

Summer is here and after a fun and successful Fair, we are excited to have some of our longstanding events return to the Fairgrounds, such as Goodguys 35th Annual West Coast Nationals, Night Market and the Scottish Highland Gathering and Games. We are also thrilled to welcome some new events this summer including Muddy Dash, TinyFest, and California Soul Food Cookout and Festival.

With our 2022 event season in full swing, we are sharing recent changes and new updates on the horizon.



New Janitorial Partner: Enviroclean

For the various large scale public events held at the Fairgrounds, the event operations team outsources janitorial support for trash removal, as well as, cleaning and restocking restrooms. Enviroclean has been staffing events for these services since the Fall of 2021 and have received positive feedback.

The Enviroclean staff, easily identified with bright green t-shirts, is actively working and helping to keep our Fairgrounds looking beautiful.

Event Ticketing Services

The ACF Admissions department rolled out a digital ticketing system and are excited to offer our services to you. ACF offers an industry-leading online ticketing system that streamlines sales efforts.

We provide the tools you need to sell and market your event without adding additional labor. It will save you time and resources while increasing marketing efforts to grow your business. Contact your event coordinator for more information.

Event Listing Form

Our Marketing team offers a variety of services to help promote your event. To take advantage of the promotional opportunities that are included with your event booking, fill out the [Event Listing Form](#) on the ACF website.

Once your event listing form is completed, your event will appear on:

- Alameda County Fairgrounds [Event Calendar](#)
- Digital readerboard on the corner of Valley Avenue and Bernal Avenue
- Monthly e-newsletter
- Social media channels

We also offer event promotion with ticket giveaways on ACF social channels to draw attention to your event. If interested, please select "yes" next to the option on the Event Listing Form.

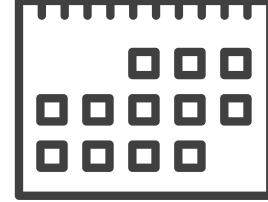
For more information on other ways the Marketing team can help promote your event, contact your event coordinator.

Scheduling Your Event

With Summer half way over, it is time to start planning your company holiday or end of the year celebration. With dates filling up, please reach out to the Events team to secure your event.

To see what we have coming up, visit [Our Events Calendar](#).

[View Events Here](#)



Upcoming Promoter Lunch & Learn

Our next Lunch & Learn is on **September 27, 2022** at the Farmhouse! We will focus on development plans for the grounds, exciting news for the future and lunch will be provided.

Save the date! Click [HERE](#) to RSVP.

Inflation in the Events Industry

As we are seeing rising costs at the gas pump, grocery stores, and restaurants, the event industry is also seeing price increases on various services across the board. Please connect with your coordinator for details.

ACF Team Highlight



Sean Bolin
Director of Facilities and New Construction

Sean has over 25 years in the construction industry as a licensed General Contractor and 15 years in the commercial property management industry as well. Over his career he has been involved in operations management throughout California, Florida and the U.S. Virgin Islands. He is excited to be working with a team of pro-active individuals who always look for ways to improve the Fairgrounds. Sean enjoys spending time with his family and appreciates the sacrifice of all those who have served our country.



Raelyn Patterson
Event Coordination Assistant

Raelyn "Rae" started at the Fairgrounds in April. Rae brings a wealth of knowledge to the Events team ranging from customer service to logistics and data organization. Rae oversees and monitors the various platforms we use to manage and promote events. She coordinates all internal events for the Fairgrounds as well as small private events. On weekends she helps the events team to oversee larger functions on the Fairgrounds.



Kayla Lueck
Admissions and Marketing Specialist

While Kayla is new to her position as our Admissions and Marketing Specialist, she has been with the Fairgrounds for over two years, in the Maintenance office. She brings her overall knowledge of our grounds and operations. Kayla takes pride in making genuine connections with others. She is committed to helping the organization reach its goals and provide digital ticketing programs during year round events.



Megan Krieder
Digital Marketing Specialist

Megan started as a marketing intern in 2017. She is excited to take on this new role in Digital Marketing, focusing on coordinating social media platforms, managing the digital reader board and assisting with projects. Megan is always up for a challenge and enjoys the connections she makes. She is currently working on her Master's Degree in Professional Communication at the University of San Francisco and is graduating in the spring.