



JUNE 11 - JULY 6, 2025

SPONSOR DECK



OVERVIEW

Overview The San Diego County Fair is San Diego's oldest and largest annual attraction. The Fair has been in operation since 1880 and the Del Mar Fairgrounds have been where its hosted since 1937!

- Over 45,000 daily attendees creating San Diego's largest annual event
- Winner of 37 Western Fair Association 2024 Awards
- 11 International Association of Fairs and Expositions 2024 Awards.
- More than 1 in 4 adults in San Diego attend
- One of the largest Fairs on the west coast



ATTENDANCE STATS:

YEAR

GUEST COUNT TOTAL

RUNNING DAYS

2022

973,508

21

2023

997,315

22

2024

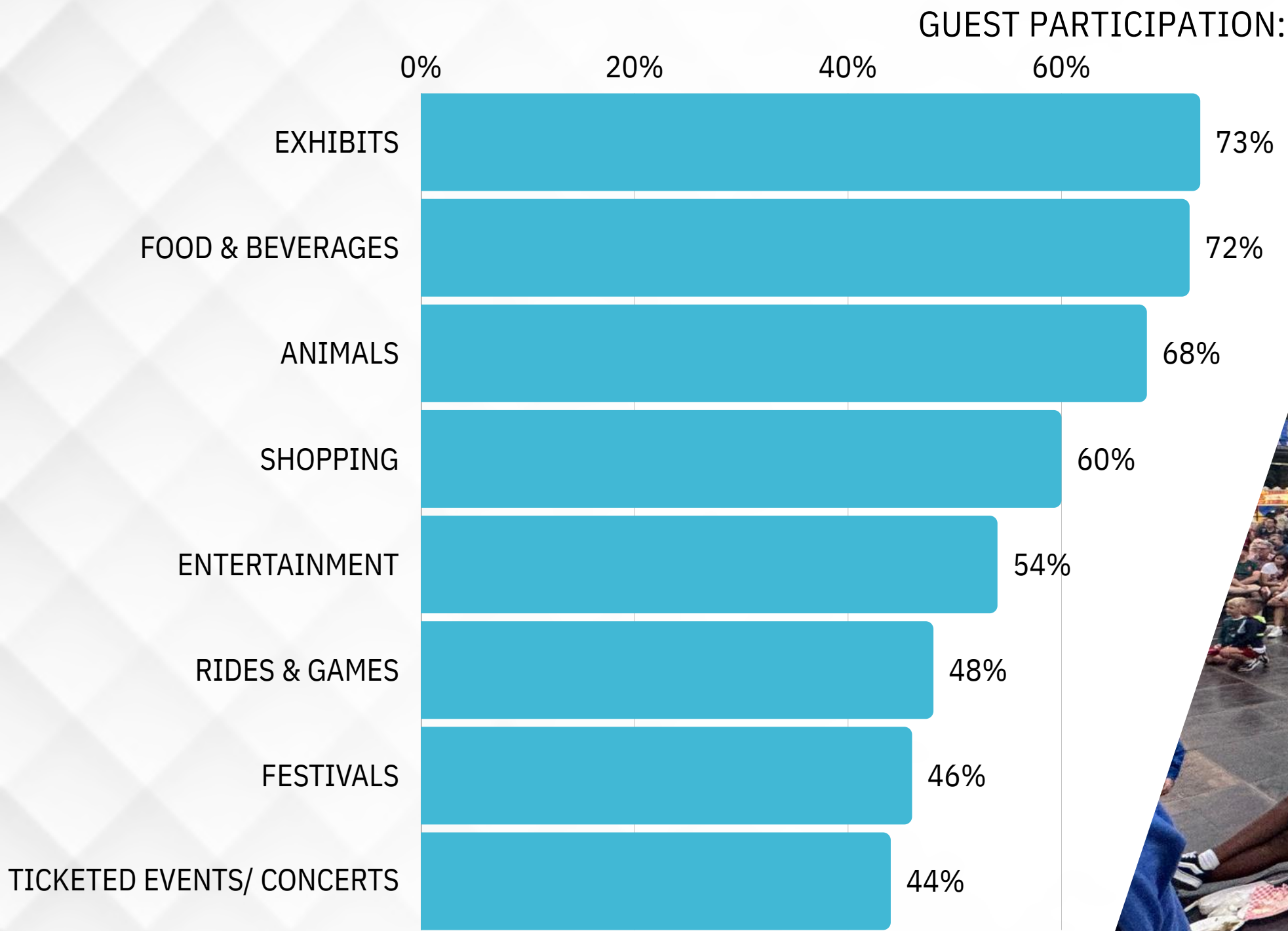
877,442

20

3 YEAR ATTENDANCE

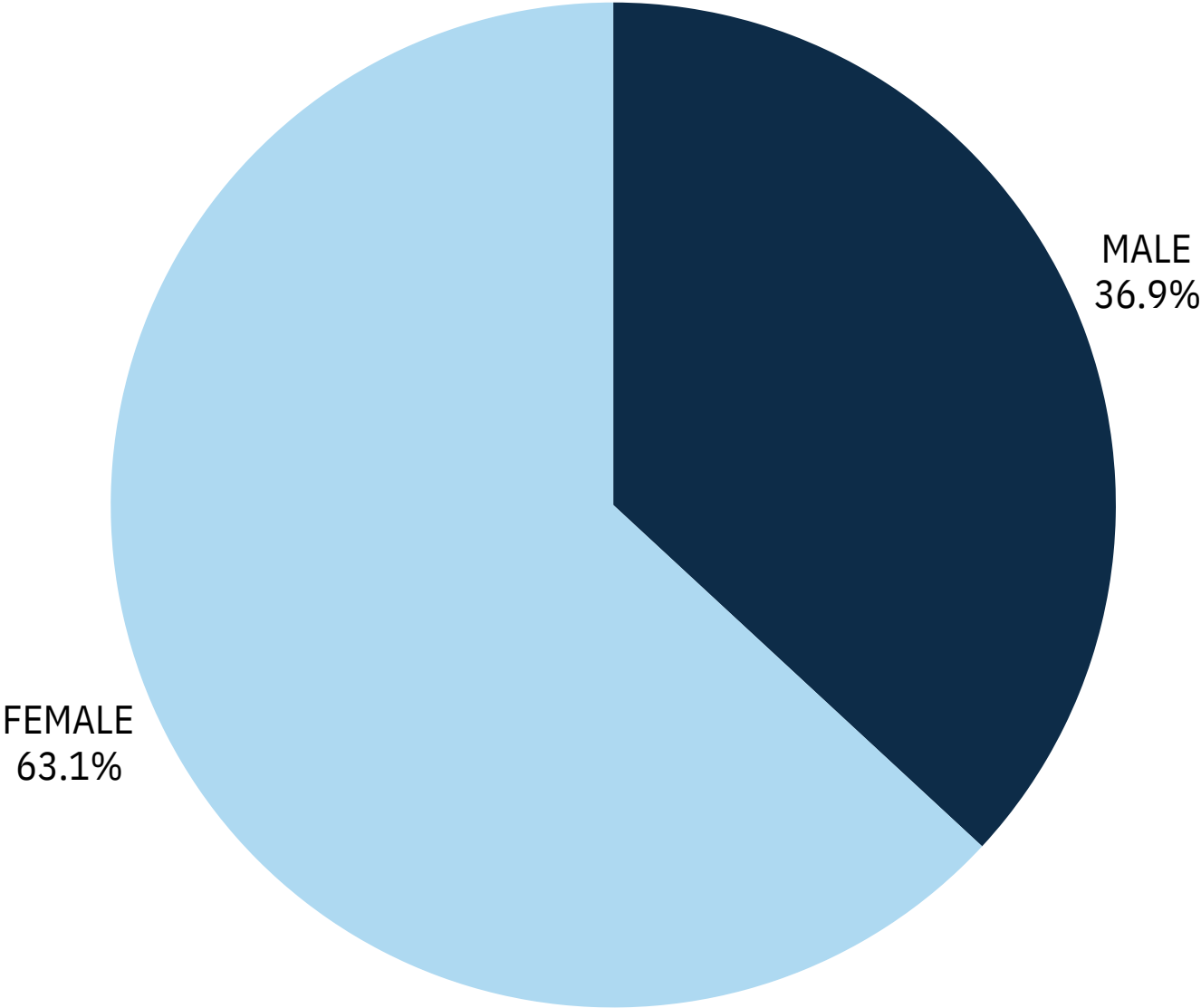
2,848,265

GUESTS ANALYTICS:

