

OFF THE HOOK



TOTALLY RAD

TUBULAR

GOOD VIBES

Let's go RETRO SAN DIEGO COUNTY FAIR 2024

TO THE MAX

BOOGIE DOWN

BOO-YAH

OUTTA SIGHT

54' 11 3/8"

Deals & Discounts

- Fair Tripper
 - Wednesday & Thursday – Adult \$16, Child & Senior \$13
 - Friday, Saturday & Sunday – Adult \$20, Child & Senior \$17
- Buy In Advance Online – Save on Parking & Admission

Ticket Type	In Advance	Day Of
Parking	\$15	\$20
Wed/Thu Admission (General)	\$16	\$20
Wed/Thu Admission (Children & Seniors)	\$13	\$17
Weekend Admission (General)	\$20	\$25
Weekend Admission (Children & Seniors)	\$17	\$22

Deals & Discounts

- Albertsons/Vons – **\$3 off** General Admission (13+) tickets every day with a code received at check out
- O'Reilly's – **2-pack for \$20** valid on Wednesday & Thursday only
- Costco – **\$98.99 package** includes 4 admission tickets, 1 Passport to Savings book, 1 parking pass, and 40 ride & game tickets
- Passport to Savings – available online or inside O'Brien Gate for \$5 for over **\$1,000 in savings** at various locations
- GOVX – **\$3 off** the adult admission tickets everyday for military and their families, retirees, law enforcement, first responders and educators
- Kids age 12 and younger **free** every Friday
- Kids age 5 and younger **free** every day



ENTERTAINMENT

Grandstand Line Up

- June 12: **Kolohe Kai**
- June 13: **Old Dominion**
- June 14: **TLC**
- June 16: **Pepe Aguilar**
- June 19: **Whiskey Myers w/ Vincent Neil Emerson**
- June 21: **Kings of Late Night: Jay Leno, Craig Ferguson, Arsenio Hall**
- June 23: **Pancho Barraza**
- June 26: **Smokey Robinson**
- June 27: **Little Big Town**
- June 28: **Ludacris**
- June 30: **Los Tucanes**
- July 3: **Yung Gravy w/Tayler Holder**
- July 4: **Fireworks Display**
- July 7: **Hombres G**

Paddock Lineup

- June 12: **The Rocket Man Show – Tribute to Elton John**
- June 13: **Wild Child – Tribute to The Doors**
- June 14: **Billy Nation – Billy Joel Tribute** *Show at 4pm
- June 14: **Electronic Fridays featuring DJ Willi & Malukino**
- June 15: **Sammy Johnson**
- June 16: **L.A. Sound Machine – Tribute to Gloria Estefan**
- June 19: **Wannabe: A Spice Girls Tribute**
- June 20: **MINIKISS – Tribute to KISS**
- June 21: **The Dream Boats** *Show at 4pm
- June 21: **Electronic Fridays featuring Drew Dew x sike & A Hundred Drums**
- June 22: **Boostive**
- June 23: **Son of a Gun – Tribute to Guns and Roses**

Paddock Lineup

- June 26: **Boy Band Review – Tribute to 90s Boy Bands**
- June 27: **The Police Experience – Tribute to The Police**
- June 28: **Ultimate Elvis Experience**
*Show at 4pm
- June 28: **Electronic Fridays featuring DJ Jag J & Good Times Ahead**
- June 29: **Arise Roots**
- June 30: **Bee Gees Gold: The Tribute**
- July 3: **James Garner's Tribute to Johnny Cash**
- July 4: **Village People**
- July 5: **Papa Doo Run Run – Tribute to the Beach Boys** *Show at 4pm
- July 5: **Electronic Fridays featuring Dizzi & Chris Diaz**
- July 6: **Iam Tongi**
- July 7: **Divas on Fire: Tina Turner & Whitney Houston Tribute**

Festivals & Music Days

- All Festivals are in the Paddock from 11am-5pm
- **June 15:** Asian and Pacific Islander Festival
- **June 22:** Out at the Fair
- **June 29:** Gospel Day at the Fair
- **July 6:** Bluegrass Day at the Fair



