

## Deals & Discounts

#### **Fair Tripper**

- Wednesday & Thursday
- Friday, Saturday & Sunday
- Juneteenth Special

General Admission \$16, Youth & Senior \$13

General Admission \$20, Youth & Senior \$17

General Admission \$15, Youth & Senior \$12

#### **Buy In Advance Online** – Save on Parking & Admission

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

## **Deals & Discounts**



#### Tickets sold in-store

\$17 General Admission \$13 Youth & Seniors



#### **\$5 for \$1,000+ in savings**

Available online or at San Diego Marketplace



#### 2-pack for \$20

Valid Wed & Thu



#### Military base ticket sales

\$18.75 General Admission \$14.50 Youth & Seniors



#### **\$98.99** package

- 4 admission tickets
- 1 Passport to Savings book
- 1 parking pass
- 40 ride & game credits



#### **Kids Day**

12 & younger free every Friday5 & younger free every day



Enjoy all 20 days of the San Diego County Fair without reservation



\$160

- Enjoy all 20 days of the Fair without reservation
- Commemorative lanyard and access pass
- Refillable souvenir cup with discounted refills
- Free first-day parking
- Discounted same-day parking
- Buy One, Get One Free FastPass
- 50% off two General Admission tickets
- 15% off Fair merchandise
- \$10 off two tickets to one show at The Sound

## More Deals



Pay One Price wristbands

\$50 until June 10 \$55 during Fair \$5 off with Pepsi coupon



Ride & game credit packages

25% bonus credits thru June 10



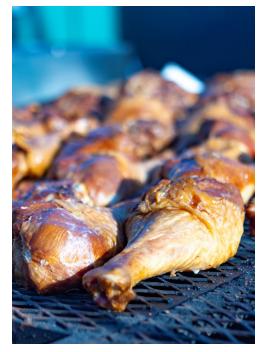
Game On Fridays

Play any game for 4 credits 11am-4pm



Foodie Fridays

50% off 18 Fair-tastic Food finalists 11am-4pm

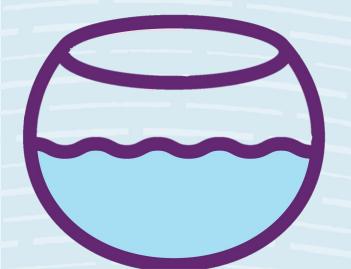


Everyday value meals for \$15

- Entrée item
- Small drink
- Side (select vendors)

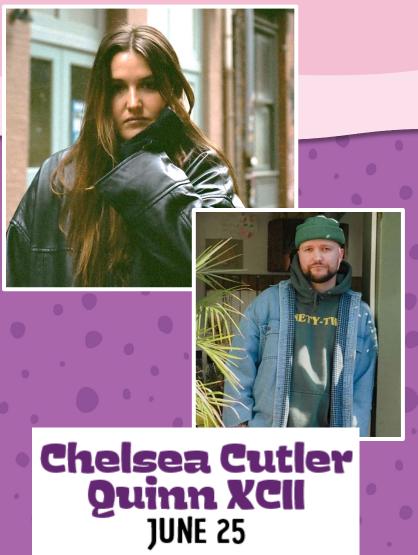
## **ENTERTAINMENT**





## Newly Announced Grandstand Acts









- June 11: Live & Collective Soul
- June 12: Foreigner
- June 13: Maxwell
- June 14: **Zedd**
- June 15: Los Tigres Del Norte
- June 18: Jordan Davis
- June 19: Xscape
- June 20: 2 Chainz & Lil John
- June 21: Sammy Johnson, lam
   Tongi & Protoje
- June 22: Banda MS

- June 25: Chelsea Cutler & Quinn
   XCII
- June 26: Yeah Yeah Yeahs
- June 27: Jon Pardi
- June 28: Jessie Murph
- June 29: Banda El Recodo & Banda Los Recoditos
- July 2: Third Eye Blind
- July 3: Jeff Dunham
- July 5: Ziggy Marley
- July 6: Los Tucanes De Tijuana