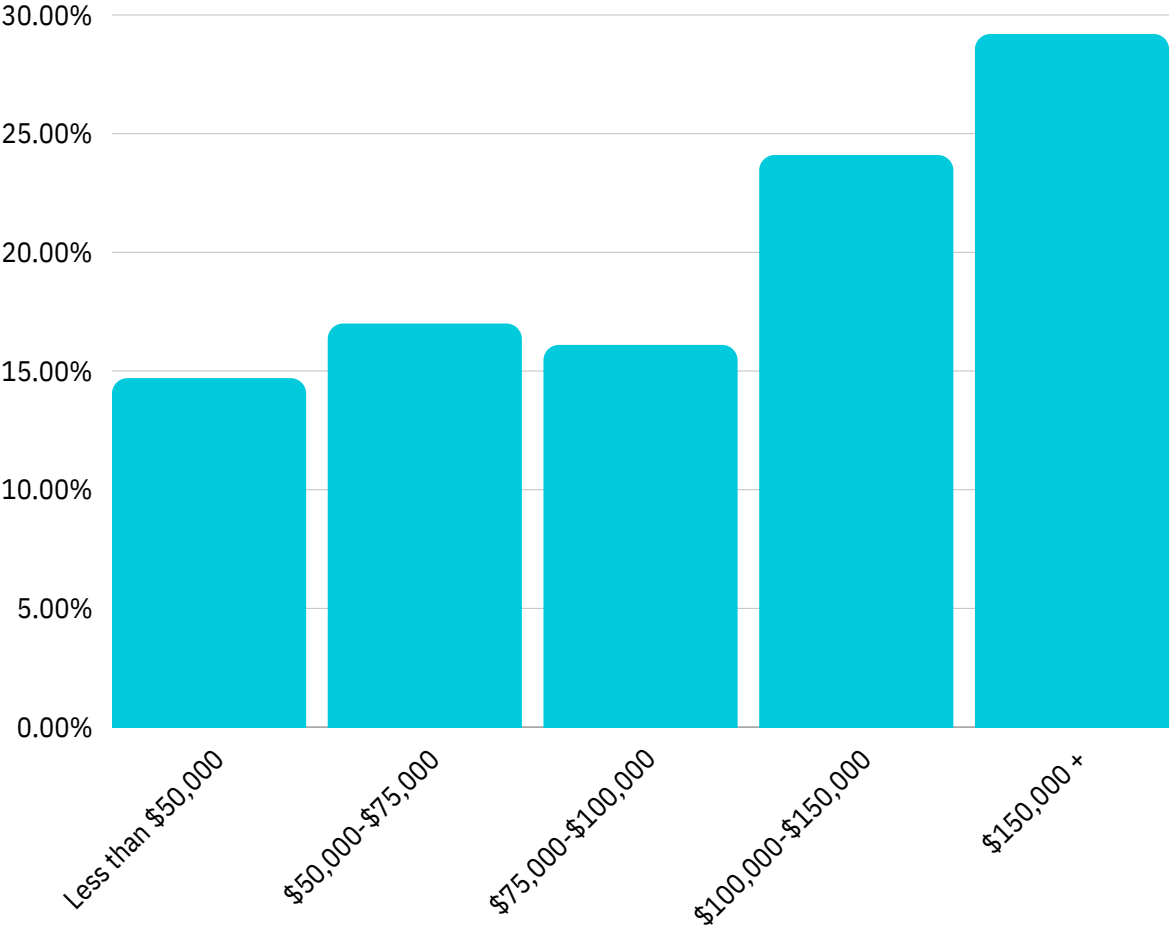


The Fair draws from all parts of San Diego County, a large part of Orange County, and Riverside County.

