



2026 Sponsorship Opportunities

**REACH THE BIGGEST AUDIENCE IN
SOUTHWEST WASHINGTON!**



2026 CLARK COUNTY FAIR | AUGUST 7-16



About the **FAIR**

WHO WE ARE

We're Summer's Best Party!

Founded in 1868, the Clark County Fair has grown into a **ten-day celebration** packed with food, rides, concerts, exhibits, and unforgettable family fun.

With around **265,000 Fairgoers** joining us each August, we continue to expand our lineup of attractions and entertainment—creating exceptional **visibility** and **engagement opportunities** for our partners.

CONTACT

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Why Choose Us?

→ ATTENDEES

265,000 FAIRGOERS VISIT EVERY YEAR

The Clark County Fair draws a **massive crowd** of 265,000 people every year that are ready to discover, explore, and **engage** with businesses.

→ LOYALTY

THEY STAY, AND THEY COME BACK

Fairgoers spend an average of **165 minutes** per visit—and more than **69,000 came back 2X** in 2025. That's a connection that lasts year after year!

→ ENGAGEMENT

HIGH FOOT TRAFFIC, BIG REACH

From bustling crowds to earned media coverage, and strong digital engagement, the Fair delivers **visibility and impact** for partners.

2025

Demographics

Total
Audience

265K

Men



49.6%

Women



50.4%

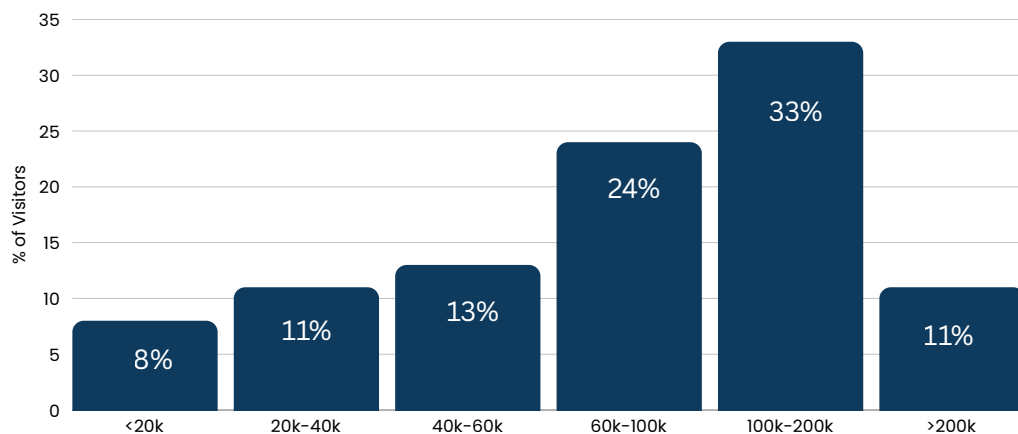
Age 0 - 17: 24.2%

Age 18 - 44: 33.4%

Age 45 - 64: 26.1%

Age 65+: 26.1%

Household Income:



Household
Avg Income
\$115,218

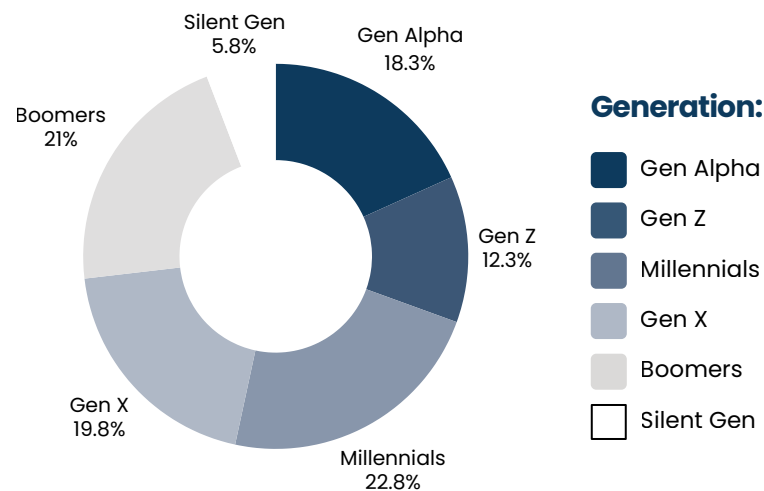
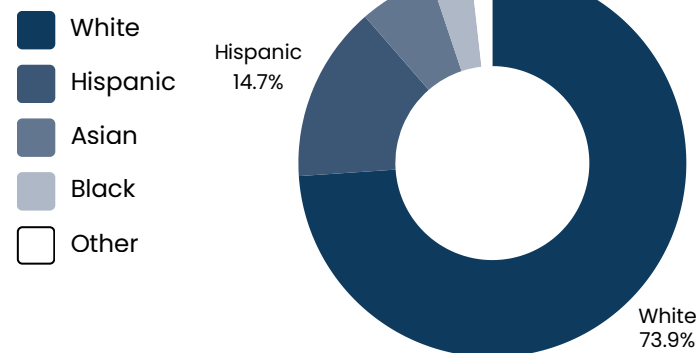
Avg. Income
Per Person
\$46,788

Median
Income
\$46,788



DATA CAPTURED
AUG. 1-10, 2025

Ethnicity:



Benefits



With 10 days of events, contests, and venues, the Clark County Fair offers sponsors **customizable opportunities** for visibility and engagement.



DIGITAL AND SOCIAL

We reach over 52% of the SW Washington population on our website, app, and social media platforms.

- Logos and web banners with link to website
- Inclusion in app with link to website
- Social media mentions & cross-promotional opportunities

ON-GROUNDS MARKETING

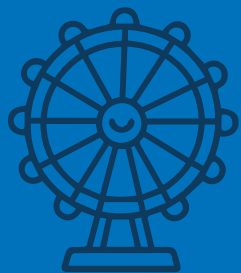
We welcome 265k visitors every year, with an average stay of 165 minutes — in 2025, over 69,000 fairgoers visited 2x.

- Large banners & digital signage on the grounds
- Contest and/or event activation and booth space
- "Voice of the Fair" mentions

TRADITIONAL MEDIA

One of the state's largest and longest-running events amplified through trusted community media outlets.

- Media partners include newspapers, radio, and television
- 10,000+ brochures distributed by community partners
- Printed daily schedules and consistent media hits



FAIR PARTNER PERKS

As a valued sponsor, you'll receive exclusive perks designed to enhance your Fair experience and reward your partnership. Depending on your sponsorship level, benefits may include:

- **Complimentary Fair admission tickets** for staff, clients, or promotional giveaways
- Reserved **VIP concert seating** and select on-site **meet & greet opportunities**
- Access to **hospitality areas** for hosting groups, employees, or special guests



Presenting & Day Sponsorships

CLARK COUNTY FAIR PRESENTING SPONSOR

Secure exclusive presenting rights to the Clark County Fair and **maximize** your brand's **visibility across multiple media platforms**. As the title sponsor, your business will benefit from:

- Comprehensive media coverage
- Prominent on-site branding
- Recognition at key Fair venues and events
- High-impact website and digital recognition
- Opportunities for custom activations and more

Position your brand at the forefront of Southwest Washington's most iconic and longest running event.

