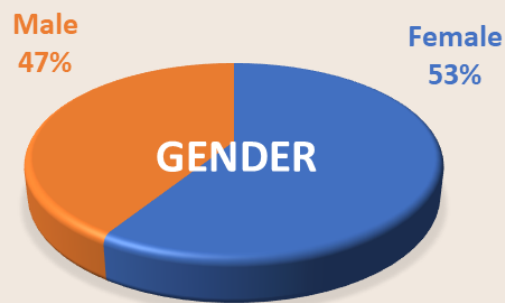
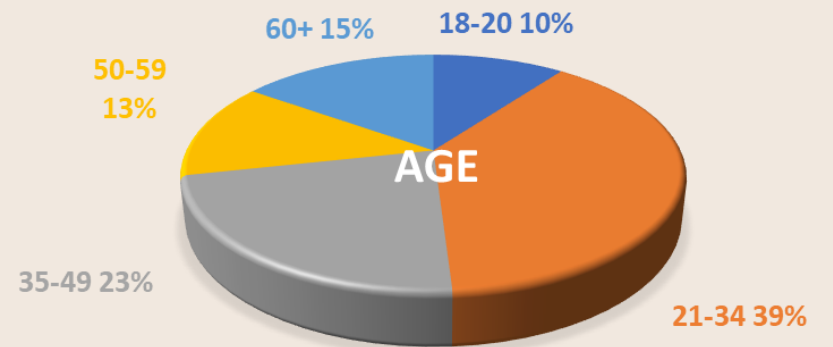
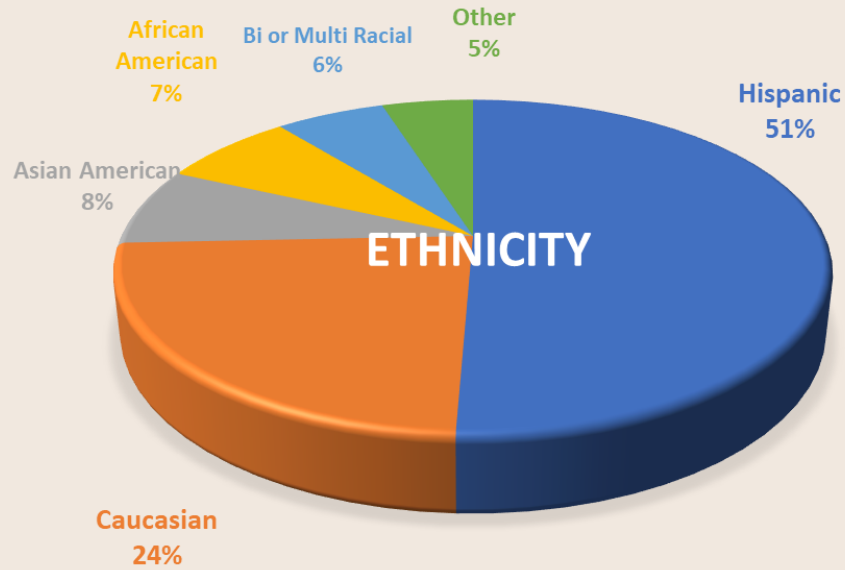
COUNTY OF RESIDENCE



AUDIENCE BREAKDOWN



Our guests are reflective of the highly diverse Southern California marketplace.