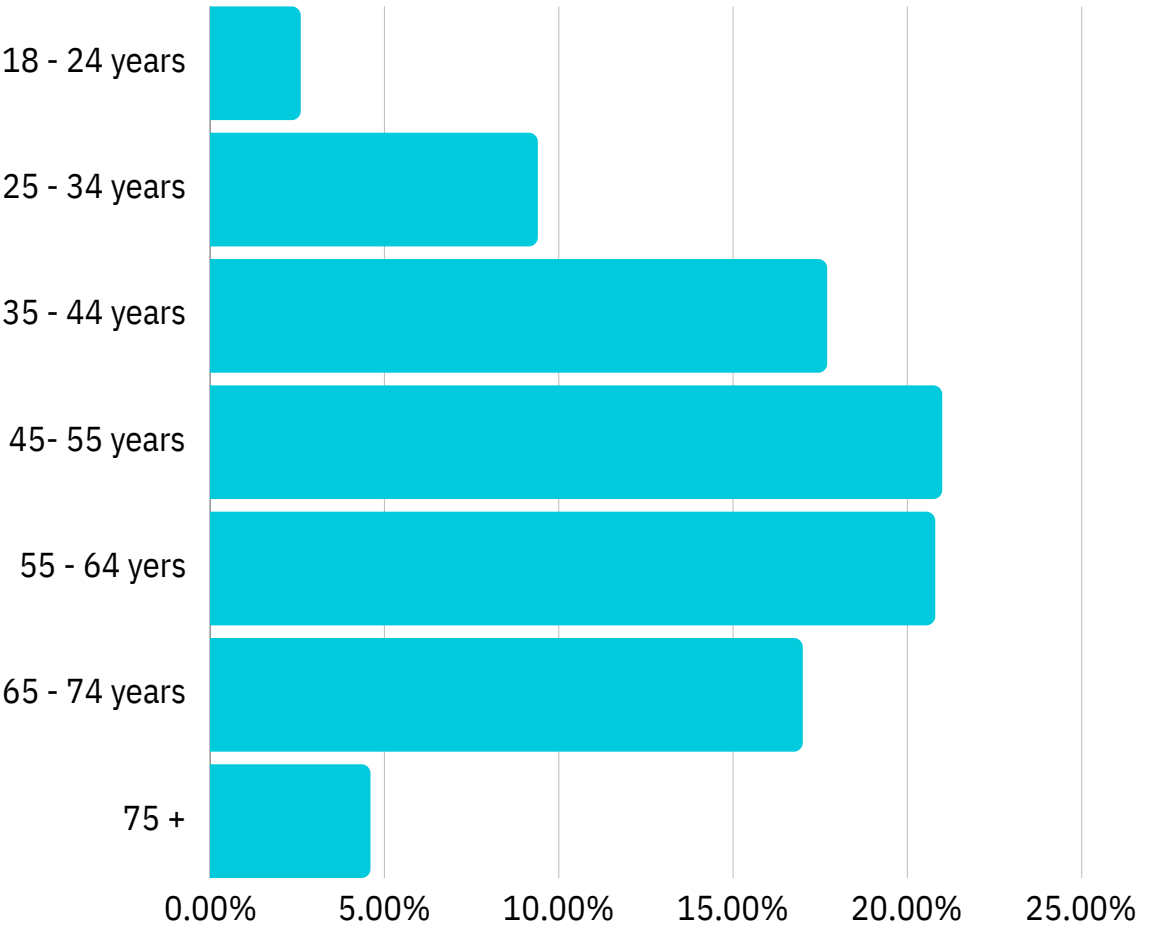
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