# SUMMER RICHTS AT THE SURFSIDE

- June 11 & 12 Taylor Shines Laser Spectacular
- June 13 & 14 Pink Floyd Laser Spectacular
- June 18 Hyprov: Colin Mochrie & Asad Mecci
- June 20 Rocky Horror Picture Show with Barry Bostwick
- June 21 Cesar Millan
- June 28 Big Gigantic
- July 2 Tumua Tuinei





June 12 – Strait Country (George Strait Tribute)

June 13 – Jesse Royal

June 14 – 24K Magic Tribute

June 15 – Sure Fire Soul Ensemble

June 19 – No Duh (No Doubt Tribute)

June 20 – Jake Shimabukuro

June 21 – Matthew Phillips

June 22 – The Evolution of Pop





June 25 – The Long Run (Eagles Tribute)

June 26 – Jared Rogerson & Band

June 27 – The Expendables

June 28 – Forever Ray (Ray Charles Tribute)

June 29 – Dead Man's Party (Oingo Boingo Tribute)

July 2 – Michael Minelli

July 3 – Como La Flor Band (Selena Tribute)

July 4 - TOBY (Toby Keith Tribute)

July 5 – Long Beach Dub Allstars

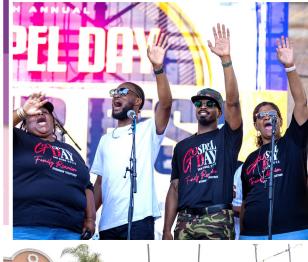
July 6 - Devotional (Depeche Mode Tribute)



## Festivals and Music Days

- June 14: Asian and Pacific Islander Festival
- June 21: Native American Heritage Day
- June 21: Out at the Fair
- June 28: Gospel Day at the Fair
- July 5: KPOP Festival
- July 5: Bluegrass Music Day at the Fair
- Every Sunday: Domingueando en la Feria









## Arena Entertainment

- June 10-13: Charity Fair Horse Show
- June 14: So Cal Weiner Dog Races / So Cal Nation Corgi Races / Llama & Alpaca Show
- June 15: Fire Safety Expo & Demolition Derby
- June 18-20: Fairbotics Competition
- June 21: Native American Heritage Day
- June 22: Junior Livestock Auction

- June 25-29: Dock Dog Competition
- June 25-26: Scent Dog Demonstration
- June 27: 4H Dog Show
- June 28-29: Flyball Competition
- July 2-6: Monster Trucks / Junior Mini Sprints / Junior Outlaw / Monster Ride Truck / Monster Truck Glow Show









## Other Attractions

#### **Durante / Arena area:**

Swifty Swine Pig Races

#### Infield:

- The Flying Royals
- Stunt Dog Show
- GASCAR Farm Animal Racing & Farmyard Follies (farm animal edutainment) in the Farm

#### Walk-Arounds:

- 4 daytime strolling performers
- 2 nighttime strolling performers







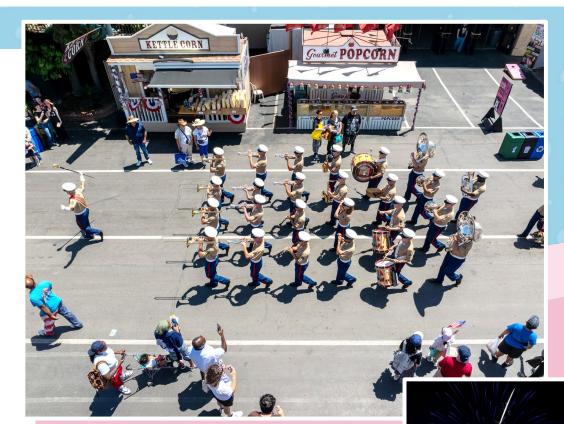
## 4<sup>th</sup> of July Parade





# **Confirmed Parade Participants:**

- ★ 1<sup>st</sup> Marine Division Marching Band
- ★ Eagle Mascot
- ★ Euphoria Brass Band
- **★** Del Mar Fire Department
- ★ San Diego Lifeguards
- ★ And more...