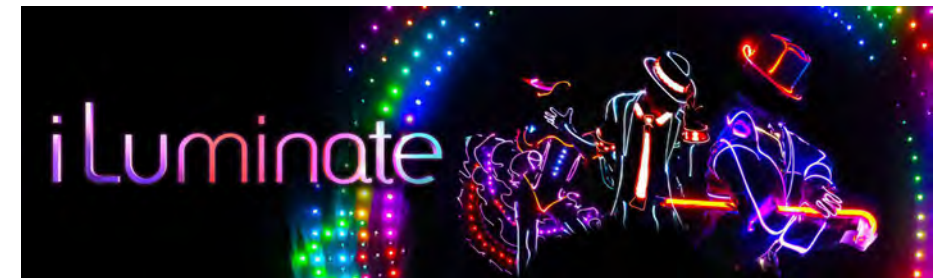
Arena Entertainment

- **June 12-15:** Charity Fair Horse Show
- **June 16:** BMX & FMX Show 1pm, 3pm, 5pm, & 7pm
- **June 19-20:** Vintage Motocross 1pm, 5pm, & 8pm
- **June 21-23:** Flat Track Racing 1pm, 5pm, & 8pm
- **June 26-29:** Junior Livestock
- **June 30:** Native American Powwow 11:30am-8pm
- **July 3-6:** Monster Trucks & Freestyle Motocross 1pm, 5pm, & 8pm
- **July 7:** Burn Institute Fire Expo & Demo Derby 11am - 6pm



The Sound

- **June 13 & 14:** First Fairbotics Competition
 - **June 15:** Pink Floyd Laser Spectacular
 - **June 22:** iLuminate: An Immersion of technology, movement and music
 - **June 29:** Lumia
 - **July 6:** The Stickmen Project
- * All Saturday shows are at 8pm, with a DJ starting at 7pm

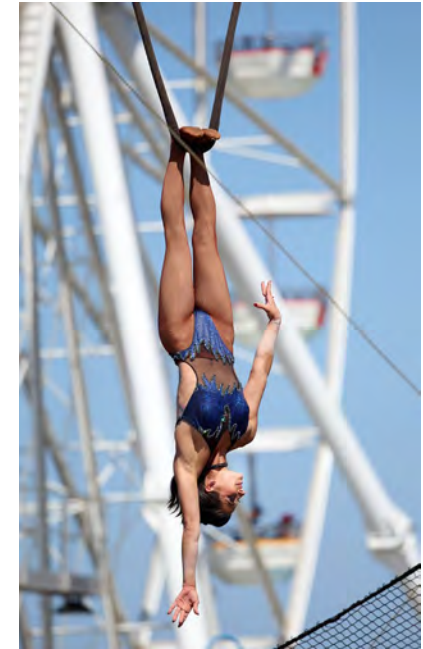


Other Attractions

- Swifty Swine Pig Races in the Durante/Arena area
- The Nerveless Nocks (80ft tall sway pole show) in the Infield
- The Flying Royals in the Infield
- Extreme Dog Show in the Infield

Walk Arounds

- 7 daytime strolling performers
- 8 nighttime strolling performers



Retro 4th of July Parade

1st Marine Division Marching Band



Confirmed Parade Participants:

- ★ 1st Marine Division Marching Band
- ★ Eagle Mascot
- ★ Roller Skate Club
- ★ Mark Wilder
- ★ Circus Luminescence
- ★ Buck Trout

and more to come...



New Entertainment This Year...

The Nerveless Nocks



Reflector & Sparkle



New Entertainment This Year...



The Walking Slinky

Bandaloni: The one-man band



The Strolling DJ

The image features a dark brown background adorned with various geometric shapes. A central yellow rectangle contains the word "CONCESSIONS" in bold black text. This rectangle is decorated with colorful triangles in shades of cyan, magenta, and orange, along with small white dots and a wavy line. The surrounding dark background is also filled with numerous triangles of different sizes and colors, including cyan, magenta, orange, and dark blue, some with double outlines, creating a complex, abstract pattern.

CONCESSIONS

New Stand: Funnel Cakes by Chicken Charlie's



New Stand: Funnel Cakes by Chicken Charlie's



New Stand: Café de Olla



New Stand: Wahlburgers



New Stand: Chan's Chicken On A Stick



New Stand: Stizzy Works: Flaco's Tacos



New Stand: Stizzy Works: Sawyer's Oyster House



New Stand: Stizzy Works: Little T Concessions: Disco Chicken



New Stand: Rock's Concessions: The Spam Stand



New Stand: Maverick Concessions: Cali Papusas



New Foods



CAPT'N CRUNCH BERRY CHICKEN SANDWICH



BARBILICIOUS FLOAT

New Foods



BRISKET AUSTRALIAN
BATTERED POTATOES



CARAMEL APPLE CINNAMON
ROLL SUNDAE

New Foods



STRAWBERRY SHORTCAKE
BOBA



SPAM FRIES



MANGO MADNESS
BOBA

New Foods



MEXICAN STREET
CORN PIZZA



WOOD FIRED PIZZA



BEIGNETS

New Foods



FRIED GREEN TOMATO BURGER



CROOKIE
(COOKIE BAKED INTO A CROISSANT)