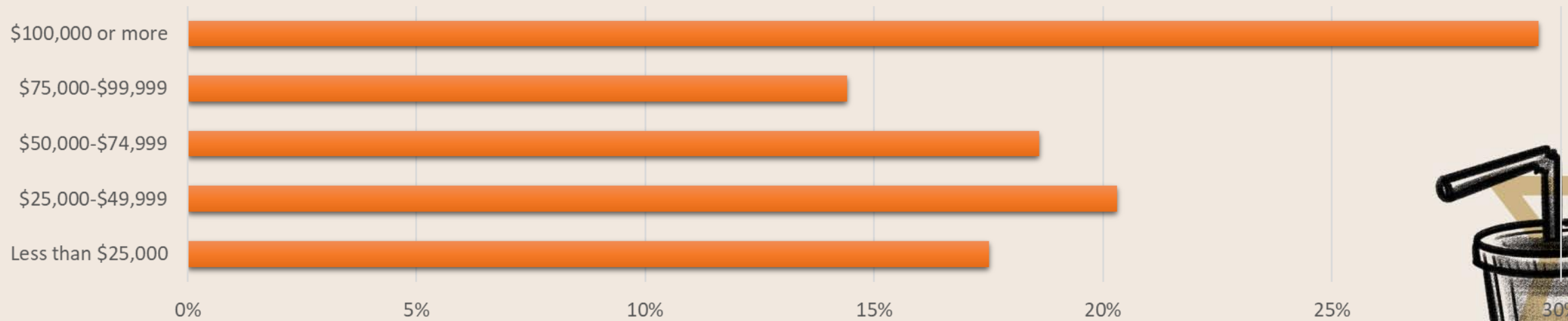


BUYING POWER



LA County Fair guests are educated, have discretionary income and value sponsors who support their community.

Average Household Income of \$72,315



Across all income levels, 89% of U.S. adults would be likely to switch brands to support a product or service associated with a cause they care about.

LIFESTYLE



LA County Fair guests are a diverse group with varied tastes and spending power.

LA County Fair is a great platform to engage Angelenos who come prepared to learn, shop and interact with sponsors.



More than 41% of Fair guests are looking to purchase home appliances within the next 5 years.



59% of Fair guests are looking to purchase health insurance or renew their current plans in the next 5 years.



29% of Fair guests are planning to remodel their home in the next 5 years.



47% of Fair guests are looking to purchase car insurance/renew their current plans in the next 5 years with 69% purchasing in the next year.



Nearly 45% of LACF guests have visited a casino in the past year, which is 42% higher than the market average.



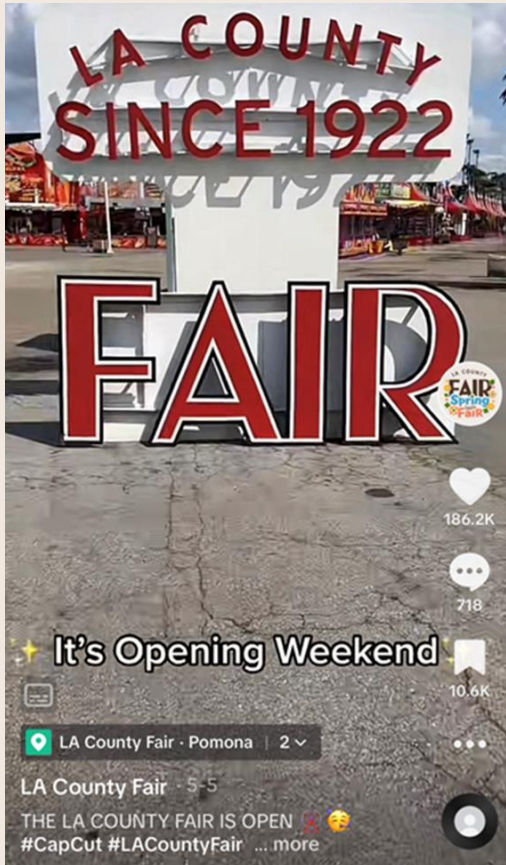
43% of Fair guests are planning to purchase home furnishings in the next 5 years.



EXPOSURE



Organic and customized programs available targeting our 343K social media followers.



SOCIAL

- 229k Followers
- 88k Followers
- 11k Followers
- 15k Followers

PUBLIC RELATIONS

- 5.1B Media Reach
- 5,045 Media Mentions

PAID ADVERTISING

- 11.9M IMPs
- 15M IMPs
- 121M IMPs
- 23M IMPs

DIGITAL

- 1.1M Page Views
- 464M Visitors
- 608k Subscribers
- 20.5M Impressions

TOTAL PAID MEDIA VALUE

\$1.5M





Sponsor Opportunities

We seek to provide our sponsors with access to our creativity in both campaign and content creation. We leverage our team of professionals to develop and execute customized solutions to your marketing needs.

