



2023

# *COMMUNITY PARTNERSHIPS*

#1SMALLCOUNTYFAIR



# "TWO ICONIC ELEMENTS OF YOUR #1 SMALL COUNTY FAIR!"

In 2023, we look to the end of the alphabet for two iconic elements of your #1 small county fair!

The Amador County Fair Board of Directors announced our theme "*Zinfandel and Zinnias*" to recognize the grape varietal that first put Amador's wine country on the international radar and the fairground's floral centerpiece, devotedly propagated for years by our beloved Katie Bryant. We lost Katie suddenly to cancer last year, but her legacy literally lives on for all to enjoy.

In 2022, for the second year running, attendance, entertainment & enjoyment of delicious Fair Food saw new all-time highs!! We are keeping up the momentum with even more exciting entertainment, promotions, food, and attractions for 2023.

With the help of a great Fair Foundation, attendees, and a supportive group of sponsors like you, we have persevered through some challenging times. I am happy to report that we made it through stronger than ever.

Our staff and volunteers are already working hard to put on Amador County's greatest show!! The Fair has often been described as a giant family reunion where old friends and families come together to celebrate the community.

This year's Amador County Fair will be held on July 27-30, It is with deep gratitude, the Board of Directors, staff and I thank you for your time and continued support of this community gem.

Sincerely,  
*Rich Hoffman*

CEO  
Amador County Fair





# Amador County Fair

## Physical Address

18621 Sherwood & School Streets  
Plymouth, CA 95669

## Mailing Address

PO Box 9  
Plymouth, CA 95669

## Contact

T: 209-245-6921  
havefun@amadorcountyfair.com

## Website

[www.amadorcountyfair.com](http://www.amadorcountyfair.com)

## Mission Statement

To provide a year-round community facility and showcase our agricultural, historical, technological, and cultural diversity in a fun, safe environment.



## ABOUT

Amador County was founded in 1854. The first “Amador & Sacramento County Annual Fair” was held in lone in 1887. Established at its current location in 1938, the Amador County Fair became a cherished annual tradition. Located in the heart of the Mother Lode Gold Country, in the Sierra foothills, the fairgrounds is adjacent to historic State Route 49 in Plymouth, CA and nestled in the Shenandoah Valley Wine Region.

## FACILITIES

- Number of Acres: 30
- Authentic Frontier Town from the 1800’s with blacksmith shop
- Working Gold Mine with stamp mill
- Vintage steam powered Saw Mill
- Miwok Indian Village
- Scenic Koi Pond, fed by a waterfall
- 4 main buildings, containing more than 28,000 square feet
- 2 Arenas + Grandstands
- Rolling green manicured lawns with ample shade trees

## FAIR FACTS

- Designated Evacuation Center
- Fairgrounds & Event Center
- 70+ part time employees
- \$800K+ annual budget

### 2022 Fair

- Attendance: 27,769
- Exhibitors: 807 with 4,570 entries
- Jr Livestock Auction Sale Total: \$718,613