New Foods



KOREAN CORNDOGS



MONDO BEEF BIRRIA
CHEESEBURGER

New Foods



HOT PEACH CRISPY CHICKEN SANDWICH



DREAMCYCLE PUDDING TRIFLE

Fair-Tastic Food Competition

- Friday, June 14 at the Paddock Stage
- 3 categories, 3 finalists:
 - WOW
 - NEW
 - THEME
- New perpetual trophy and banners





- Gold Medal Wine Flights
- Charcuterie Boxes
- Local Wines





DESTINATION UNKNOWN

FIND US AND GET LOST....

Follow the call of the disco ball to our
day-to-night luxurious resort speakeasy





Farmer in the Del



Picture this: a farm-to-table fair concept where locally grown food and cocktails collide in a mouthwatering menu. We're talking a rustic, earthy vibe that's all about bringing the farm and ocean vibes indoors. Think: farm-fresh decor and a sea of creativity!

FARM FRESH



FARM TO TABLE LOCALLY SOURCED FOOD CONCEPT
AGUA FRESCA STYLE COCKTAILS + MOCKTAILS
DINE IN & TAKE-OUT OPTIONS
FULL SERVICE BAR





The Beer Experience

- Medal Winning Beers
- Tasting Flights
- And Pints



The background is a dark brown field filled with various geometric shapes. Large, multi-layered triangles in shades of purple, blue, and green are scattered across the frame. Smaller, solid-colored triangles in yellow, red, and pink are also present. Thin, white and light blue lines crisscross the background, some forming larger triangular outlines. Small white and blue dots are scattered throughout. In the center, a rectangular area with a blue-to-orange gradient and a fine, textured pattern contains the word "MIDWAY" in bold black text. This central area is also decorated with small geometric shapes like triangles and dots in blue, yellow, and pink.