Fireworks at 9pm

## **New Entertainment in 2025**





- Boom! Percussion Entertainment Group
- GASCAR Farm Animal Racing & Farmyard Follies (farm animal edutainment)
- Nighttime walkaround LED Flowers
- Monster Truck Glow Show daily during monster truck week
- Line dancing lessons, salsa lessons weekly on the Avenue stage

# CONCESSIONS

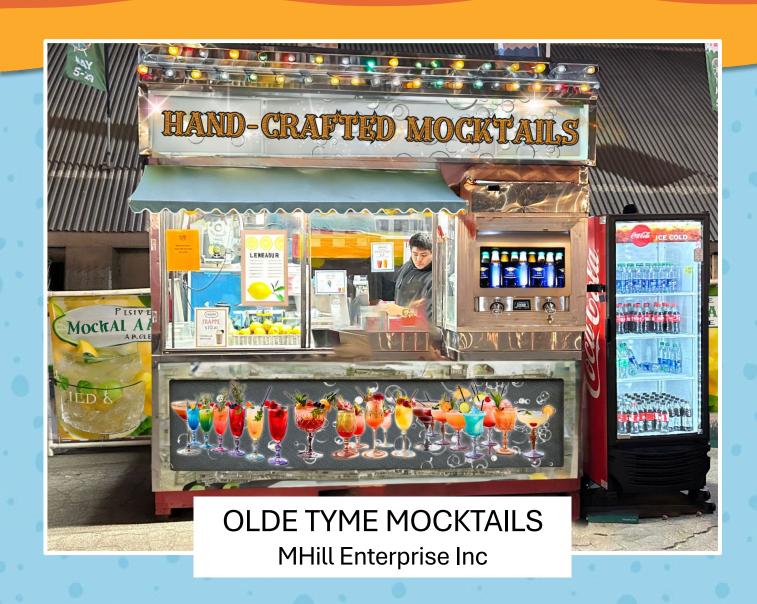






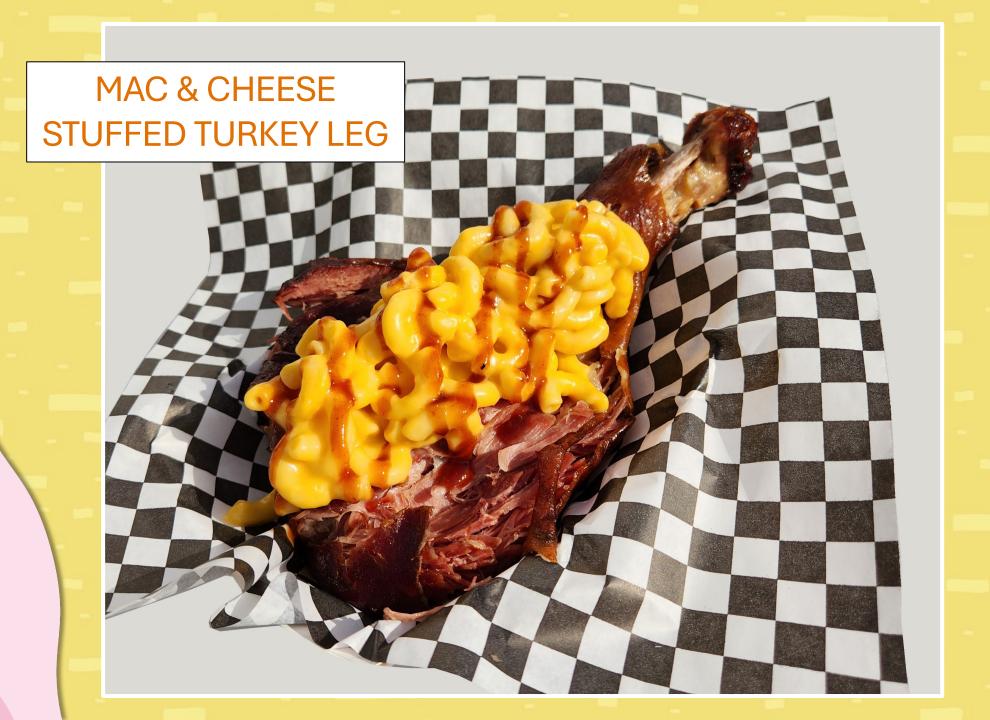












**SPAM WONTON** TACOS



# MEXICAN "LA JOLLA" NOODLES

#### PORK BELLY BAO BUNS







PINEAPPLE CREAM CHEESE COCONUT SAMBUSA





**CHURRO FRIES** 













#### **COMPETITION TIMELINE**

**JUNE 11 • FINALISTS ANNOUNCED** 

Top 18 listed on sdfair.com

**JUNE 13 • LIVE COMPETITION** 

Paddock Stage • 11:30am