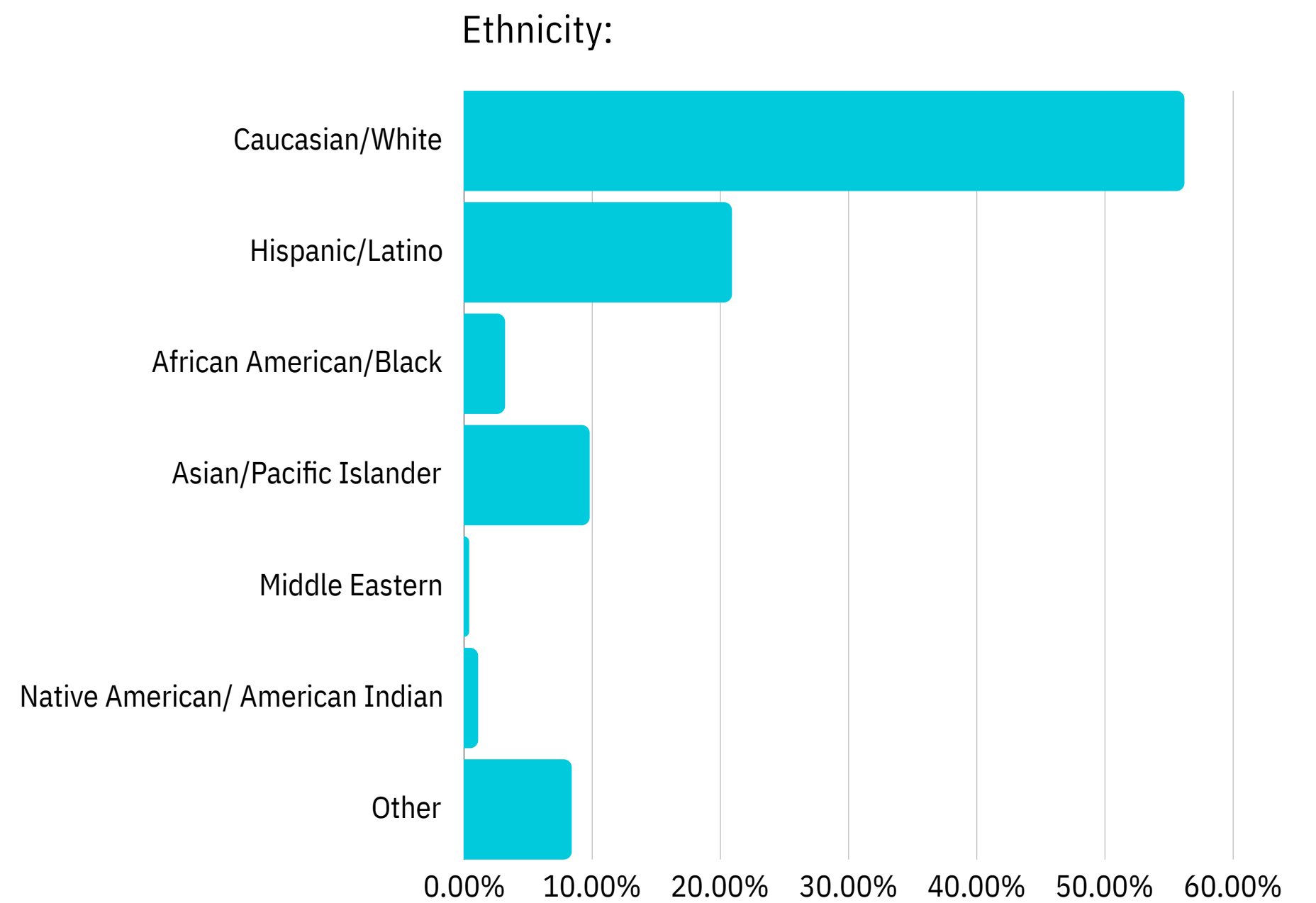
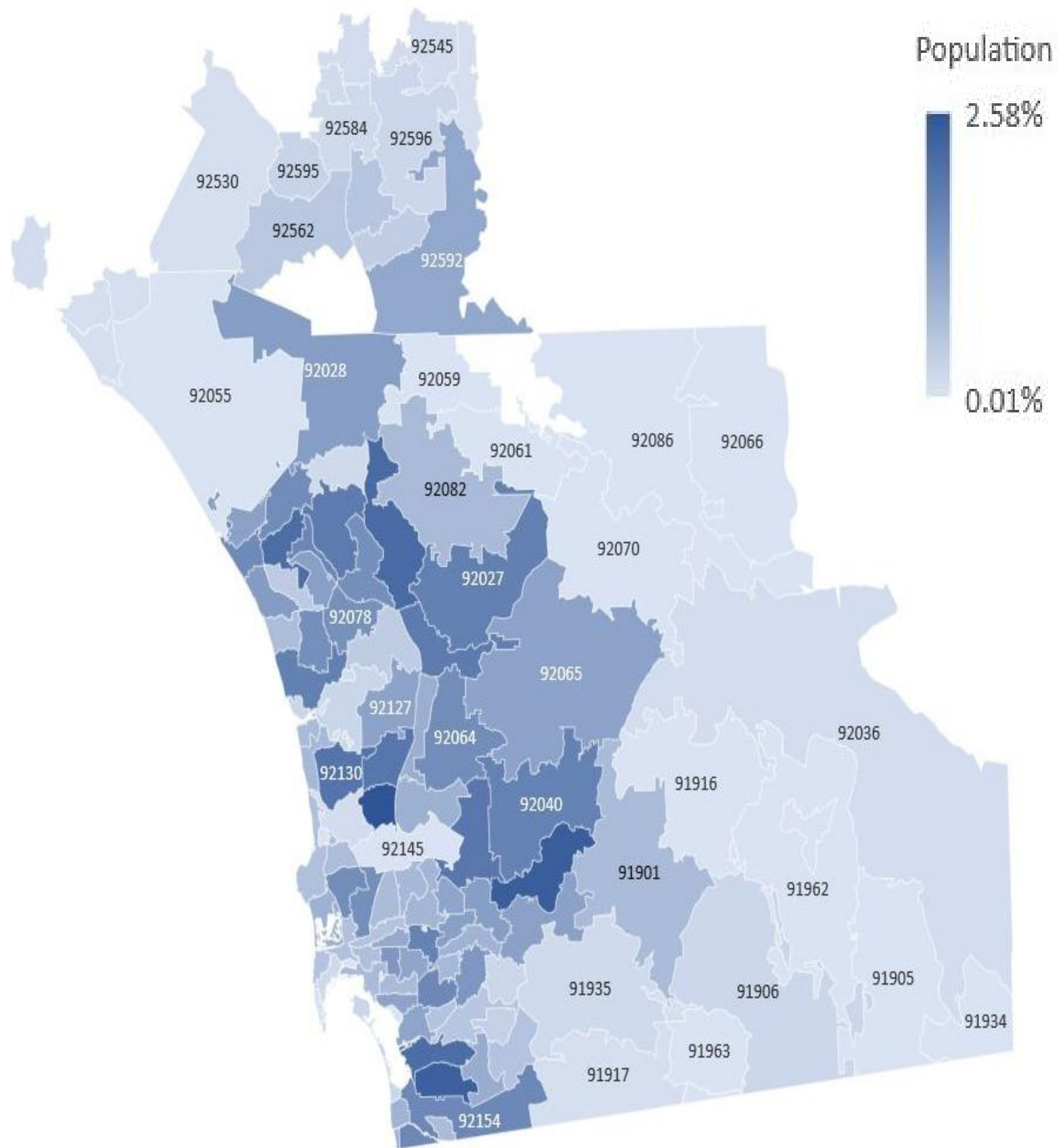


