



June 19th – 22nd, 2025

Where Country Traditions, Meet Carnival Lights!

February 5, 2025

Dear Prospective Sponsor,

We are pleased to announce the 78th annual Kings Fair dates of June 19 – 22, 2025. This year we are announcing a new partnership with Helm & Sons Amusements, to bring our community the best rides in the business. We are also offering free admission with the purchase of parking.

This letter aims to solicit sponsors for this year's agricultural fair. Our association works very hard each year to promote our community and the importance agriculture plays in our everyday lives. The 24A District Agricultural Association / Kings Fair is working extremely hard to bring you a fun and exciting Kings Fair. We hope you will join us as a sponsor this year!

Not only will your sponsorship provide advertisement for your company, but it will also help us host the event. The 24A District Agricultural Association is dedicated to providing an extremely high-profile community event with a wholesome and positive image. Your donation will help secure nightly musicians, promote agricultural events, contests, and much more.

We greatly appreciate your generous act, and to represent you to the fullest extent, we have several sponsorship opportunities to choose from as indicated in the attached sponsorship packet. The exposure and visibility provided to our sponsors include priority building/barn/stage naming, banner display, exhibit space, logo/link on the fair website (thekingsfair.com), and more.

Our sponsors make the Kings Fair a success, and we want the community to know how much we appreciate those businesses that support agricultural events like the Kings Fair.

Thank you,

Dena Rizzardo

CEO

Britni Gregg

Partnership Coordinator
559-584-3318
info@kingsfair.org



2025 Kings Fair

Sponsorship Opportunities

Where Country Traditions, Meet Carnival Lights!

Reach diverse audiences and gain unparalleled exposure. Be a fair sponsor!

The fun, open atmosphere of a community-driven fair offers businesses like yours a chance to creatively market and promote your products and/or services, engage with consumers, generate leads, make sales, and build a positive community image throughout Kings County and the region. Our Sponsorship Program offers many ways to support the fair while promoting your business/organization.

Market Information

- **County:** Kings
- **Cities:** (Hanford, Lemoore, Corcoran, Avenal)
- **Total Population:** 153,443
- **Demographics:** *Kings County, CA. (n.d.). Retrieved from Census Reporter: www.censusreporter.org

Age

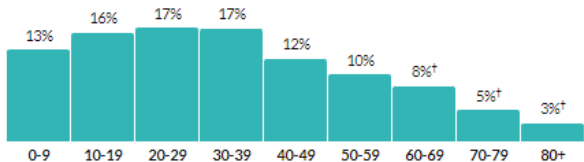
32.2

Median age

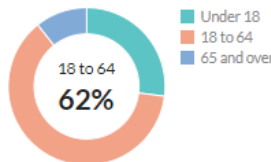
about 90 percent of the figure in California: 37.6

about 80 percent of the figure in United States: 38.8

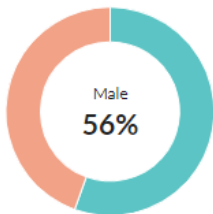
Population by age range



Population by age category

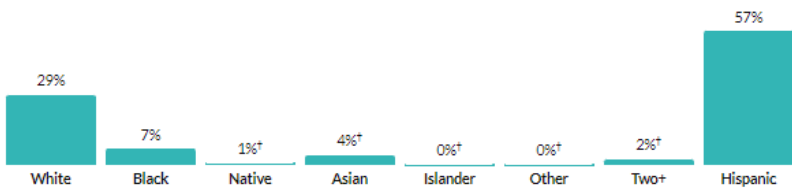


Sex



Male
Female

Race & Ethnicity



Social Media Metrics

Facebook & Instagram

- Social Media Reach: 220,172
- Total Impressions: 240,523

Digital Metrics

- Fair Website Performance: 76,933 site visits
- Overall Digital Reach: 317,465

Media Metrics

- TV Placements: 7 total across (The Hanford Sentinel, KMPH, ABC30, and YourCentralValley.com)
- Radio: 5 total stations across (106.7 KJUG, HiTZ 104.9, 99.7 Classic Rock and My 97.5)

June 19-22, 2025 | WWW.THEKINGSFAIR.COM

Contact: Britni Gregg at (559) 584-3318 | info@kingsfair.com



	General Parking Tickets (Admission is Free with the purchase of parking)	Representation as the supporter of "Said Item"	Supporter receives naming rights of "Said Item" at the event.	Supporter to display banner(s) Fair to Design & Print	Sponsor Logo and Link on Fair Website	10x10 Booth Space	Voice of the Fair will provide sponsorship messages	Carnival Wristbands	Social Media Recognition and Advertising	VIP Parking	Radio	*Business Logo Printed on Fair T 'Shirt, Fair Poster & Banner
Diamond \$15, 000	30	X	X	X	X	X	8 (Per Day)	15	X	4 Spots	X	X
Sapphire \$10, 000	20	X	X	X	X	X	6 (Per Day)	10	X	2 Spots	X	
Platinum \$7,500	15	X	X	X	X	X	3 (Per Day)	6	X			
Gold \$4,000	10	X	X	X	X	X	2 (Per Day)	4				
Silver \$2,000	8	X	X	X	X	X	1 (Per Day)					
Bronze \$1,000	4	X	X	X	X							

*Business Logo to be printed on Fair T 'Shirt, Fair Poster & Banner. Sponsor Contract & Logo must be returned by April 1, 2025, to receive this promotion with your sponsorship only available to Diamond Sponsors. 2,000 posters printed and 2,487 T-shirts sold and/or worn by fair staff daily.



2025 Kings Fair

Sponsorship Opportunities

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Available Items for Sponsorship

DIAMOND

King's Theater

SAPPHIRE

Community Stage/Wine Garden

Main Gate

PLATINUM

Rose Room – Commercial Vendors

Grape Room – Exhibit Building

Train

Livestock Gate

GOLD

Dairy & Beef Barn 1

Dairy & Beef Barn 2

Swine Barn

Dairy & Beef Ring

Sheep & Goat Ring

Swine & Auction Ring

Front Parking Lot

Front VIP Parking Lot

Livestock VIP Parking Lot

Gazebo

Trash Can Sleeves

SILVER

House of Feathers

House of Fur

Milk Barn & Dairy Concession

Livestock Office

BRONZE

Community Sponsors

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Each sponsorship contains a mix of benefits, please utilize the descriptions below to learn more about the benefits included with our sponsorships.

Sponsorship Benefits:

- Representation as the supporter of the Kings Fair *“said item”*
- Business Link on the Kings Fair Website
- Business Logo on the Kings Fair Website
- 10x10 Business Booth Space during the Kings Fair (size and location to be determined by Association). Insurance Requirements are attached, and a certificate must be provided.
- Supporter receives naming rights of *“said item”*
- General parking tickets (Admission is free with the purchase of parking)
- Voice of the fair will provide sponsor messages daily.
- Pre and Post event recognition
- Social media recognition and advertising
- Supporter to display a banner(s) Fair to Design & Print

**Benefits provided to our sponsors vary based on which item they are sponsoring.*