MIDWAY

New Rides

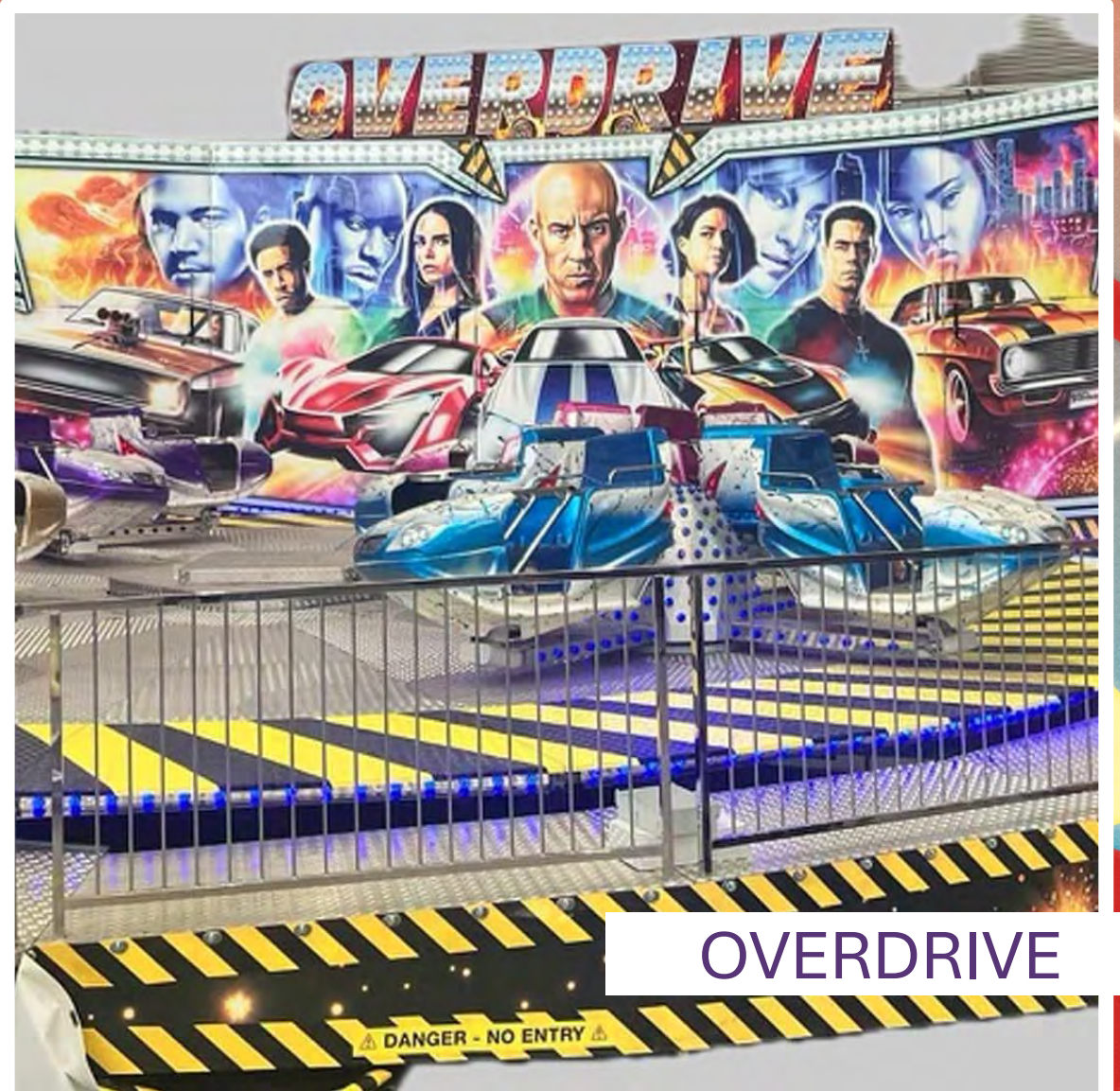
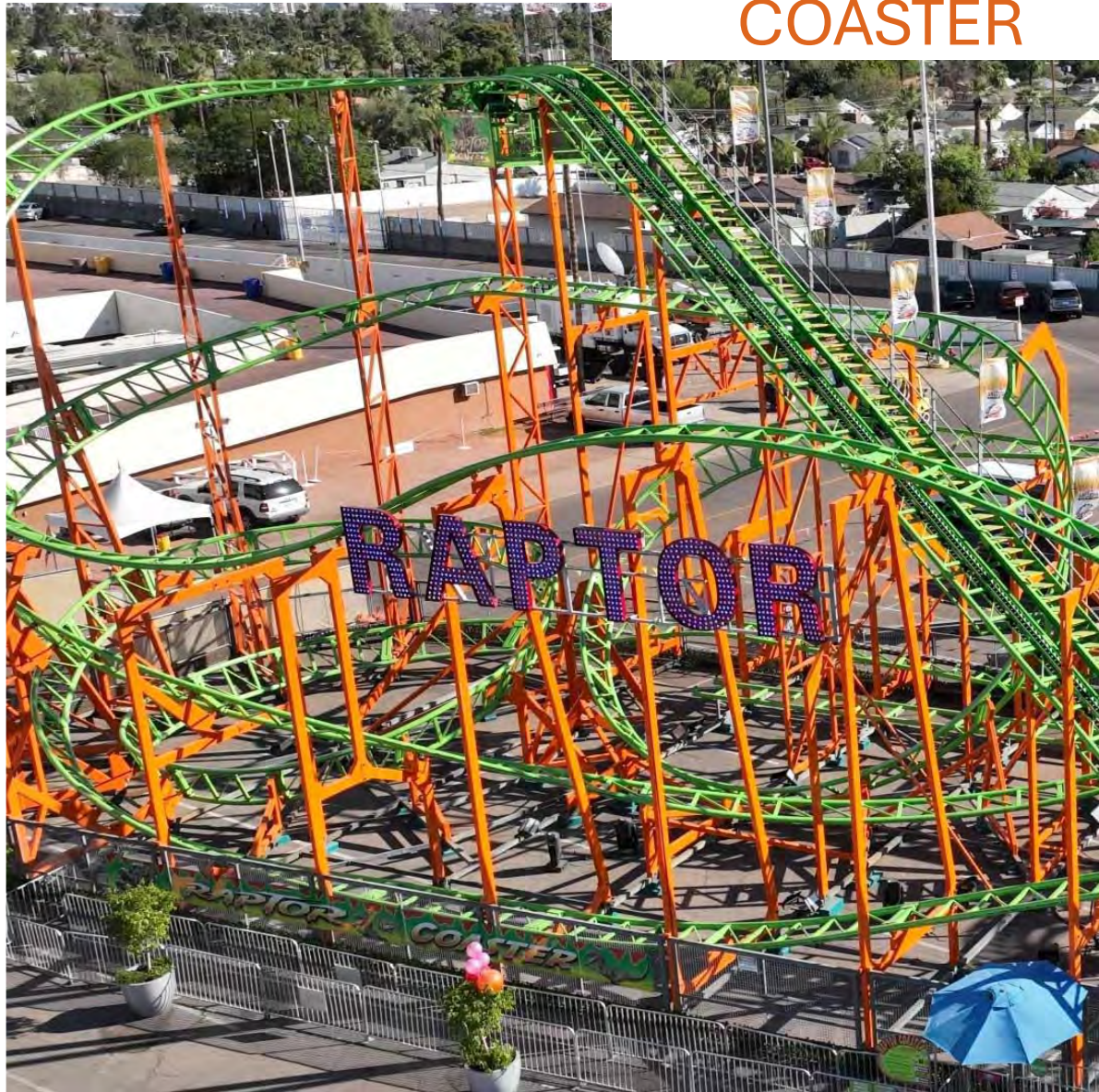