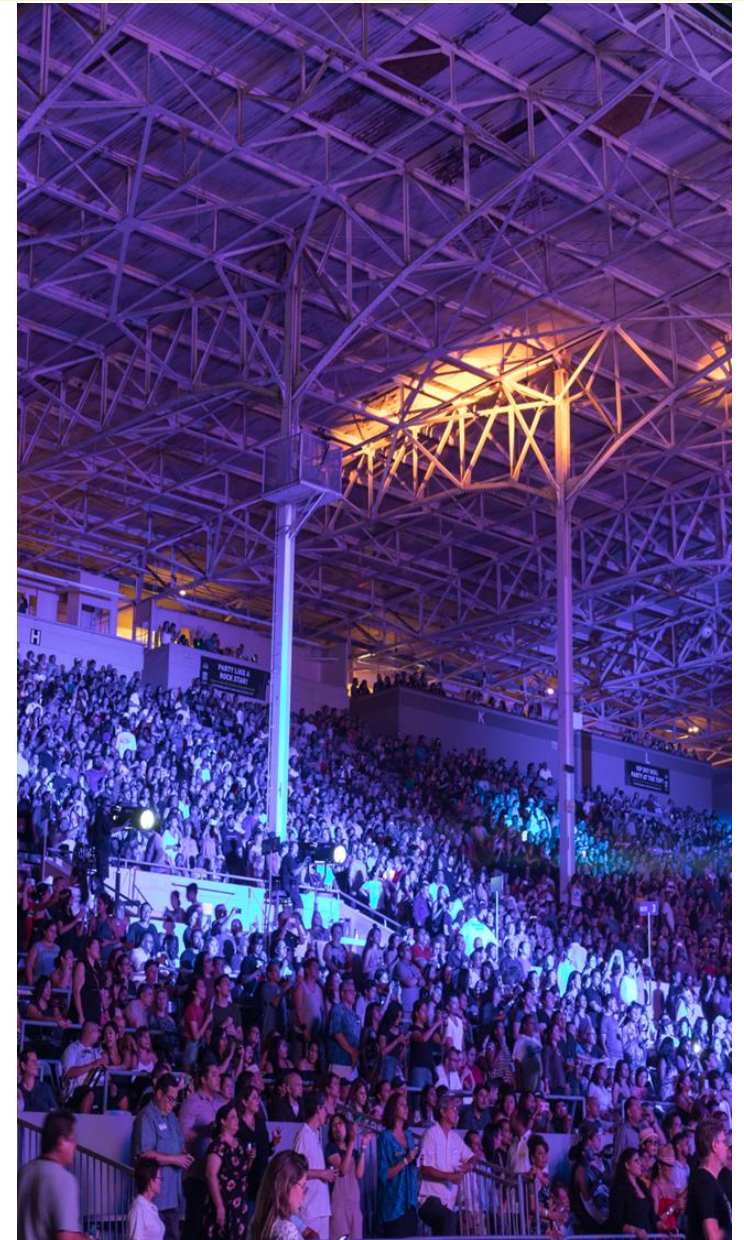
- Presenting Sponsor
- Category Exclusivity
- Ticketing Partner
- Onsite Branding & Activation
- Programming Integration
- Philanthropy, Community & Employee Engagement
- Awareness & Visibility



Presenting Sponsor

Present the entire LA County Fair as the largest scale opportunity available and deeply integrate your brand into everything done to promote the LA County Fair.

Sponsorship range: \$25K - \$100K+





Attraction & Neighborhood

Presenting opportunities are also available for events and activities such as the Expo Halls or NextFest LA stages. Or sponsor an entire neighborhood such as Downtown Fairplex or The Farm & Gardens.