DAY SPONSORSHIP THEMES

Family Day
Military Appreciation
Kids' Day
Prime of Your Life Day

DAY SPONSORSHIP

Each day of the Fair is available for **customized activation**. This unique opportunity allows your business to **connect directly to Fair attendees** in a unique way. Customizable benefits can include:

- Day Sponsor naming rights
- Prime midway booth placement for the day
- Recognition on promotional materials
- Prominent signage at all 5 gates and more

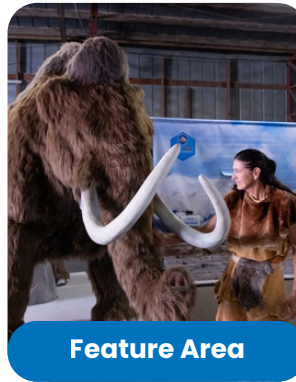
Contact us for pricing details.

Attraction & Show Sponsorships

SHOWCASE YOUR BRAND WHERE THE CROWDS GATHER

Put your brand in the spotlight by sponsoring an attraction or entertainment area! From the bustling **Feature Area** and **Kids' Park** to the **Community Stage**, **Curly the Camel & Friends**, and more—each offers a unique way to engage with thousands of Fairgoers.

Attraction sponsorship includes visibility in select marketing materials, **on-site signage**, and **social media mentions**, helping your brand **build lasting connections** with families and the community while enhancing the Fair experience for all.



Feature Area



Bee Barn



Community Stage

HIGHLIGHT YOUR BRAND EVERY TIME A SHOW TAKES THE STAGE!

As a **Grounds Entertainment sponsor**, your name or logo appears on **signage**, the **Fair website** and **app**, and in **promotional mentions** wherever the show is featured—keeping your business front and center with **thousands of Fairgoers** throughout the event.



Prof. Smart



Barnyard Racers



Break-A-Boyz

Annual attractions and show will vary, contact us for more information and pricing.



Grandstand Sponsorships

The 7500-seat capacity Grandstad offers exciting entertainment all 10-days of the Fair—**three nights of national concerts, two days of rodeo, and five days of motorsports**, with **two full motorsport shows daily**. With thousands of fans filling the stands, the Grandstand offers an unbeatable opportunity for high-impact brand visibility.

Grandstand event sponsorship may include:

- Company branding on select promotional materials and advertising
- Live announcement mentions during events
- On-site banner placement
- Social media and email marketing inclusion
- Jumbotron commercial spots
- VIP ticket packages
- and more!



JUMBOTRON SPONSOR

- Exclusive signage on the big screen all 10 days of Fair.

NATIONAL ANTHEM SPONSOR

- Brand recognition during all 19 performances, including PA mentions and signage.

GRANDSTAND PLAZA ACTIVATION

- Create a custom, high-traffic activation—games, demos, photo ops, giveaways, and more.

MUTTON BUSTIN' SPONSOR

- Connect with families by branding a fan-favorite Grandstand tradition.

Contests & Special Partnerships

Bring your brand into the heart of the Fair! Our contests and special partnerships offer fun, high-visibility ways to connect with Fairgoers—whether you're supporting beloved **crowd-favorite contests** or aligning your brand with **unique Fair needs** like garbage cans, golf carts, or the Queen's Breakfast.

Every opportunity is **fully customizable** to meet your goals. Options may include branded assets, product or service integration, supplying prizes, providing food items, presenting awards, hosting experiences, and more—creating memorable, meaningful connections with families and the community.

Kids' Park Contests

This sponsorship offers brand visibility in a high-traffic zone and the opportunity to connect with some of the Fair's youngest participants—and their cheering fans!

- Pretty Baby
- Diaper Derby
- Toddler Trot
- Inflatable Ninja Battle

Food Eating Contests

Always a crowd-pleasing spectacle, our food contests deliver excitement and excellent visibility.

- Watermelon Eating
- Hot Dog Eating
- Cheeseburger Eating
- Pie Eating
- Donut Eating

Special Partnerships

A unique and meaningful way to align your brand with education, agriculture, accessibility, and Fair heritage.

- Opening Day Parade
- Milking Parlor
- Garbage Cans
- Golf Carts
- Fair Court Queen's Breakfast



Want something unique? We'd love to collaborate. Get in touch to discuss details and custom ideas.



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