DEL MAR FAIRGROUNDS · SUMMER 2027

San Diego County Fair Sponsorship Opportunities

146 years running. Since 1880, the San Diego County Fair has grown from a rural agricultural exhibition into one of the most decorated Fairs in the country. Today the Fair spans 7 stages, 5 exhibition halls, and 20+ event zones across the Del Mar Fairgrounds. Our month-long platform is built for brands to reach Southern California at scale.

Fair Stats & Attendance

45K

Daily attendees

Average across the four-week season

65K

Single-day peak

New attendance record, July 3, 2026*

975K

Expected attendance

2027season, Del Mar Fairgrounds

$328M

Regional economic impact

2026 season, pumped into the local economy

Hosted at the Del Mar Fairgrounds since 1937, the Fair has grown into one of the largest on the West Coast. The 2026 season set a new post pandemic single-day attendance record, building on a Fair that has earned 64 Western Fairs Association and IAFE honors in a single year, giving sponsors a dependable, captive audience at a scale no other San Diego event matches.

Attendance Comparison

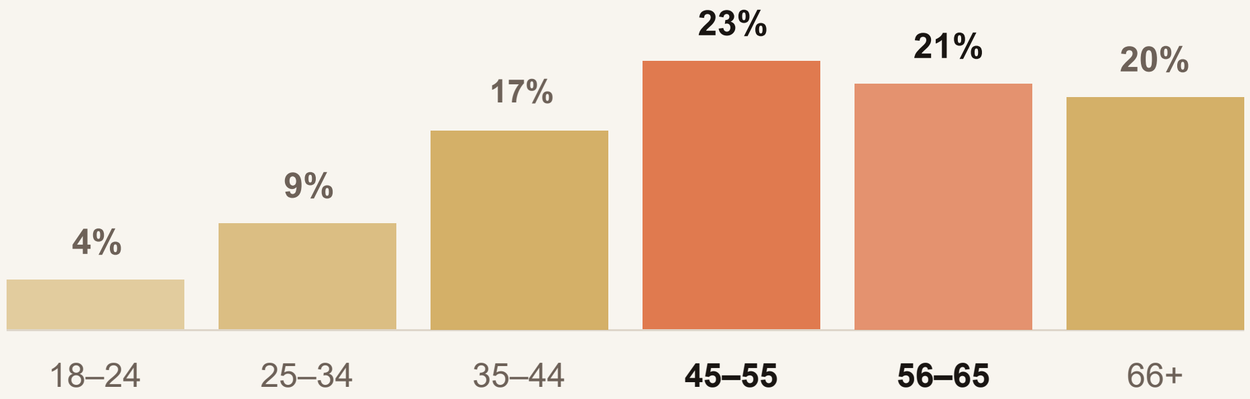
AVERAGE DAILY ATTENDANCE PER EVENT



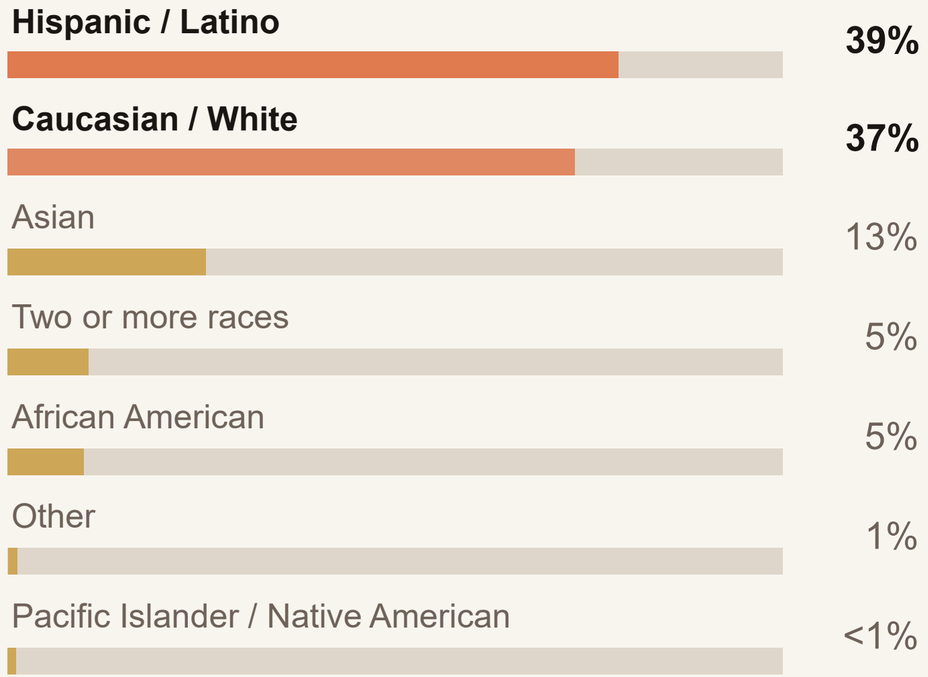
The Fair draws the highest average daily attendance of any attraction in San Diego, and closing weekend 2026 set a new single-day record of 65,000 visitors.