Sponsorship range: \$50K - \$100K

2023 Sponsors included:

- Anheuser-Busch Estrella: Presenting sponsor of Plaza Stage
- USC Arcadia Hospital: Presenting sponsor of The Farm
- Superior Grocers: Presenting sponsor of Plaza Stage





Category Exclusivity

Box out competition and sponsor an exclusive right to be the only brand of your kind at the LA County Fair.

Sponsorship range: \$50K - \$100K+

Category Exclusives include:

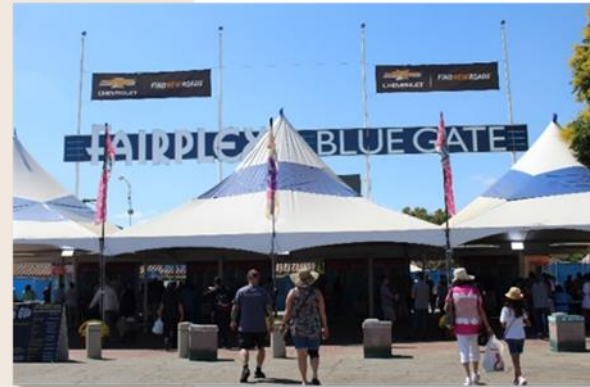
- Automotive
- E-Commerce Marketplace
- TV / Internet / Voice
- Telecommunications
- Timeshares





Automotive Sponsor

- Official Automotive sponsor opportunity to promote vehicles on Fairplex grounds
- High profile signage at main parking gate entrances
- Clock Tower plaza signage at main fair intersection
- Outdoor Marketplace location for vehicle display
- Expo Hall location for indoor vehicle display
- Premium signage on grounds during the Fair
- LACF.com website exposure and marketing support





Ticketing Partnership

Drive local Southern California residents into your retail location to purchase discounted tickets to the LA County Fair.

- Inclusion in radio & TV tags
- Utilize discounted promotions ticket code in store promotions.

Sponsorship range: \$50K+

2023 Tickets Partners:



LA COUNTY FAIR Spring into Fair

Save Up To 50% On Any Day Admission

Adult \$15 Ages 13+, reg. price \$30	Child \$10 Ages 6-12, reg. price \$15; ages 5 and younger free	Carnival Package \$40 Regular price \$142; includes 12 rides (excluding Titan) and 2 games
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Based on gate pricing. Available now through May 29, 2023.
All ticket sales are final.

Purchase at any checkstand.

MAY 5-29

SUPERIOR GROCERS. Visit LACountyFair.com/Superior for rules and restrictions.

LA COUNTY FAIR Spring into Fair

Fun Blooms at this year's LA County Fair!
May 5-29, 2023

Save on Any Day Admission!
\$15 adult | \$12 child
PLUS get a free Thursday ticket with purchase of an Any Day ticket

Use password code
OREILLY23

Scan Here to SAVE!

Any Day admission valid any operating day of the 2023 LA County Fair. Receive a Free Thursday Because Soils' admission ticket valid on the following days: May 11, 18, 25, and 29, 2023. This offer can only be purchased via a patron's mobile device in advance of their visit to the fair and is limited to 4 tickets per person.



Onsite Activations

Physically set up space at the LA County Fair for 1-on-1 engagement with Fair guests, including sampling, sales, info./education, experiential activation, signage, and lead generating opportunities.

Sponsorship range: \$25K+





Programming Integration

Organically integrate your specific sponsorship objective into the LA County Fair. Opportunities to incorporate brand into new attractions or entertainment stages that focus on young, diverse audience such as NextFest LA and Community Partner stage.





Philanthropy

LA County Fair provides opportunities for sponsors to support its mutual missions focused on strengthening the community and economy through arts and entertainment, agriculture, education and commerce.

