

Marketing Services

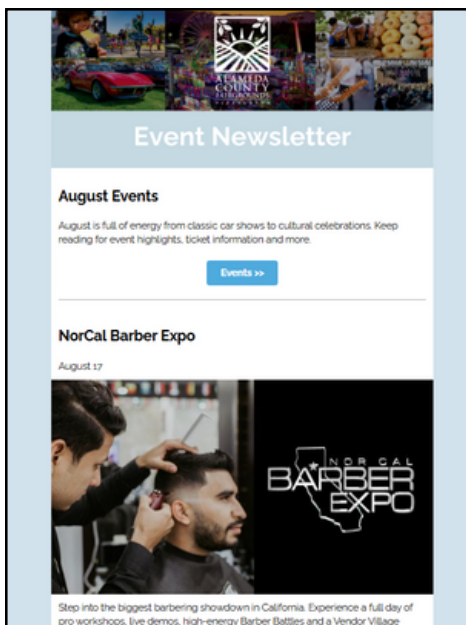
Advertising



Digital Marketing

- Inclusion in e-news promoting the Fairgrounds Monthly Event Calendar to email database of over 300,000
\$550
- Concert Lawn Jumbotron at the Alameda County Fair, shown a minimum of 10 times daily
\$3,000
- Dedicated e-newsletter exclusively highlighting the Event to email database of up to 200,000
\$600
- Event added to Alameda County Fair website as a highlighted event
\$550
- LED Outdoor Digital Readerboard at Valley Avenue and Bernal Avenue
\$1,250 per month November-April
\$1,500 per month May-October

Examples



eBlasts



Readerboard

Marketing Services

On-Site Print Shop



Signage

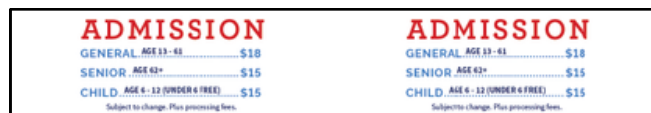
Customer General Pricing

	Size	Price
Windmaster Full Sheet	27.5"x43.5"	\$130
A-Frame Full Sheet	24x36	\$90
Banner per foot	12"x12"	\$35
Coroplast per foot	12"x12"	\$32
Black Foam Core per foot	12"x12"	\$40
Gate 12	48"x9.5"	\$1100

Customer Ticket Booth Pricing

Ticket Booth Topper		\$135
Price Panel		\$140
Bottom Panel		\$145
Full Set (Front Only)		\$400

Examples



Ticket Booth Price Panel



A-Frame



Windmaster



Banner

Marketing Services

Additional Marketing Services



Grass Roots Marketing

- Premium Sponsor Space at the Alameda County Fair with access up to 500,000 Fair guests and partners
Ask for pricing, based on request
 - Opportunity to promote Event at community events with the Alameda County Fairgrounds team
\$1,000
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Sound System Announcements

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

Voice of the Fair

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