El Dorado County Fair & Event Center
a 501 c 3 nonprofit

Fair Sponsorship Opportunities

June 17 – 20, 2027

Community Stage **$10,000**	○ Naming rights for the stage (appears on the Fair map, articles and program). ○ Banner placement on the stage.
Online Tickets **$10,000**	○ Logo printed on the online tickets purchased with print at home tickets. ○ Two banners on grounds during the Fair.
Commercial Building **$8,000**	○ Naming rights of the building (appears on the Fair map, articles and program). ○ Banner placed on the building. ○ Two 10x10 prime spaces inside *(Note: Exclusivity may not be guaranteed depending on the prior booth contracts).*
Beer Tree Stage **$5,000**	○ Naming rights of the stage (appears on the Fair map, articles and program). ○ Banner placement on the stage.
Grandstand Event **$4,500**	○ Banner placed in the Grandstands and on the Fairgrounds. Friday: Truck Pulls Saturday: Wheelbarrow Races
Hangtown Saloon Stage **$4,000**	○ Naming rights of the stage (appears on the Fair map, articles and program). ○ Banner placement on the stage.
Capital Bar & Stage **$4,000**	○ Naming rights of the stage (appears on the Fair map, articles and program). ○ Banner placement on the stage.
Sponsor of the Day **$1,500**	○ Banner is placed at Placerville Dr and Armory Rd Gate on that day of Fair. ○ Daily schedule and Fair program recognition. 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.

Fair Sponsorship

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

- Helen Keller

Fair Sponsor Benefits:

Single day admission tickets (quantity depends on the level of sponsorship and two (2) VIP pins which allow the person wearing the pin and a guest to park free, admittance to the Fair and entrance in the paid grandstand events at no charge. A special invitation to our VIP Preview Night the evening before the Fair opens. Preview Night is a fun filled evening socializing, dinner and select carnival rides open to enjoy. In addition, sponsors name and logo will be included in our Fair program handed out at the admission gates and at various locations around town. The Voice of the Fair will make a minimum of 3 daily announcements over the grounds public address system acknowledging sponsorship. Your logo and website link will be posted on our Fair website. If sponsoring an area, building or stage, the sponsor will be named after and promoted in the press. Social media blasts with over 15,000 followers leading up to the Fair.

Facts about the Fair:

Attendance in 2026 was just under 70,000. Guest at the Fair is 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, displays and Fair food. Teens come for the Carnival!

Call the office or stop by today to be a part of the El Dorado County Fair!

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