**THEME** 



#### **COMPETITION JUDGES**



HOST **RICK MORTON** 



**LEAD JUDGE** 



**TROY JOHNSON** 



**JUDGE RUDY ACOSTA** 



JUDGE **CLAUDIA SANDOVAL** 



Paddock Stage • 11:30am

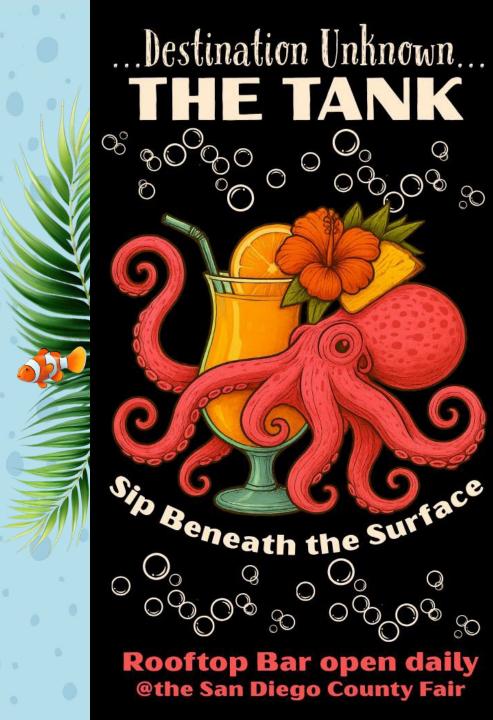




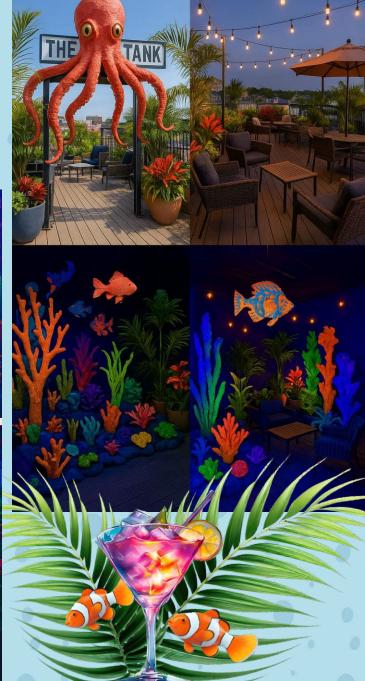


PREMIER
FOOD SERVICES
HIGHLIGHTS



















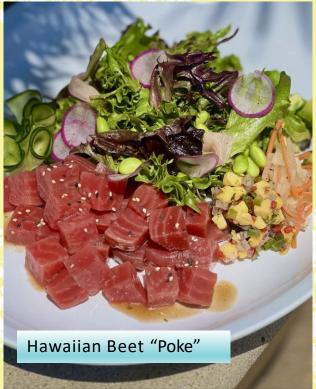














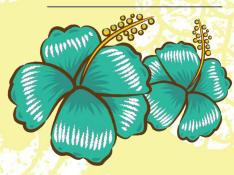




Blackberry, Avocado, Pistachio & Goat Cheese Salad









# SAND BAR





# **MIDWAY**

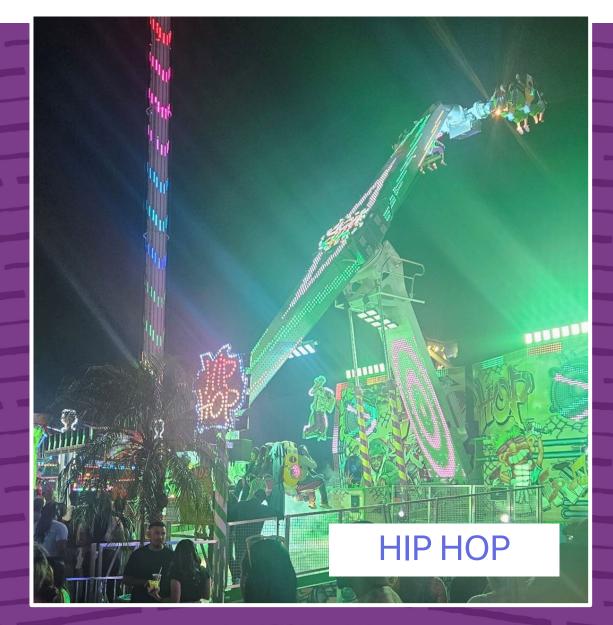




# **New Rides**



# **New Rides**





# New Kid's Rides



SADDLE UP





FARM TRACTORS









# AGRICULTURE, ARTS & EDUCATION

### Plant\*Grow\*Eat

- Field Trip Program