KRAKEN
131' TALL AND SWINGS 152'



INFINITY

RAPTOR COASTER



OVERDRIVE

DEFENDER

133' TALL



THUNDERFEST



INSOMNIAC



DOWN DRAFT



New Kid's Zone Rides



PUMP & JUMP




BEACH SHACK



DRAGON WAGON



The background is a dark brown field filled with various geometric shapes. There are numerous triangles of different sizes and colors, including teal, purple, yellow, and light blue. Some triangles are solid, while others are outlined in bright colors like pink, blue, or yellow. There are also small circles and wavy lines scattered throughout. In the center, there is a rectangular area with a pink-to-yellow gradient background, containing the main text.

AGRICULTURE, ARTS & EDUCATION

Plant*Grow*Eat

- Field Trip Program
- May 20-24
- Over 2,800 students will attend 9 docent lead tour sessions.
- Master Gardeners, Hollandia Dairy and others



Let's Go Retro Exhibit



From the classic DeLorean car to the first cell phone, the theme exhibit is a walk down memory lane.

- Music through the decades
- Malt shop treats
- Retro kitchen and bedroom vignettes
- Vintage arcade
- Drive-in





Sunflower Farms - Infield

The Farm is in full bloom!

- Tea garden
- Pollinator display
- Pizza garden
- Insect exhibit with stage show
- Culinary and planting demonstrations daily
- Special guests throughout the Fair

The Horse Show Experience

- June 12-23
- Riding, grooming and other demonstrations by owners and trainers throughout the county



CA Grown

- Educational exhibits about olive oil, avocados, food, fiber, etc.
 - San Diego Spinners fiber display, alpaca and butterfly exhibit and daily goat milking demonstrations
 - Petting farm, milking demos sponsored by Hollandia, Kid's Grocery Store and more!
-





Livestock Show Schedule

- **June 12-16** Open Sheep and Angora Goats
- **June 14-16** Open Pigeons
- **June 19** 4-H Dog Show
- **June 20-22** Dairy Goats
- **June 20** Jr. & Open Rabbits
- **June 21** Dairy Cattle
- **June 23** Market Turkeys and Rabbits
- **June 26-28** Market & Breed Beef, Sheep, Swine and Goats
- **June 29** Jr. Livestock Auction
- **June 28** Jr. & Open Cavies
- **July 3-7** Open Cattle, Llamas, Pygmy Goats, Boer Goats, Mini Silkie & Fainting Goats and Poultry

Paul Ecke, Jr. Flower & Garden Show

- Specimen blooms, containers, bonsai, orchids, landscapes and mini railroad display
- Daily Children's Garden activities and stage demonstrations
- Annual floral design contest: "Hearts & Flowers"
- Wedding Feature Day
- Rose Day



Student Showcase / Best of K-6



- June 13-14: Fairbotics Competition at the Sound
- June 29: Retro Inspired Fashion Show at the Theme Exhibit

Homemade for Adults and Creative Youth for Kids

Decorative arts & crafts, baked goods, quilts, collections, miniatures, daily craft make and takes, and more!

