

SACRAMENTO COUNTY FAIR

MAY 25-29, 2017

FACT Sheet

Total Event Days: 5

Event Dates: May 25-29, 2017 (Memorial Day weekend)

Location: On the grounds of Cal Expo, Sacramento CA

Event Hours: 10:00a.m. – 10:00 p.m. Thursday thru Sunday
10:00 a.m. – 7:00 p.m. Monday

Gate Fee: General Admission \$6.00
FREE – Kids 12 & Under

Parking: \$10.00 (*Cal Expo*)

Expected Attendance for 2017: 105,000 PLUS

2016 Attendance: 100,000

2015 Attendance: 103,000

Event Description: The Sacramento County Fair takes place during the Memorial Day Weekend and draws over 100,000 attendees. We are fun, affordable and safe for the whole family! Our community enjoys our friendly atmosphere, traditional county fair competitions, agriculture displays, hands-on family activities, carnival, great entertainment, and specialty foods.

We serve our community through our youth programs. For over seventy years our County Fair has provided a platform for local 4-H and FFA youth to show and sell livestock; demonstrate club projects; and display their arts and crafts. More recently, the Fair has opened its doors to Sacramento area elementary schools with its popular Free School Tour Program hosting over 12,000 local students, educators and chaperones and the County Fair distributes a fully-funded wheelbarrow garden program to over 120 classrooms.

Event Marketing:

We market to youth and families of all nationalities utilizing radio, television and print publications, including Spanish speaking media. We also maintain a user-friendly website and submit information to a variety of website calendars. Demographics are available upon request. Look for new programs, entertainment and exhibits at this year's fair.

Event Sponsors:

Past event sponsors include Lasher's Elk Grove, Wells Fargo, US Army, SMUD, Five Star Bank, Sleep Train Mattress Center, Goldrush Getaways, Jimboy's Tacos, Kid's Care Dental, Spanda, Allflex, Republic Services, Elk Grove Citizen, City of Elk Grove, Coors Light, Cinch, Purina, Robinsons Feed, Nutrena, American Farm Credit, Del Taco, Major Drilling, McDonalds, Metro PCS, and Sacramento County. We appreciate our sponsors' dedication and commitment and we work tirelessly to ensure they have a high ROI.

52nd District Agricultural Association

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Let's Eat, Have Fun & Celebrate the Red, White & Blue during the 81st Annual Sacramento County Fair