

# SACRAMENTO COUNTY FAIR

## MAY 24-28, 2012

### FACT Sheet

52<sup>nd</sup> District Agricultural Association  
P.O. Box 15028, Sacramento, CA 95851  
Phone: (916) 263-2975  
Fax: (916) 263-2973  
E-mail: [info@SacFair.com](mailto:info@SacFair.com) or [pamleafyock@SacFair.com](mailto:pamleafyock@SacFair.com)



**Location:** Cal Expo, Sacramento CA

**Total Event Days:** 5

**Event Dates:** May 24-28, 2012

**Event Hours:**

12:00 p.m. – 10:00 p.m. Thursday & Friday

10:00 a.m. – 10:00 p.m. Saturday & Sunday

10:00 a.m. – 7:00 p.m. Monday

**Gate Fee:**

FREE – Kids 12 & Under

\$5.00 – General Admission

**Parking:** \$10.00

**Expected Attendance for 2012:** 80,000

**2011 Attendance:** 60,833

**Event Description:**

The Sacramento County Fair takes place during the Memorial Day Weekend and draws nearly 70,000 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, festival-style 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 10,000 local students, educators and chaperones and the County Fair distributes a fully-funded wheelbarrow garden program to over 85 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 Northern California Ford Dealers, Wells Fargo, Dannon California, SMUD, Five Star Bank, Verizon Wireless, McDonald's, Regional Transit, Premier West Bank, Penny Saver.com, and Clear View Communications.

*Let's Eat, Have Fun & Celebrate the Red, White & Blue during the 76<sup>th</sup> Annual Sacramento County Fair*