- May 12-16
- 2,000+ students attending docent-led tour sessions
- Master Gardeners, Hollandia Dairy and others



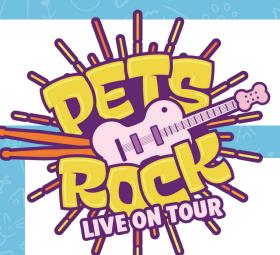












### Pets Rock: Live on Tour PRESENTED BY KAHOOTS

### See the world from a pet's perspective!



Fascinating true facts and stories about animals



Speakers from San Diego Humane Society



"Pet-pairing" information to help identify the best furever friend for your lifestyle



Adoptable animals



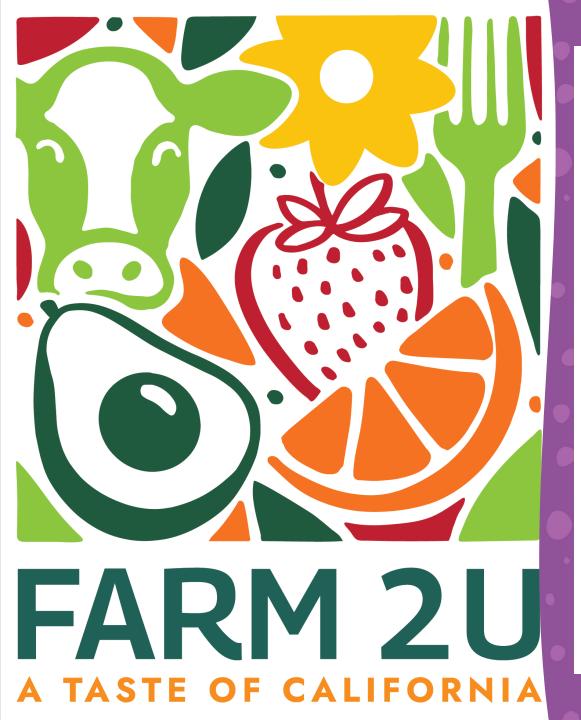
Mini pet product store



### Pet Pavilion

Interactive exhibit space in the Infield

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



New exhibit in O'Brien Hall featuring everything **FARM**, **FOOD**, and **MORE**!