Outreach includes:

- Charitable overlays and donations
- Volunteering
- FairKids reaching kids across Southern California
- Child Development Center
- CTEC: automotive, welding, agriculture trade high school program

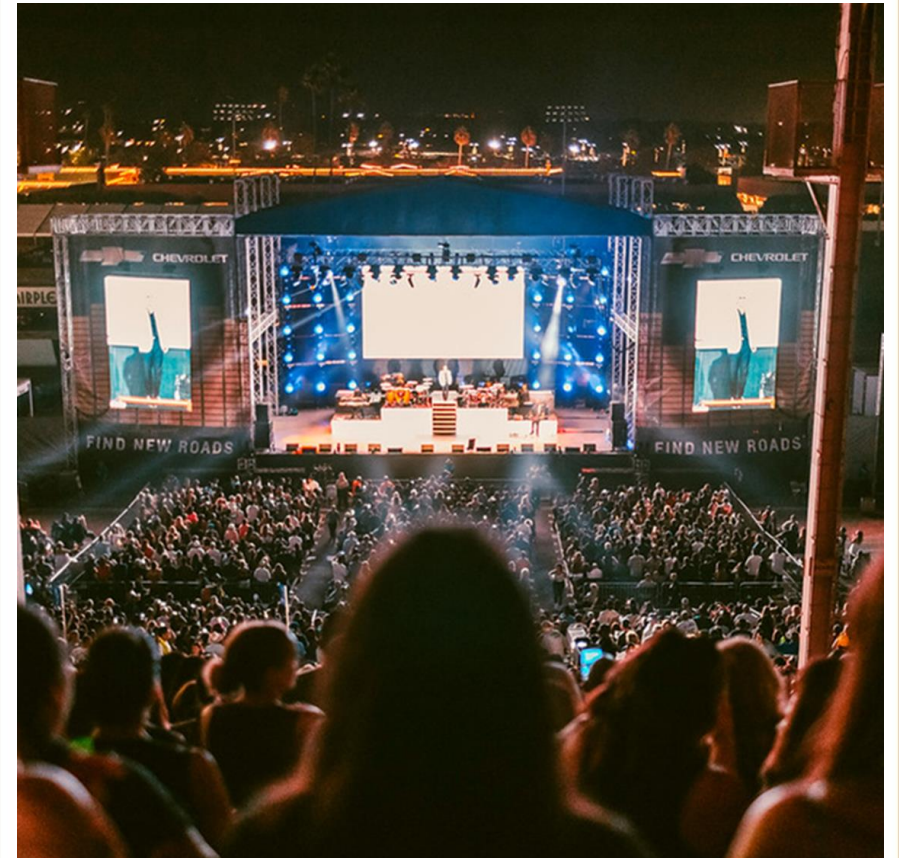




Hospitality & Engagement

The Fair also serves as a great platform to engage your employees or target audience.

- Fair admission and parking passes
- VIP tickets for Grandstand entertainment
- Give away of mutually agreed upon number of LA County Fair tickets
- Exclusive dinners in a farm setting or close to entertainment
- Group Picnics