Special events include:

June 21 – Barbie, Ken & Friends contest

June 28 – Retro Costume contest

July 7 – TV Dinner Contest



Photography

Special events include:

- June 23 - Photo Shootout #1
- June 30 - Photo Shootout #2
- Daily Photography-Themed Workshops



Fine Art

Sidewalk Chalk Art Live

June 15, 16, 22, 23, 29, 30

July 6, 7

Live Demonstrations daily 1-4pm

One Day Contests include:

- Wildlife in Art Contest
- Plein Air Painting Contest
- Retro Pet Portrait
- Miniature Masterpiece Contest





Design in Wood

International exhibition of fine woodworking presented in association with the **San Diego Fine Woodworkers Association.**

Daily demonstrations featuring scroll saw, woodturning, model boat building, chair construction, wood carving, and violin making.

Gems, Minerals & Jewelry

Collectors and jewelry designers enter mineral specimens, faceted gemstones, lapidary work, fossils and jewelry.

Join a docent tour, dig for treasure and watch live sphere making demonstrations daily.





Fiesta Village

Crafters from Mexico and Central America make and sell their wares in the infield.



Pet Pavilion

New interactive exhibit space in the Infield

- Pet rescues
- Police K-9 organizations
- Local pet clubs
- Educational resources
- Daily presentations

The background is a dark brown field filled with various geometric shapes. Large, outlined triangles in shades of blue, purple, and green are scattered across the frame. Smaller, solid-colored triangles in pink, light blue, and yellow are also present. Thin, white and colored lines crisscross the background, some forming larger, more complex shapes. Small white circles and a wavy line are also visible.

MARKETING

SPONSORED PROMOTIONS

DISCOUNT PROMOTIONS

- Albertsons | Vons
- Costco
- Pepsi • 7-Eleven | Speedway
- O'Reilly Auto Parts
- Gonzales Northgate Market



ALBERTSONS | VONS

- Save \$3 on Adult Admission
- Valid any day of the Fair

A vibrant, geometric promotional card for the 2024 San Diego County Fair. The background is a collage of orange, blue, and pink triangles and polka dots. At the top, it says '2024 San Diego County FAIR' in large, stylized letters. Below that, the price '\$98.99' is prominently displayed, followed by 'SAVE UP TO 34%*'. A list of included items is shown in a central box: '4 ADMISSION TICKETS', '1 PARKING PASS', '40 RIDE & GAME TICKETS' (with a note that rides and games require multiple tickets), and '1 PASSPORT TO SAVINGS COUPON BOOK'. At the bottom, the website 'SDFAIR.COM' is listed. Small text at the very bottom explains the purchase process and provides a disclaimer about savings.

2024
San Diego County
FAIR
\$98.99
SAVE UP TO 34%*

4 ADMISSION TICKETS
1 PARKING PASS
40 RIDE & GAME TICKETS
rides & games require multiple tickets
1 PASSPORT TO SAVINGS COUPON BOOK

SDFAIR.COM

To purchase, please take this card to the register and exchange it for the quantity of Packs that you wish to purchase. **DO NOT** remove this card from the warehouse. This card contains no Packs and is not valid for SAN DIEGO COUNTY FAIR admission.
*Savings based on individual component pricing.

COSTCO

- Savings Pack includes:
 - 4 Fair Admissions
 - 1 Parking Pass
 - 40 Ride & Game Credits
 - 1 Passport to Savings Coupon Book

SAVE \$5

ON
Unlimited Rides

PEPSI PAY-ONE-PRICE Ride Days
RIDE **UNLIMITED RIDES** ON
WEDNESDAYS & THURSDAYS UNTIL 8PM!

Purchase any two (2)
PEPSI 20 oz. bottles at
7-ELEVEN to receive
\$5 OFF a PAY-ONE-PRICE RIDE WRISTBAND.
Redeemable at sdfair.com.

Coupon valid for \$5 off the advance online purchase of a Pay-One-Price wristband purchased at sdfair.com. Not valid with any other offer. One coupon per discount. Pay-One-Price wristbands are valid for any single day as follows: June 12, 13, 19, 20, 26, 27 or July 3.
Pepsi and the Pepsi Globe are registered trademarks of PepsiCo, Inc.

San Diego County FAIR
LET'S GO RETRO 2024

JUNE 12-JULY 7 • SDFAIR.COM

PEPSI PAY-ONE-PRICE RIDE DAYS

- Coupons available in 7-Eleven & Speedway Stores
- Unlimited Rides until 8PM on Wednesdays & Thursdays*
- Save \$5 on ride wristband by purchasing two 20oz. Pepsi products

*not valid July 4

O'Reilly
AUTO PARTS

Midweek FAIR SAVER

ADMISSION FOR 2 FOR \$20

A **\$12** SAVINGS!



