

## We Hope You Are Doing Well!

During this unprecedented time, we hope you and your loved ones are healthy and happy. While we wish we could hold events as normal, we want to share with you a few exciting and new ways we can help you safely host your meetings or parties.

## Vehicle-Based Gatherings



Vehicle-Based Gatherings provide a safe alternative to traditional events. The Alameda County Fairgrounds has revolutionized the classic 'drive-in' and is able to assist in hosting a variety of ways to get your community together in a productive, safe and fun manner.

The Alameda County Fairgrounds is home to 267 acres of possibilities for your physically distanced gathering. While we have several areas designated for drive-in or vehicle-based gatherings, the opportunities are endless.

Our Pop-Up Movie Space with the inflatable screen, Drive-in Live Stage Space with a stage or the Grandstands—all can be converted into the perfect spaces. The Fairgrounds provides exceptional additional services to our promoters, equipment rentals, set-up (includes stages, sound systems and screens), labor and equipment operators, marketing services, internet services and catering (food & beverage).

## Drive-Ins we can Support

- Company Meetings or Trainings
- Team Builders
- Presentations or Speeches (Live Mic or Pre-Recorded)
- Customer Appreciation
- Client Sales
- Fundraisers
- Graduation, Wedding or Alternative Ceremony
- Sponsorship Opportunities
- Stage Show with Speakers
- Movie Show with Audio Through Vehicle Radios
- Food Trucks
- Holiday Party
- General Physically Distanced Gathering
- And more!

## Success Stories

- Live & In-Person Drive-In Concerts
- Drive-In Live Safari Show on Stage
- Drive-In Car Show & Movie Night
- Drive-in Pre-Recorded Concerts played simultaneously on 300 screens across North America
- Physically-Distanced Outdoor Memorials & Funerals
- Corporate Vehicle-Based or Spatially Distanced Trainings & Interviewing
- Cal Fire and PG&E Staging Areas
- Covid-19 Drive-Through Testing
- Drive-Through Food Bank Pick-Up
- Ambulance Training
- Fair Food Friday Drive-Through, Curbside Pick-Up
- Horse Auction
- Food Trucks
- Drive-Through Haunted Pirates of Emerson
- Trackside Terrace Outdoor Patio Dining

## Indoor & Outdoor Shopping

Indoor and outdoor shopping is now permitted in Alameda County with modifications. With several large buildings and 267 acres, the Fairgrounds is the perfect venue to host an indoor or outdoor marketplace. For additional details, please contact [events@alamedacountyfair.com](mailto:events@alamedacountyfair.com).

## Health & Safety Precautions

Our number one priority is the health and safety of our guests and employees. Professional restroom attendants and Event Operations Team, among other precautions, are some of the ways we keep gatherings safe.

Event Coordinators can help you understand the health orders and direct you to required documentation.

*A Reopening Guide* effectively communicates steps taken to ensure safety. This guide highlights ACAFA standards for the venue, promoters and guests who visit the venue. It also reviews facility hygiene and show standards for the following: indoor, outdoor and vehicle-based gatherings, food standards and healthy tips.

For additional details on safety, please visit [covid-19.acgov.org](https://covid-19.acgov.org)

## Let Us Run Your Box Office

We can manage your event's ticket sales and admission gates. Using our year round box office and admission team, you don't need to worry about building sales schedules, hiring admission staff or day of entry set-up. Working with our marketing team, we can create sales and promo codes, early sales access to loyal customers and custom event tickets to match your branding. Reach out to your event coordinator to see how we can help you sell your upcoming events.



## New Team Members



### Daelyn Chase Event Coordinator

Daelyn has been an incredible addition to our team. She facilitated plans to bring our first Vehicle-Based Gatherings to life. Her previous experience at UCSF Medical Center allows her to showcase her ability to find logical solutions to complex problems.



### Veronica Knowlton Fair Operations Supervisor

Prior to overseeing our Box Office, Veronica worked as both a Marketing Coordinator and an Event Coordinator for the Fairgrounds. She prides herself on her ability to balance multiple deadlines and deliver "Disney-level" customer service to guests.



### Sarah Pease Business Development Representative

With her strong background in sales and events, Sarah brings business intelligence and a creative approach. She is skilled at bringing new opportunities to the Fairgrounds and at helping partners reinvent their show. Previously Sarah worked as a Sales Lead during our annual Fair.