Attendee Demographics

AGE DISTRIBUTION



RACE & ETHNICITY



56% female · 44% male

Gender split across the season

49% above $100K

Of households, including 30% above $150,000

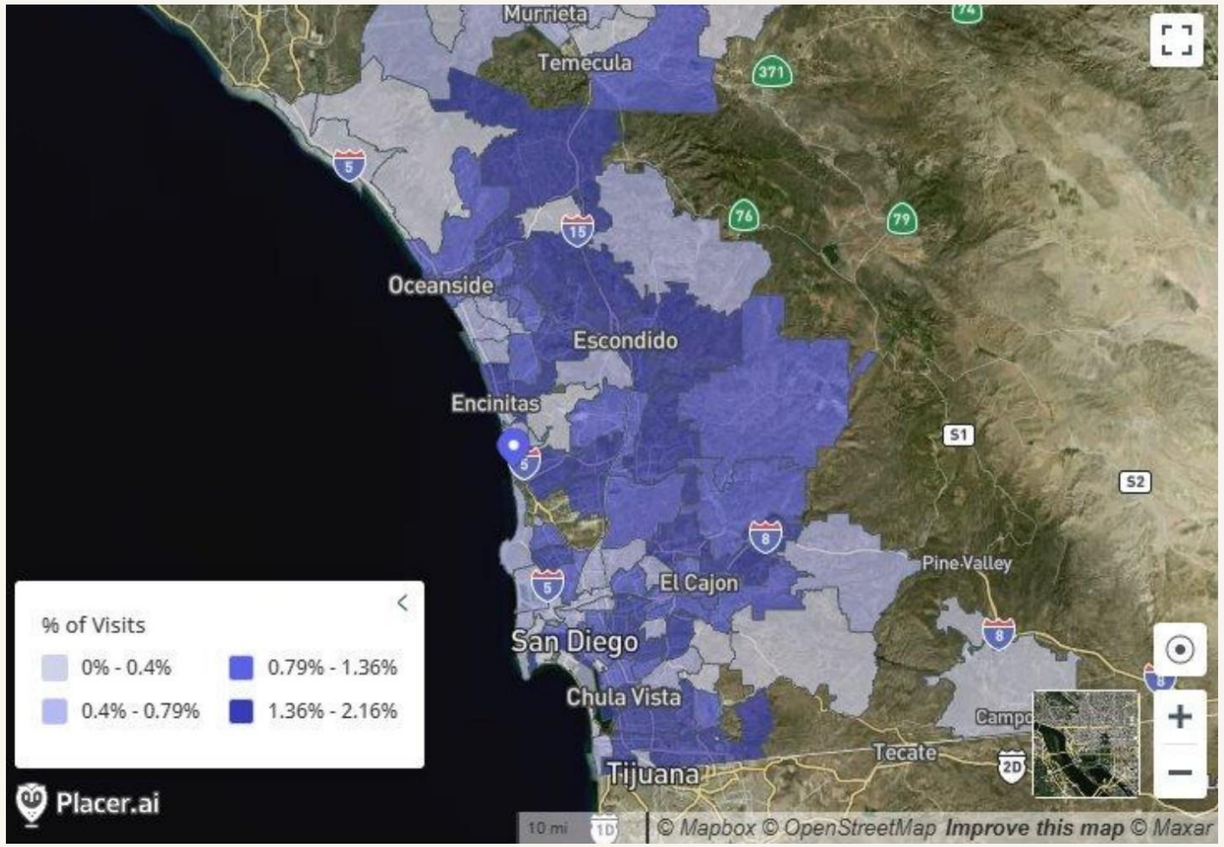
80% San Diego County

The remaining 20% travel in from across Southern California

Race, ethnicity and income: Placer.ai foot traffic profile via OUTFRONT Media, 2026 Fair run (June 10 to July 5).

All of San Diego County Comes to Del Mar

WHERE 2026 GUESTS LIVE



Darker areas send more visitors. Map: Placer.ai

TOP HOME ZIP CODES

Mira Mesa	92126	19.9K visits
Chula Vista	91911	17.7K visits
Escondido	92026	17.3K visits
Escondido	92027	17.3K visits
La Presa / Spring Valley	91977	17.0K visits
Otay Mesa	92154	15.9K visits
Chula Vista	91910	15.6K visits
Carmel Valley	92130	15.5K visits

From the South Bay and the border to North County and Temecula, the Fair reaches every corner of the region.

Source: Placer.ai foot traffic profile via OUTFRONT Media, 2026 Fair run (June 10 to July 5).

Sponsorship & Naming Rights



Concert Series & Stages

Seven stages of entertainment across the Fairgrounds. Naming rights include your logo on the stage and in all promotional materials.

$25,000 – $250,000



Buildings & Exhibits

Sponsor one of five shopping halls or dozens of buildings hosting exhibits and events. Build prestige into your brand image.

$10,000 – $100,000



On-Site Weekend Activations

Engage prospects directly through indoor and outdoor booth space. Locations are recommended based on your target audience.

$50,000 – $150,000

Additional Engagement Options

Commercial Vending

Sell directly to customers in one of four commercial halls. Spaces from 10'x10' and 10'x20' up to larger footprints.