Use promo code **E7MEHERQ**
online only at **sdfair.com**

Valid on any single day as follows: June 12, 13, 19,
20, 26, 27 or July 3 or 4, 2024. Ticket valid for ages
6 & older (children 5 & younger receive free
admission). Not to be combined with any other offer.

Let's go **RETRO**

2024 SAN DIEGO COUNTY FAIR
JUNE 12–JULY 7 **SDFAIR.COM**

O'REILLY AUTO PARTS MID-WEEK FAIR SAVER

- Two mid-week admissions for \$20

AHORRA \$10
EN ESTOS *Conciertos*

al comprar boletos por internet en feriasandiego.com utilizando la clave de descuento **NGATE24**. Los boletos para el concierto incluyen entrada para la Feria el mismo día.

TOYOTA
Conciertos
de **VERANO**
en el **Corona GRANDSTAND STAGE**

PEPE AGUILAR
JUNIO 16

PANCHO BARRAZA
JUNIO 23

LOS TUCANES DE TIJUANA
JUNIO 30

HOMBRES G
JULIO 7

Vive lo RETRO
FERIA del CONDADO de SAN DIEGO
2024
JUNIO 12 - JULIO 7
[FERIASANDIEGO.COM](https://feriasandiego.com)

NORTHGATE MARKET

Corona The San Diego **Union-Tribune**

entravision

No es válido con otra oferta. Todos los boletos de entrada a la Feria, estacionamiento y conciertos deben ser comprados por internet por adelantado.

GONZALEZ NORTHGATE MARKET

- Save \$10 on any Sunday Grandstand Concert

PRINT

ENTERTAINMENT & PROMOTIONS

- Union-Tribune
- SoCal Sun
- San Diego Magazine
- San Diego Family Magazine

MULTICULTURAL

- El Latino
- Coast News
- SD Voice & Viewpoint
- LGBTQ+ SD County News
- Filipino Press
- Indian Voices
- Frontera Newspaper



San Diego Family Magazine

SAN DIEGO COUNTY FAIR

Powwow

SUNDAY, JUNE 30 • 11:30am–8pm • DEL MAR ARENA

celebrating Indigenous traditions through
MUSIC • ART • DANCE • DRUMMING •
COMMUNITY • VENDORS & MORE!

Let's go **RETRO** 2024     
SAN DIEGO COUNTY FAIR
JUNE 12–JULY 7 SDFAIR.COM

Indian Voices



San Diego County News (LGBTQ+)

