

Digital Ticketing Solutions



Alameda County Fairgrounds & Event Center offers digital ticket platforms to streamline event advance sales, onsite sales and event redemption with contactless technology. Reduce workload and costs while increasing sales. ACF offers packages for all show sizes. We have event technology, website pages and sales reporting to help manage your tickets as well as marketing tools proven to grow your sales.

	Partner Package ONE	Partner Package TWO	Partner Package THREE
Ticket Fee (Includes Saffire's Fees)	15% + \$1	17% + \$1	20% + \$1
Comp Ticket Fee	\$2.00	\$2.00	\$2.00
Capacity	3,000	5,000	6,001+
Ticket Builds	1	3	12
Event Duration	1 day	1-3 days	1-5 days
Admission Gates	1	1-2	3+
Equipment & Training	✓	✓	✓
Marketing Package (Add-ons available)	A	B	C
Custom QR Code	✓	✓	✓

Ticket Scanner Staffing Option	
Fees for 1 Gate Entrance	\$5,000 per day
Fees for 2-3 Gate Entrances	\$7,500 per day
Clover Device	✓
Scanner	✓
Ticket Stock	✓
Signage	✓

*Contracts Include:

- Monthly revenue checks
- Email and guest information (opted-in)

Marketing Packages



Alameda County Fairgrounds & Event Center offers additional marketing services with each ticketing package. Your event is promoted to nearly 500,000 ACF followers and a reach up to 4 million. Expand your event audience and increase sales while streamlining your ticketing process. Each package includes:

Package A

- A custom branded ticket webpage to sell online
- Event added to the ACF webpage linking to the ticket page (up to 1 million views)
- The event added to the ACF outdoor digital readerboard on Bernal Avenue for 45 days (70 views per day)
- Event included in one monthly targeted ACF e-newsletter (up to 250,000+ subscribers)
- One e-blast exclusively promoting the show (150-300k subscribers)
- Post about your event on the ACF Facebook (129,450 followers) and Instagram pages (33,395 followers)
- Add your event to ACF's Facebook Events (129,450 followers)
- Promote with ticket giveaways on ACF's social platforms (tickets provided by event)
- Create "upsells" on your ticket webpage at "checkout" to cross sell
- Create a custom branded QR linking to your ticket page
- Create and print QR signage at the Admission Gate to purchase onsite

REACH: Over 1 million

Package B

(Plus Package A)

- Exclusive e-blast to the previous year's ticket holders (based on list availability)
- Event posted on the ACF outdoor digital readerboard on Bernal Avenue for 60 days
- Promote event on the annual Fair Concert Jumbotron (if timing is applicable)

REACH: Over 2 million

Package C

(Plus Package A & B)

- Send an additional exclusive e-blast to previous year's ticket holders (based on availability of the audience list)
- Upsell one ticket type on the annual Fair's ticket webpage (based on event date)*
- Digital slide included on the Fair Concert Jumbotron (based on event date) *
- Create ads and boost your event on the ACF social media platforms
- Signage promoting your event during the annual Fair at the Admission Gates*
- Option to host a 10'x10' booth at ACF annual Fair

REACH: Over 4 million