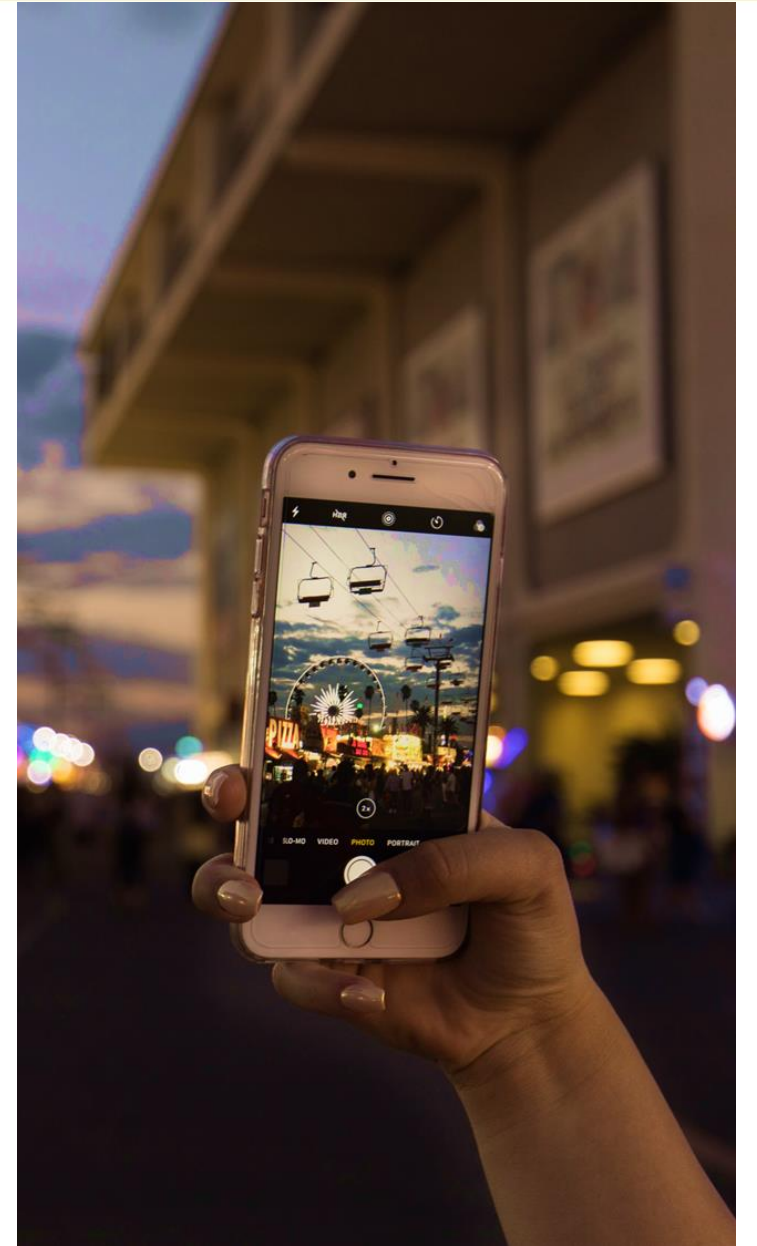




Awareness & Visibility

Market your brand to the LA County Fair audience with its robust marketing platforms.

- Media – radio and television campaigns
- Digital Ads – logo and name recognition
- Print Advertising Campaign – logo and name recognition
- Advertisement on Grandstand Concert stage screens
- Logo inclusion/link and ad display on LACountyFair.com
- Recognition on Fair collateral, website, PA announcements
- Social Media - logo and name recognition
- Email Newsletter logo/name recognition to 608K subscribers
- Press Release and Public Relations feature





Public Relations & Media

New Coverage:

Broadcast news, print, radio, online news, blogs
April 1 – June 30, 2023

- 2,131 mentions
- 1.4 Billion Aggregate Readership
- \$2.6 Million Ad Equivalency

INLAND VALLEY DAILY BULLETIN

2023 LA County Fair opens with Cinco de Mayo celebration

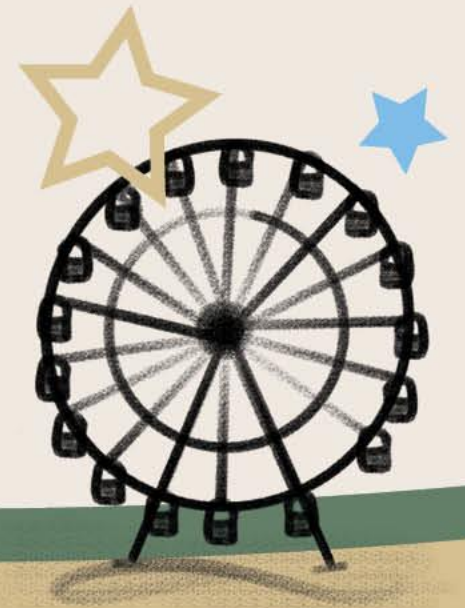
Celebrating its 101st season, the fair runs through Memorial Day weekend

In a first, LACMA partners with LA County Fair on art exhibit

Pig mascot Thummer has suited LA County Fair for 75 years

Opening day of the LA County Fair





For additional information please contact:

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The above is a conceptual outline for further discussion and does not constitute an agreement.