OUT OF HOME

TRANSIT

4/29–6/9

- 40 Bus Kings • NCTD
- 8 Full Sides • MTS
- 90 Digital Transit Shelters

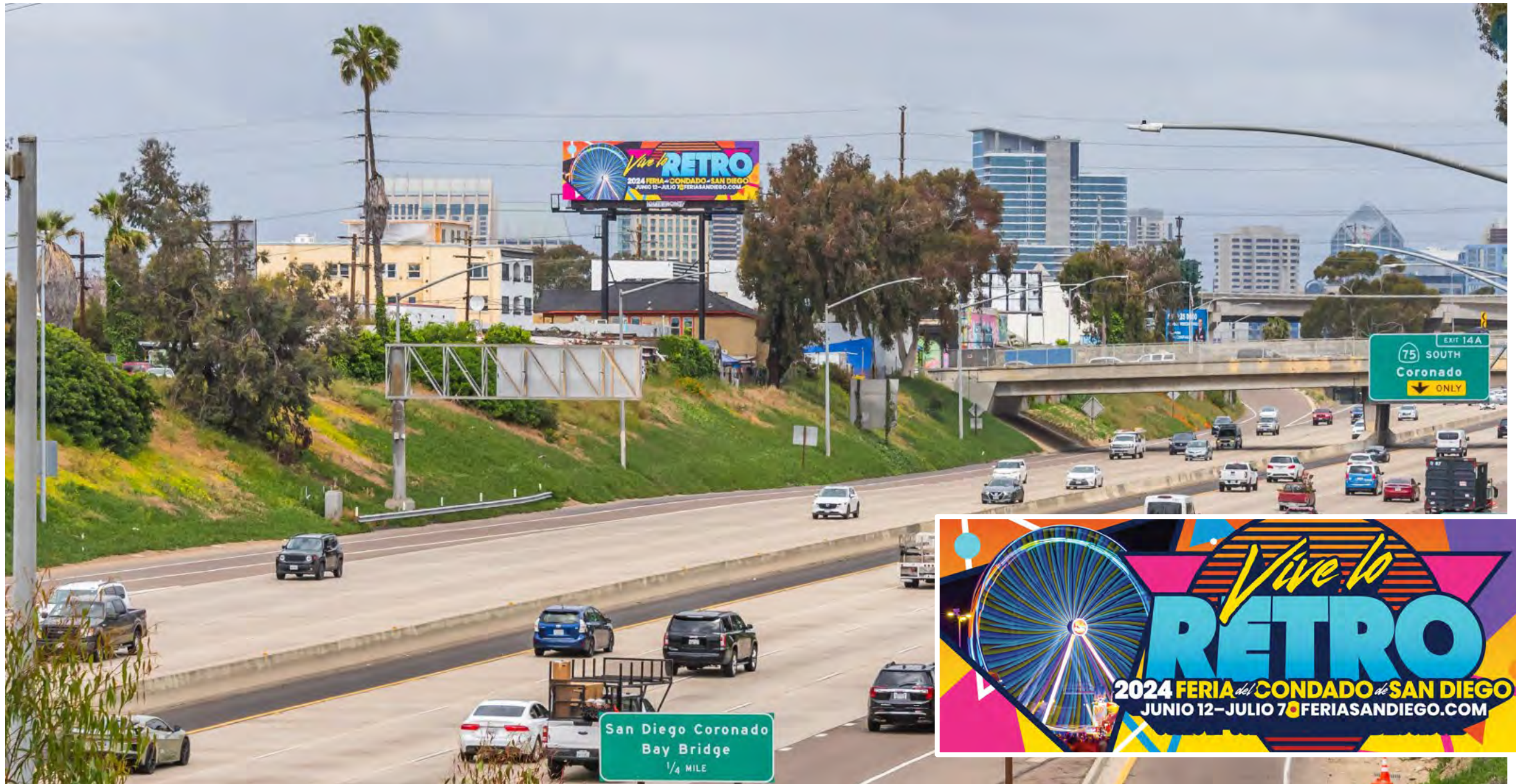
BILLBOARDS

4/29–6/9

- 11 Bulletins
- 1 Digital Bulletin • I-5
- 36 Posters
- 1 Wallscape • Fashion Valley Mall



Bulletin



Bulletin • Spanish



Transit Shelters



Transit Shelters



Bus Wraps

DIGITAL

PAID SEARCH

4/15-7/6

San Diego, Temecula, South
OC, TJ/North Baja

- Google
- Bing

DISPLAY ADS

4/15-7/3

San Diego, Temecula, South
OC, TJ/North Baja

- Google 360
- YouTube
- Union-Tribune
- Telemundo

DIGITAL

PAID SOCIAL

4/15-7/6

San Diego, Temecula, South OC, TJ/North Baja

- Facebook
- Instagram
- TikTok

INFLUENCER CAMPAIGN

San Diego, Temecula, South OC, TJ/North Baja

- Approx. 30 influencers
- Foodie, Family, Adventure, Entertainment focus

RADIO

GENERAL MARKET

5/20-6/30

San Diego & Temecula

- KTMQ, KXFG, KBZT, KCBQ, KFBG, KGB, KHTS, KIOZ, KMYI, KPBS, KPRZ, KSON, KSSX, KXSN, KYXY, XHRM, XHTZ, XTRA

SPANISH LANGUAGE

6/3-6/30

San Diego & TJ/North Baja

- KLNQ, KLQV, XHTY, XLTN, XHMORE, XHOCL, XHMIX, XHFG

RADIO

STREAMING

5/20-7/3

San Diego, Temecula, South
OC

- Spotify
- Pandora

RADIO



:30 Fair Tripper



:30 Albertsons | Vons

Sample Spots

TELEVISION

GENERAL MARKET

5/20-6/23

San Diego DMA

- KFMB
- KGTV
- KSWB
- KUSI
- COX

SPANISH LANGUAGE

6/3-6/30

San Diego & TJ/North Baja

- KBNT
- KUAN
- XEWT
- XHUA

TELEVISION

OTT • STREAMING

5/20-7/3

San Diego, Temecula, South OC

Includes interactive ad units on Hulu/Paramount+

- Hulu
- Disney +
- NBC/Peacock
- Telemundo
- Paramount+
- Amazon Prime
- Premion

