



San Diego County
FAIR
LET'S GO RETRO
2024

June 12 - July 7, 2024

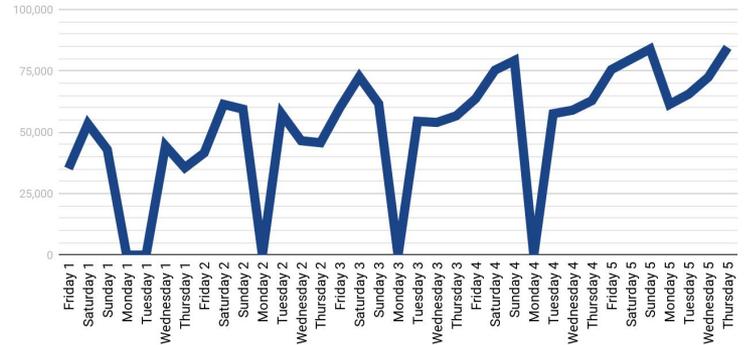
2024 SPONSORSHIP KIT

Fair Overview

The San Diego County Fair is San Diego's oldest and largest annual attraction. Since 1880 San Diego has had the Fair and since 1937 it's had its home at the Del Mar Fairgrounds.

- Over **45,000** daily attendees.
- San Diego's **largest annual event**. More than 1 in 4 adults in San Diego attend.
- One of the largest Fairs on the west coast.
- Winner of 27 Western Fair Association 2022 Awards and 14 International Association of Fairs and Expositions 2022 Awards.

Average Daily Attendance 2010-2019



What brings people to the fair every year?

Entertainment 71.34%

Food 69.14%

Exhibits 68.02%

Shopping 57.12%

Animals 53.97%

Rides / Games 48.13%





Comparison with other San Diego Events



San Diego County Fair

Average Daily Attendance: 45,320
Average Final Weekend Daily Attendance: 65,204
2023 Season



San Diego Zoo

Average Daily Attendance: 10,959
2018 Season



San Diego Padres @ Petco Park

Average Daily Attendance: 30,200
2019 Seasons



SeaWorld San Diego

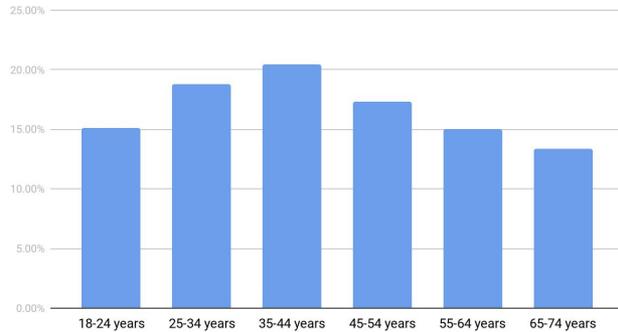
Average Daily Attendance: 9,548
2019 Season



Fair Demographics

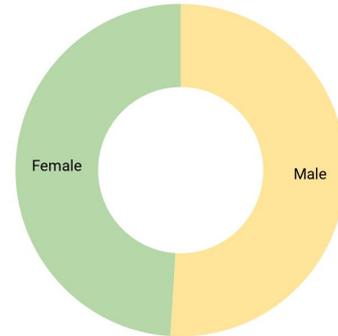
The Fair is attended by an incredibly diverse population, covering all ages and income levels.