INCOME:



AGE DISTRIBUTION:





ATTENDANCE COMPARISON

AMONGST OTHER SAN DIEGO EVENTS



SAN DIEGO COUNTY FAIR

Average Daily Attendance: 43,872

Average Final Weekend Daily Attendance: 45,500
2024 Season



SAN DIEGO ZOO

Average Daily Attendance: 15,342
2023 Season



SAN DIEGO PADRES@ PETCO PARK

Average Daily Attendance: 40,911
2023 Season



SEA WORLD

Average Daily Attendance: 10,931
2023 Season



PRESENTING SPONSORSHIPS & NAMING RIGHTS

CONCERT SERIES & STAGES

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.

\$25,000 – \$250,000



BUILDINGS & HALLS

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.

\$20,000 – \$50,000



EXHIBITS & EVENTS

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.

\$5,000 – \$100,000



ON-SITE ACTIVATIONS & BOOTH SPACE



LARGE – FORMAT ACTIVATIONS

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.

\$30,000 – \$150,000



COMMERCIAL VENDING

Sell directly to customers in
one of our 4 commercial halls.

10'x10', 10'x20', and larger
spaces are available.

\$8,000 - \$125,000





MOBILE TOURS, SAMPLING & SHORT TERM ACTIVATIONS

LARGE FOOTPRINT

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

SINGLE DAY: \$4,000-\$7,000
3-DAY WEEKEND: \$15,000



SMALL FOOTPRINT

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

SINGLE DAY: \$2,500-\$5,000
3-DAY WEEKEND: \$10,500



BANNERS & SIGNAGE

Display your brand throughout the Fairgrounds.

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

\$2,000 - \$10,000



CLIENT FEEDBACK:

“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.

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



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

“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.

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!”



Kelly Lewis
Marketing Specialist
iHeartMedia

“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.

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



Danielle McGowan
Key Account Manager
PepsiCo


“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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