- Highlighting agricultural products from farm to your home
- Culinary stage
  - Chef demos
  - Farmer talks
  - Wine & beer education
- Children's grocery store
- Farmer's market-style vendors
- Beer & Wine Experience



#### Infield

- Daily goat milking demonstrations
- Oodles of vegetables growing
- Barnyard races

# Check out what's "Growing On"!





# The Horse Show Experience

- Entire run of the Fair in Barn W
- Hourly exhibition shows in Arena
- Weekly themes:
  - Show jumping
  - Breed exhibition
  - Show jumping
  - Western Week



# Livestock Show Schedule



• June 10-14 Charity Horse Show

• June 11-15 Open Sheep, Angora Goats, Pygmy Goats

• June 13-15 Llama and Alpaca Show

• June 18-22 Junior Livestock Large Animal Week

• June 20 Junior Small Animal Market Show

• June 22 Junior Livestock Auction

• June 25-29 Dairy Goats and Fainting Goats

• June 26-28 Open Pigeon Show

June 27 Youth Dog Show

• July 2-6 Open Boer Goats and Open Beef

July 2-6 Rabbit and Cavy Show









# Paul Ecke, Jr. Flower & Garden Show

- Specimen blooms, floral arrangements, container plants, landscapes, mini railroad, and more
- NEW Alive in the Garden Stage with "Feature Days" (roses, bonsai, plumeria)
- NEW Balcony Garden exhibition
- Return of the Children's Garden



## **Student Showcase**

Projects from K - Community College

#### **New Location – Exhibit Hall**





#### Home Arts & Hobbies

Includes Adult and Youth (Ages 5-17)

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

#### **Special events include:**

Fridays – "Craft Your Pet" On-the-Spot Contest

June 22 – Granola Contest

June 29 – Pet People Costume Contest





# Photography

#### **Special events include:**

- June 22 Photo Shootout #1
- June 29 Photo Shootout #2
- Daily photography-themed workshops

### Fine Art

#### **Chalk Art Invitational**

June Weekends - In the Garden Show

#### **Live Demonstrations**

Daily 1-4pm

#### One Day Contests (Adult & Youth):

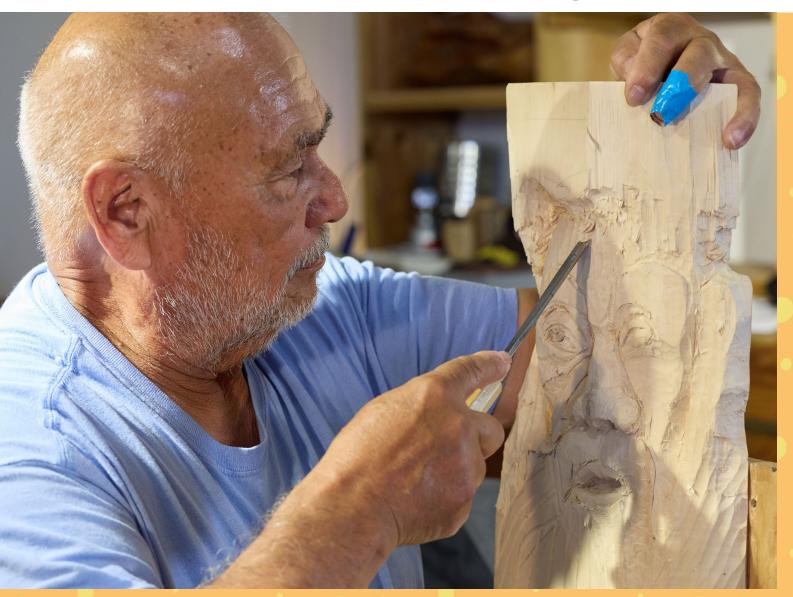
June 13 - Miniature Masterpiece

June 20 - Pet-tacular Pet Portrait

June 27 - Plein Air Painting



# 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

# San Diego Marketplace

New shopping experience in Wyland Hall featuring local artists – all items are handmade!