Age Distribution



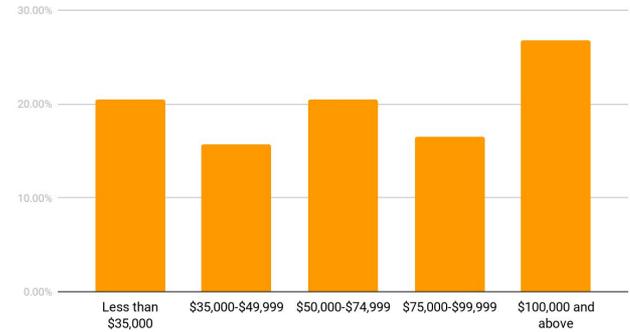
2019 Fair Survey

Gender



Nielsen Scarborough 2018 Local
Market Study

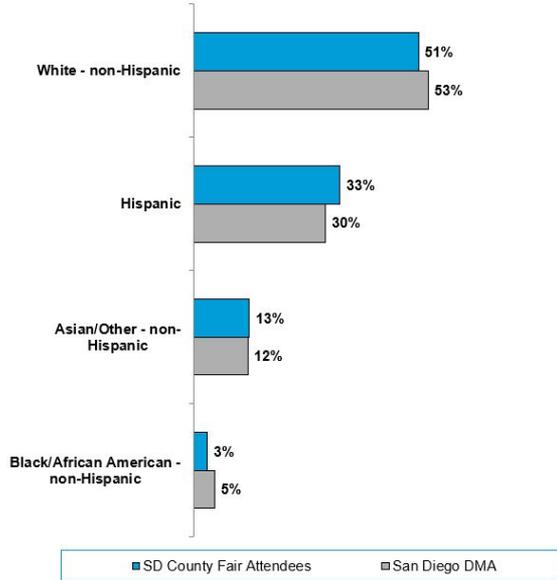
Income



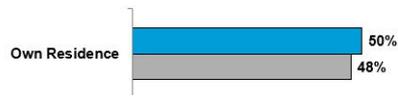
2019 Fair Survey

Fair Demographics

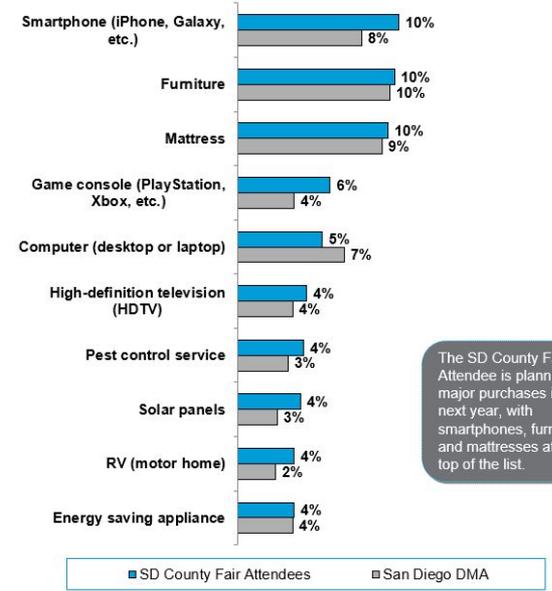
Race/Ethnicity



Home Ownership



Items Household Plans to Buy Next 12 Months



The SD County Fair Attendee is planning major purchases in the next year, with smartphones, furniture, and mattresses at the top of the list.

Buying Power

San Diego County Fair Attendees – San Diego- Buying Power



	New Vehicle (Plan to buy next year)	Groceries (Spent Past Week)	Internet Purchases (Spent Past Year)	Carpet/ Floor Covering (Spent Past Year)	Furniture (Spent Past Year)	Mattress (Spent Past Year)	Home Improve- ments (Spent Past Year)	Fine Jewelry (Spent Past Year)	Sports Equipment (Spent Past Year)	Athletic Clothing (Spent Past Year)	Wireless - Cell Phone (Spent Past Month)
TOTAL SPEND (in millions)	\$1.0 Bil	\$103.0 Mil	\$593.9 Mil	\$157.3 Mil	\$210.2 Mil	\$97.5 Mil	\$757.9 Mil	\$33.4 Mil	\$20.8 Mil	\$34.7 Mil	\$64.9 Mil
AVERAGE SPEND PER ATTENDEE	\$24,876	\$149	\$1,040	\$1,090	\$1,113	\$712	\$2,539	\$305	\$225	\$125	\$95

Presenting Sponsorships & Naming Rights



STAGES & CONCERT SERIES

\$25,000 - \$150,000

There are 8 stages packed with entertainment every day throughout the Fairgrounds.

A naming right sponsorship gets your logo on the stage itself, as well as any paid promotional materials the Fair puts out, including print, TV, outdoor, and digital.



BUILDINGS & HALLS

\$20,000 - \$50,000

The Fair features 4 shopping halls, and over a dozen other buildings throughout the Fairgrounds packed with exhibits, events, and entertainment.

Sponsoring a building is a great way to build prestige into your brand image.



EXHIBITS & EVENTS

\$5,000 - \$50,000

The Fair is packed with exhibits and special events that cater to all different audiences.

This is a great way to participate by actively engaging with your audience through an interactive experience.



On-site Activations & Booth Space



LARGE-FORMAT ACTIVATIONS

\$30,000 - \$150,000

Bring your killer display to the Fair and engage directly with prospects.

We have a variety of indoor and outdoor locations that we can recommend based on your target audience.



Mobile Tours, Short-Term Activations, & Sampling



LARGE FOOTPRINT

Single Day: \$4,000-\$7,000

3-Day Weekend: \$15,000

Spaces from 20'x20' up to
40'x80' are available.



SMALL FOOTPRINT

Single Day: \$2,500-\$4,500

3-Day Weekend: \$10,500

10'x10' and 10'x20' spaces
available.



Brand Awareness



BANNERS & SIGNAGE

\$2,000 - \$10,000

Display your brand throughout the Fairgrounds.

Space for large print banners as well as digital matrix boards are available.



Custom Engagements

Take your creative idea to the next level!

Any type of custom engagement can be easily facilitated.



“Each year we are able to give out 120,000 tickets to the teachers, bus drivers, facilities and nutrition departments that run our schools in San Diego.



Angie Lasagna
VP, Community Relations & Media Affairs
Mission Federal Credit Union

It has been a **very successful program for our credit union** and allows our staff to obtain new memberships and attend school district meetings.”

“PepsiCo’s relationship with the team at the Del Mar Fairgrounds is a joy. The team is responsive and professional and our employees are proud of the relationships we have built over the years – asking to work the event year after year.



Danielle McGowan
Key Account Manager
PepsiCo

They are **great partners for our brands** providing fun experiences for people to enjoy our full portfolio.”

“Activating at the San Diego County Fair is **great way for us to be able to reach a large demo of people** in order to execute a campaign on our clients’ behalf.



Kelly Lewis
Marketing Specialist
iHeartMedia

Our activations have always been successful and we’ve secured our space for the last four years and always schedule the fair on our yearly tour of events!”

“The San Diego County Fair has been an incredible partner with Bluegreen Vacations for a number of years. Partnering with the fair has **provided us with an incredible opportunity to interact** with a countless number of fair patrons face to face and introduce our brand. We have been given the opportunity to continue to generate business and share happiness with patrons for many years to come!”



Lauren Oatis
Assistant Director of Marketing
Bluegreen Vacations



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