



July 16th - 20th 2025

The Lassen County Fairgrounds attracts over **31,000** attendees annually, with a record **8,000** visitors on the final Sunday of the 2023 fair. Our promotional campaigns reach a diverse audience across Lassen, Plumas, Tehama, Shasta, and Washoe counties. By partnering with us through sponsorship opportunities, you can enhance your brand's visibility and recognition within these all across the region!

**Sponsor
DECK**



THE 135TH Lassen County Fair

PRESENTING SPONSOR *Contact Fair Office For Pricing*

- ✓ Naming rights to headlining events (choice of Thursday, Friday, or Saturday)
- ✓ Up to eight sponsor-provided banners to be displayed in premium locations (max size 40 square feet)
- ✓ Up to six sponsor-provided bow flags throughout the event
- ✓ Extensive social media coverage, air media representation, and campaigning
- ✓ Sponsor logo/name/link added to printed media, event materials, daily event schedule (digital and printed), entrance banners, event posters, promotional materials, website, and email blasts
- ✓ PA Announcements throughout the event
- ✓ Generous ticket package



GOLD SPONSOR \$4,000

- ✓ Up to four sponsor-provided banners to be displayed in premium locations (max size 40 square feet)
- ✓ Up to two sponsor-provided bow flags throughout the event
- ✓ Up to one dedicated social media post
- ✓ Sponsor logo/name/link added to event website and daily event schedule (digital and printed)
- ✓ PA Announcements throughout the event
- ✓ \$400 ticket package

SILVER SPONSOR \$3,000

- ✓ Up to two sponsor-provided banners to be displayed at the fair entrance & rodeo arena (max size 40 square feet)
- ✓ Up to two sponsor-provided bow flags throughout the event
- ✓ Up to one dedicated social media post
- ✓ Sponsor logo/name/link added to event website
- ✓ \$300 ticket package

SUPPORTING \$2,000

- ✓ Up to two sponsor-provided banners to be displayed throughout the fair (max size 40 square feet)
- ✓ Up to one dedicated social media post
- ✓ Sponsor logo/name/link added to event website
- ✓ \$200 ticket package

FRIEND OF THE FAIR \$1,000

- ✓ One sponsor-provided banners to be displayed inside the fair (max size 40 square feet)
- ✓ Sponsor logo/name/link added to event website
- ✓ \$100 ticket package

AL A CARTE \$250

- ✓ One sponsor-provided banners to be displayed inside the fair (max size 40 square feet)
- ✓ Social Media Sponsor, three dedicated social media posts on the fair's social media accounts