#### Featuring...

- Consignment style shopping
- 55+ San Diego makers and artisans
- Restaurant and craft cocktail bar



# **Eco Hut**

Highlighting the District's environmental stewardship efforts:

- Stormwater quality improvement
- Wetland restoration
- Least tern nesting sites







# Pet-tacular Pooch Fun Run

PRESENTED BY SOUTHPAW VET



### Saturday, July 5

7:30am - 10:30am

- Choose between a scenic half-mile or 1-mile course to walk or run with your dog
- Photo op at the Ferris wheel on the 1-mile course
- Vendor village, dog contests, food & drinks, and pup cups





# MARKETING

# OUT OF HOME COMMUNITY BANNER PROGRAM

23 communities • 1,132 banners

2024 Program
23 communities • 1,008 banners







# OUT OF HOME **BILLBOARDS, TRANSIT & MORE**

#### **GENERAL & HISPANIC MARKET • 5/5–7/6**

- (8) Bulletins
- (30) Posters
- (5) **Digital** (1) I-15 & (4) Int'l border **Transit shelters**
- Wallscapes
  - Fashion Valley & North County Mall
  - Indoor & outdoor

- (8) Bus sides MTS
- (40) Bus kings MTS

# DIGITAL SEARCH & PROGRAMMATIC DISPLAY

#### **GENERAL & HISPANIC MARKET • 3/11–7/6**

21,074,400 impressions for programmatic video ads

Placement: YouTube, DV360

278,000 clicks for search

Placement: Google

# DIGITAL SOCIAL

#### **GENERAL & HISPANIC MARKET • 3/11–7/6**

- **18,968,000** impressions
- Platforms: Instagram, Facebook, TikTok

#### **Focused content:**

- Recruiting
- Grandstand/The Sound artist fanbase (and affinity artists)
- Competition participation (hobbies / interest)

# DIGITAL INFLUENCERS

#### **30+ CONTENT CREATORS**

 San Diego, Temecula, South OC, Northern Baja with a concentrated follower base in San Diego region

#### **Focus/Interest**:

- Foodie
- Family
- Adventure
- Entertainment

#### **Curated content:**

- Fair-tastic Food Competition
- Value opportunities
- Can't-find-it-anywhere-butthe-Fair activities

# AUDIO BROADCAST RADIO

#### **GENERAL MARKET • 5/19–7/3**

8,740,613 impressions

#### SPANISH LANGUAGE • 6/2-6/29

1,564,026 impressions

STATION MIX • KBZT, KGB, KHTS, KMYI, KXSN, KYXY, XHRM, XHTZ, XTRA

• KLNV, LKQV, XGLX, XHTY, XLTN, XOCL

# AUDIO STREAMING RADIO

#### **GENERAL & HISPANIC MARKET • 5/19-7/6**

9,472,035 impressions

#### **Programming**

- YouTube Music
- Pandora
- Spotify/Unidos

# VIDEO BROADCAST & CABLETELEVISION

#### **GENERAL MARKET • 5/19–6/22**

6,747,551 impressions

#### SPANISH LANGUAGE • 6/2-6/26

704,674 impressions

Station Mix: KFMB, KGTV, KNSD, KSWB, KUSI, COX • KBNT, KUAN, XEWT, XHUA, ADN40, Azteca Uno

**Programming:** News, Sports, First Run and Prime

Programming watched real-time

# VIDEO STREAMING & OTT/CONNECTED

#### **GENERAL & HISPANIC MARKET • 5/19-7/6**

3,858,243 impressions

#### **PROGRAMMING**

Netflix, Hulu, Disney+, NBC/Peacock, Paramount+, Amazon Prime Video



# 7-A: Fair Operations Committee Report



- 73 organizations receiving tickets
  - 33 new organizations, including San Diego Unified School District, San Diego City Libraries, and I C.A.R.E Dog Rescue
  - Returning organizations include Boys & Girls Club, Father Joe's Villages, and Veterans Home of California - Chula Vista
- Top recipient: Armed Services YMCA San Diego (5,000)
- Total distributed: 13,852 tickets