ALMOST 300,000 GUESTS IN 10 DAYS!

Potential of over 35 million audience impressions with the Fair's aggressive marketing campaign.

Marketing efforts reach over 22 million in Riverside, Imperial, Los Angeles, Orange, San Bernardino and San Diego Counties.

GET GREAT EXPOSURE AT ARENA EVENTS!

SPECIAL VIP HOSPITALITY TENT FOR YOU AND YOUR GUESTS.

Your Company’s Name in lights on Hwy 111 ... 30,000 cars per day!

A Division of the Riverside County Economic Development Agency

Join the likes of...

BUDWEISER
THE CITY OF INDIO
PEPSI
KITCHEN CRAFT
... just to name a few!

RIVERSIDE COUNTY FAIRGROUNDS
82-503 HWY 111 INDIO, CA 92201

TEL 951.529.4638 or 800.811.FAIR
www.DATEFEST.org
**WELCOME TO THE FAIR**

For over 70 years, the Riverside County Fair & National Date Festival has been an annual tradition in the Coachella Valley. The Fair boasts 10 days of family-friendly entertainment with headline concerts, attractions and exhibits, as well as exciting carnival rides and delicious food! Almost 300,000 attendees flock to the Fair year after year.

With the ability to tailor each package to meet the needs of your business, our sponsorship program is a results driven opportunity. Depending on your sponsorship level, your company will benefit from visibility, branding, advertisement, co-branded content, section on website, access to sampling/displays, employee benefits, cross-promotions & business-to-business marketing.

As a sponsor of the Riverside County Fair & National Date Festival your sponsorship package may include the following benefits:

### PRESENTING SPONSOR **$150,000**

- Fair admission tickets (1,500)
- Unlimited park entrance lanyards (12)
- Name/Logo on Fair Poster
- Brochures, Banners, Newspaper ads and News Releases
- News release announcing sponsorship
- Meet & Greet with headliner entertainers (If available)
- Logo/link on Fair’s website

### EXECUTIVE SPONSOR **$75,000**

- Company name/logo on all print advertisements, which include posters, brochures, newspaper ads and news releases
- Name in Sponsorship Brochure
- Mention in Radio commercials (over 1,500 spots)
- News release announcing sponsorship
- Half-Page ad in the official Fair program
- Name on Entranceway Kiosk
- Excellent banner placement throughout the Fairgrounds
- Advertising on Fairgrounds’ electronic sign (over 30,000 vehicles pass by each day)
- PA announcements daily (6)
- Meet & Greet with headliner entertainers (If available)
- Logo/link on Fair’s website

### PRINCIPAL SPONSOR **$50,000**

- Company Name/Logo on Posters, Brochures, Banners, Newspaper ads and News Releases
- Name in Sponsorship Brochure
- Quarter-page ad in the official Fair program
- Advertising on Fairgrounds’ electronic sign (over 30,000 vehicles pass by each day)
- Excellent banner placement throughout the Fairgrounds
- Name on Entranceway Kiosk
- PA announcements daily (5)
- Meet & Greet with headliner entertainers (If available)
- Logo/link on Fair’s website
- Fair admission tickets (550)

### ASSOCIATE SPONSOR **$25,000**

- Company Name/Logo on Posters, Brochures, Banners, Newspaper ads and News Releases
- Advertising on Fairgrounds’ electronic sign (over 30,000 vehicles pass by each day)
- PA announcements daily (4)
- Logo/link on Fair’s website
- Fair admission tickets (300)
- Unlimited park entrance lanyards (6)
- Preferred parking passes (6)

### SUPPORTING SPONSOR **$15,000**

- Company Name/Logo on Fair Poster
- Name on Entranceway Kiosk
- Advertising on Fairgrounds’ electronic sign (over 30,000 vehicles pass by each day)
- Preferred parking passes (5)
- Vendor/Exhibitor parking passes (7)
- "10' x 10' booth for the full ten days of the Fair - booth size negotiable"

### PATRON SPONSOR **$10,000**

- Company Name/Logo on Fair Poster
- Vendor/Exhibitor parking passes (8)
- "10' x 10' booth for the full ten days of the Fair - booth size negotiable"

### PARTICIPATING SPONSOR **$5,000**

- Company Name/Logo on Fair Poster
- Vendor/Exhibitor parking passes (6)
- "10' x 10' booth for the full ten days of the Fair - booth size negotiable"

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For more information, please contact the Sponsorship Department at sponsorship@riversidecountyfair.com or call 951-889-4237.