



2026 El Dorado County Fair

Sponsorship Opportunities



Main / Community Stage – \$10,000

- Naming rights for the stage (appears in Fair maps, articles, and program)
 - Banner placement in front of the stage

Saffire — Online Tickets – \$10,000

- Logo printed on all online tickets purchased with print at home tickets
 - Two banners on the grounds during the fair

Commercial Building – \$9,000

- Naming rights for the building (appears in fair maps, articles, and program)
 - Banner placement on the building
 - Includes two prime 10x10 booths

(Note: Exclusivity may not be guaranteed depending on prior booth contracts.)

Grandstand Event Sponsor – \$4,500

- One banner placed in the Grandstands and one on the Main Lawn
 - Friday: Truck Pulls • Saturday: Wheel Barrow Races
 - Sunday: Rubicon Challenge

Beer Tree Stage – \$4,500

- Naming rights for the stage (appears in maps and tabs)
 - Banner placement on the stage

Capital Bar – \$4,000

- Naming rights for the bar (appears in maps and tabs)
 - Banner placement at the bar

Sponsor of the Day – \$1,500 (One per day)

- Two banners at the Fair entrances that day (Placerville Dr. & Armory Rd.)
 - Daily schedule and fair program recognition (name, address, website)

Thursday: Senior & Youth 12 & under enter free

Friday: Teens (13–19) enter free until 4:00 pm

Banner Sponsor – \$750

- Banner displayed along the Main Lawn fence for all four days

Fair Sponsorship

"Alone we can do so little; together we can do so much."

- Helen Keller

Fair Sponsor Benefits include single day admission tickets (*quantity depends on sponsorship level*) and two (2) VIP pins, which allow the person wearing the pin and a guest to park for free, admittance to the fair, and access to VIP areas including grandstand special seating and admission to our VIP preview night. VIP night is a fun-filled evening of socializing, dinner and select carnival rides prior to fair opening. In addition, Sponsor's name and logo will be included in our Fair program handed out at the admission gates and inserted into the local newspaper. Voice of the Fair will make a minimum of 3 (three) daily announcements over the grounds public address system acknowledging sponsorship. Sponsor logo and website link will be posted on the Fair's website. If sponsoring an area, building or stage, sponsor will also be named in daily schedules passed out during fair and included on the Fair time Map (at gates, online and in the program).

Facts about the Fair: Attendance in 2025 was just over 82,000.

Guests at the Fair are from El Dorado, Sacramento, Placer, Amador, and the surrounding counties. Many Families make the decision to celebrate Father's Day weekend at the Fair. A large crowd attend regularly to enjoy our music and displays.

Teens come for the carnival!



El Dorado County Fair & Event Center
PLACERVILLE

***Call the office or stop by today to be apart of the
El Dorado County Fair!***

100 Placerville Dr. Placerville, CA 95667 (530)621-5860