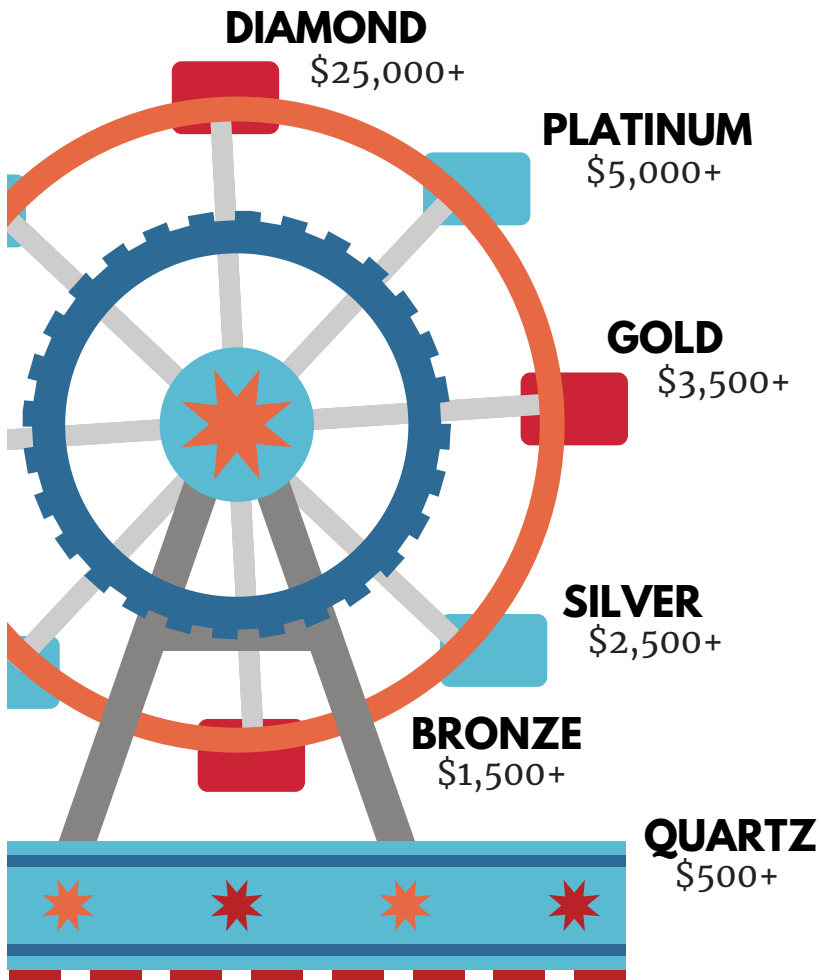
# COMMUNITY PARTNERSHIP

## YOUR PARTNERSHIP

As an Amador County Fair partner, you are provided an unparalleled marketing opportunity, reaching more people than any other event in the region. Exemplifying the positive attributes of a rural county fair, you will be part of a community effort from service clubs, educational organizations, and cultural and historic entities, as well as agricultural youth groups.



## PARTNERSHIP LEVELS





## 2023 PARTNERSHIP OPPORTUNITIES

### PARTNERSHIP LEVELS

*Your support is imperative to our future growth, improving our facilities, continued community engagement, & remaining the #1 small county fair.*

#### DIAMOND - \$25,000 & UP



- Signage at both Main Entrances year round
- Business name/logo included on the Fair poster
- 150 single day admission passes
- 40 admission passes to each arena event
- 40 single day general parking passes
- Recognition on the fair's website and social media platforms
- Promotional announcements on public address system during fair
- Sponsorship recognized in printed media publications

#### PLATINUM - \$5,000 & UP

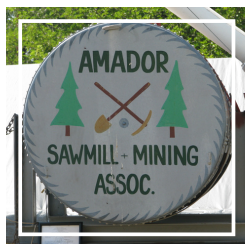
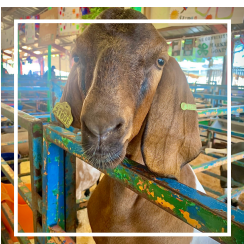


- Signage at both Main Entrances during fair
- Banner displayed along the Midway
- 24 single day admission passes
- 6 admission passes to the Friday arena event
- 6 admission passes to the Saturday & Sunday arena events
- 10 single day general parking passes
- Recognition on the fair's website and social media platforms
- Promotional announcements on public address system during fair
- Sponsorship recognized in printed media publications

#### GOLD - \$3,500 & UP



- Signage at both Main Entrances during fair
- Banner displayed along the Midway
- 20 single day admission passes
- 4 admission passes to the Friday & Saturday arena events
- 4 admission passes to the Sunday arena event
- 8 single day general parking passes
- Recognition on the fair's website and social media platforms
- Promotional announcements on public address system during fair







## 2023 PARTNERSHIP OPPORTUNITIES

### PARTNERSHIP LEVELS

*Thank You* for your time and consideration in becoming a community partner with the Amador County Fair. You are valued!!

#### SILVER - \$2,500 & UP



- Banner displayed along the Midway
- 16 single day admission passes
- 2 admission passes to the Friday arena event
- 2 admission passes to the Saturday & Sunday arena events
- 8 single day general parking passes
- Recognition on the fair's website and social media platforms
- Promotional announcements on public address system during fair

#### BRONZE - \$1,500 & UP



- Signage during the fair
- 12 single day admission passes
- 2 admission passes to any one arena event
- 4 single day general parking passes
- Recognition on the fair's website
- Promotional announcements on public address system during fair

#### QUARTZ - \$500 & UP



- Signage during fair
- 10 single day admission passes
- 4 single day general parking passes
- Recognition on the fair's website

### MORE INFORMATION

Contact us today to secure your community partnership or to customize a package that's right for your company.

