

# SACRAMENTO COUNTY FAIR MAY 21-25, 2020

## FACT Sheet

**Total Event Days:** 5

**Event Dates:** May 21-25, 2020 (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 \$8.00  
FREE – Kids 12 & Under

**Parking:** \$10.00 (*Cal Expo*)



**Expected Attendance for 2020:** 112,000 PLUS

**2019 Attendance:** 107,000                      **2018 Attendance:** 104,000

**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, Mattress Firm Mattress Center, Goldrush Getaways, Jimboy's Tacos, Kid's Care Dental, Spanda, Allflex, Amtrak, The Murieta Inn & Spa, Safeway, Republic Services, Elk Grove Citizen, La Superior Market, City of Elk Grove, Coors Light, Morning Star Cinch, Purina, Robinsons Feed, Nutrena, American Farm Credit, Del Taco, Major Drilling, SaveMart, McDonalds, Metro PCS, and Sacramento County. We appreciate are sponsors dedication and commitment and we work tirelessly to ensure they have a high ROI.

### 52<sup>nd</sup> District Agricultural Association

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*Let's Eat, Have Fun & Celebrate the Red, White & Blue during the 84<sup>th</sup> Annual Sacramento County Fair*