$10,000 – $125,000

Large Footprint Spaces

Expansive spaces from 20'x20' up to 40'x80', built for major brand activations.

$40 per sq. ft.

Smaller Spaces

10'x10' and 10'x20' footprints for one-to-one engagement. Weekdays draw about 90% of Saturday's crowd.

$12,500 Fri–Sun · $6,500 Sat or Sun · $4,000 weekday

Retail Ticket Programs

Drive traffic to your stores with discount tickets, promoted by the Fair across its own channels.

$25,000 – $350,000

Client Success Stories

“The San Diego County Toyota Dealers are proud to partner with the San Diego County Fair. Their team is an absolute pleasure to work with—professional, responsive, and dedicated to making every detail a success year after year. Together, we've been able to create meaningful activations and promotions that amplify the mission of both Toyota and the Fair.”

Rayna Grant, Assistant Account Executive — Davis Ellen / Toyota

“Working with the San Diego County Fair is always a splashing highlight for Soapy Joe's—one of our favorite partners to bubble up ideas with. The fair delivers unmatched visibility, soaking up the attention of over a million attendees across its four-week season. We're already foaming over with excitement for next year.”

Gary Dubin, Field Marketing Coordinator — Soapy Joe's

“Being a vendor at the San Diego County Fair has been an incredible experience year after year. The energy, the crowds, and the organization are top-notch. It's one of the few events where we consistently see both high foot traffic and strong sales. The fair draws a diverse, engaged audience, making it an ideal place to showcase our brands.”

Jack Burns, Key Account Manager — PepsiCo

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