**RICH HOFFMAN, CEO**

**EMAIL** [CEO@amadorcountyfair.com](mailto:CEO@amadorcountyfair.com)

**PHONE** 209-245-6921





# Community Partnership Form

*Thank you for your generous contribution!*

Please complete and return this form, with payment, by June 16th to ensure information is included in advertising, signage, etc. After this date, The Amador County Fair cannot guarantee inclusion. Make checks payable to AMADOR COUNTY FAIR.

**Point of Contact**

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**Business or Organization Name**

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**Mailing Address**

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**City**

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**Zip Code**

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**Office Phone**

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**Cell Phone**

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**Email Address**

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**Website**

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**Partnership to Read or Special Requests**

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|                          |                     |                     |                 |
|--------------------------|---------------------|---------------------|-----------------|
|                          | Diamond (\$25,000+) | Platinum (\$5,000+) | Gold (\$3,500+) |
| <b>Partnership Level</b> | Silver (\$2,500+)   | Bronze (\$1,500+)   | Quartz (\$500+) |

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**Arena Event**     Truck Pulls     CCPRA Rodeo     Destruction Derby

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**Payment**    Total Partnership Amount \$ \_\_\_\_\_  
 Send Invoice     Check Includ.     Sending Installments

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## FAIR OFFICE USE ONLY

Date Rec'd \_\_\_\_\_ Amt \_\_\_\_\_ Receipt# \_\_\_\_\_ Acct# \_\_\_\_\_

Date Rec'd \_\_\_\_\_ Amt \_\_\_\_\_ Receipt# \_\_\_\_\_ Acct# \_\_\_\_\_



# OTHER WAYS TO BE INVOLVED

## RAISE THE BARN BRICKS

Leave your permanent mark on the Amador County Fairgrounds by buying a brick and supporting our **Raise the Barn** fundraiser for a new Beef Pavilion.

The Beef Pavilion is inspired by Chuck Simmons and supported by the Jackson Rancheria, MP Associates, and the community's generous donations!

The multi-use Pavilion is needed because our rapidly growing Replacement Heifer Program has outgrown our facilities. Additionally, the Pavilion will help our cattle shows teach real world cattle economics to local 4-H, FFA, and Grange kids, and be a safer, more convenient venue during fair and interim events.

More information can be found at [polarengraving.com/AmadorCountyFair](http://polarengraving.com/AmadorCountyFair)

For the brick array, please contact us at 209-245-6921 or by email at [entries@amadorcountyfair.com](mailto:entries@amadorcountyfair.com)

## FAIR FOUNDATION

The Fair Foundation's mission is to support and benefit the community buildings and educational projects of the Amador County Fair and to ensure its growth and viability.

Find out how you can become involved, donate, become a Foundation member and more by calling (209) 267-4545 or visiting [www.amadorfairfoundation.com](http://www.amadorfairfoundation.com).

## CLASS SPONSORSHIP

Your generosity will ensure that the best of the best enjoy a gift to treasure and honor their accomplishment.

By sponsoring a Best of Show, a Best of Division, Champion, Reserve Champion, First Place, or one of the many great competitions offered, you ensure that the exhibitors are rewarded for their winning achievements. Providing your own award, such as a belt buckle, plaque, or gift certificate is also an option.

For each \$60 award sponsored, your name will be listed in the Exhibit Guide, you'll receive admission passes to the fair and be recognized in the department and to the exhibitor.

To become a sponsor, contact Rielle at 209-245-6921 or [entries@amadorcountyfair.com](mailto:entries@amadorcountyfair.com). Sponsorships are due by March 27th to be included in the publication of the Exhibit Guide.

## GARDENS & FLOWER BOXES

Sponsor the beautiful flowers that the fairgrounds are known for. Contact Rielle at the fair office at 209-245-6921 or [entries@amadorcountyfair.com](mailto:entries@amadorcountyfair.com).

## ARENA SIGNS

For \$305, have your 4'x6' sign displayed in the Benny Brown Grandstands year-long or for \$500, have your 4'x6' sign displayed on the outside of Wolin Arena year round.

Space is limited; signs to be provided by the sponsor. Signs must be delivered by July 7th to ensure it is placed by fair time. To discuss this advertising opportunity, contact Sherri at 209-245-6921 or email [havefun@amadorcountyfair.com](mailto:havefun@amadorcountyfair.com).