

Marketing Services

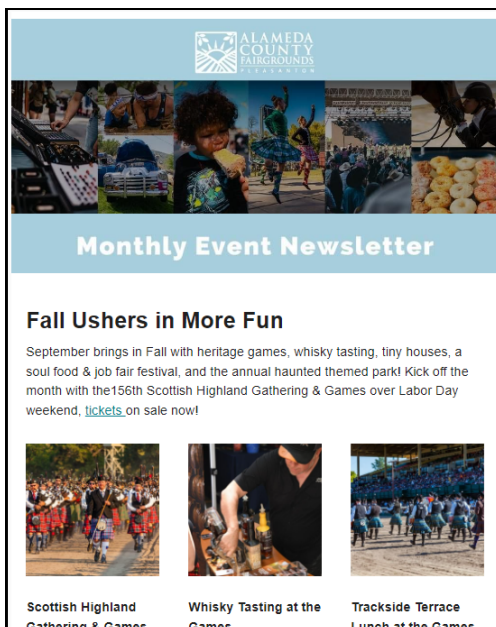
Advertising



Digital Marketing

- Inclusion in E-news promoting the Fairgrounds' Monthly Event Calendar to email database of over 300,000
\$400
- Concert Lawn Jumbotron at the Alameda County Fair, shown a minimum of 10 times daily
\$3,000
- Dedicated E-newsletter exclusively highlighting your Event to email database of over 200,000
\$550
- Live Horse Racing Jumbotron at the Alameda County Fair, shown a minimum of 10 times
\$2,000
- LED Outdoor Digital Readerboard at Valley Avenue and Bernal Avenue
\$950 per month November-April
\$1,200 per month May-October
- Your Event added to Alameda County Fair website as a highlighted event
\$550

Examples



eBlasts

Readerboard

Marketing Services

Social Platforms



Social Media Marketing

- Create art for Alameda County Fair Facebook or Instagram page highlighting Event dates
\$400
- Create Event pages on Alameda County Fair Facebook or Instagram page to promote Event dates, times and link to website
\$300
- Create targeted Instagram campaign to gain exposure in photos for your Event
\$300

Social Media Marketing

- Create strategies to promote your Event on TikTok
\$300
- Send your press release to Alameda County Fair Media sources
\$400
- Post your Event press release to @ACFair Twitter page; media sources pull many releases from Twitter
\$200

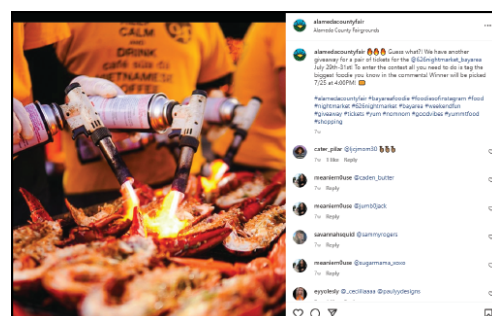
Examples



Press Release



Facebook



Instagram

Marketing Services

On-Site Print Shop



Signage

Customer General Pricing

	Size	Price
Windmaster Full Sheet	27.5"x43.5"	\$125
A-Frame Full Sheet	24x36	\$85
Banner per foot	12"x12"	\$30
Coroplast per foot	12"x12"	\$28
Black Foam Core per foot	12"x12"	\$35
Gate 12	48"x9.5"	\$1080

Customer Ticket Booth Pricing

Ticket Booth Topper		\$125
Price Panel		\$130
Bottom Panel		\$135
Full Set (Front Only)		\$390

Examples

ADMISSION	ADMISSION
GENERAL AGE 13 - 61 \$18	GENERAL AGE 13 - 61 \$18
SENIOR AGE 62+ \$15	SENIOR AGE 62+ \$15
CHILD AGE 6 - 12 (UNDER 6 FREE) \$15	CHILD AGE 6 - 12 (UNDER 6 FREE) \$15
<small>Subject to change. Plus processing fees.</small>	<small>Subject to change. Plus processing fees.</small>

Ticket Booth Price Panel



Banner



A-Frame



Windmaster

Marketing Services

Additional Marketing Services



Grass Roots Marketing

- Premium Sponsor Space at the Alameda County Fair with access to over 400,000 Fairgoers
Ask for pricing, based on request
 - Opportunity to promote your Event at community events with the Alameda County Fairgrounds team
\$1,000
-

Voice of the Grounds

- Sound System in the buildings to prerecord messages to your guests
Ask for pricing, based on request

Voice of the Fair

- Voice of the Grandstands to announce your brand or message during the annual Fair
Ask for pricing, based on request