



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

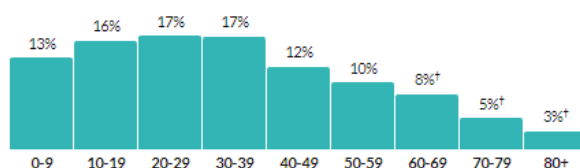
32.2

Median age

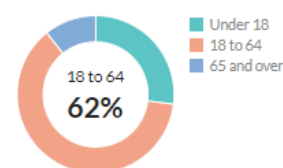
about 90 percent of the figure in California: 37.6

about 80 percent of the figure in United States: 38.8

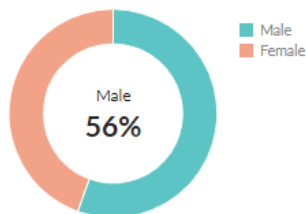
Population by age range



Population by age category



Sex



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 25-28, 2026 | 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
Elite \$50,000	50	X	X	X	X	X	8 (Per Day)	30	X	4 Spots	X	X
Premier \$35,000	40	X	X	X	X	X	8 (Per Day)	25	X	4 Spots	X	X
Diamond \$15, 000	30	X	X	X	X	X	8 (Per Day)	20	X	4 Spots	X	X
Sapphire \$10, 000	20	X	X	X	X	X	6 (Per Day)	15	X	2 Spots	X	
Platinum \$7,500	15	X	X	X	X	X	3 (Per Day)	11	X			
Gold \$4,000	10	X	X	X	X	X	2 (Per Day)	9				
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, 2026, 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.

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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 Levels	
ELITE - \$50,000	
<p>Items available for Sponsorship</p> <ul style="list-style-type: none"> Full Carnival Midway Sponsorship 	<p>This sponsorship includes the following:</p> <ul style="list-style-type: none"> 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 and Print Sponsor Logo and Link on Fair Website 10 x 10 Booth Space Voice of the Fair will provide sponsor messages Carnival Wristbands Social Media Recognition and Advertising VIP Parking Radio <p>*Business Logo Printed on Fair T-Shirt, Fair Poster & Banner</p>
PREMIER - \$35,000	
<p>Items available for Sponsorship</p> <ul style="list-style-type: none"> "Free Parking Day" Presented by Your Company 	<p>This sponsorship includes the following:</p> <ul style="list-style-type: none"> 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 and Print Sponsor Logo and Link on Fair Website 10 x 10 Booth Space Voice of the Fair will provide sponsor messages Carnival Wristbands Social Media Recognition and Advertising VIP Parking Radio <p>*Business Logo Printed on Fair T-Shirt, Fair Poster & Banner</p>

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2026 Kings Fair Sponsorship Opportunities

Carnival Barns and Big Fun!

DIAMOND - \$15,000

Items available for Sponsorship

- King's Theater

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- Sponsor Logo and Link on Fair Website
- 10 x 10 Booth Space
- Voice of the Fair will provide sponsor messages
- Carnival Wristbands
- Social Media Recognition and Advertising
- VIP Parking
- Radio
- *Business Logo Printed on Fair T-Shirt, Fair Poster & Banner

SAPPHIRE - \$10,000

Items available for Sponsorship

- Community Stage/Wine Garden
- Main Gate
- Carnival Bench Decals (All Seating Areas)

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- 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 and Print
- Sponsor Logo and Link on Fair Website
- 10 x 10 Booth Space
- Voice of the Fair will provide sponsor messages
- Carnival Wristbands
- Social Media Recognition and Advertising
- VIP Parking
- Radio

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PLATINUM - \$7,500

Items available for Sponsorship

- Rose Room – Commercial Vendors
- Grape Room – Exhibit Building
- Train
- Livestock Gate
- Spectacular Rides Fence Branding (Big Splash, PLUR, Medusa, Olympic Bobsled, etc.)

This sponsorship includes the following:

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- 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 and Print
- Sponsor Logo and Link on Fair Website
- 10 x 10 Booth Space
- Voice of the Fair will provide sponsor messages
- Carnival Wristbands
- Social Media Recognition and Advertising
- VIP Parking

GOLD - \$4,000

Items available for Sponsorship

- 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 Receptacle Decals
- Adult Rides Fence Theming

This sponsorship includes the following:

- 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 and Print
- Sponsor Logo and Link on Fair Website
- 10 x 10 Booth Space
- Voice of the Fair will provide sponsor messages
- Carnival Wristbands

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2026 Kings Fair

Sponsorship Opportunities

Carnival Barns and Big Fun!

SILVER - \$2,000

<p>Items available for Sponsorship</p> <ul style="list-style-type: none"> • House of Feathers • House of Fur • Milk Barn & Dairy Concession • Livestock Office • Kiddie Rides Fence Theming 	<p>This sponsorship includes the following:</p> <ul style="list-style-type: none"> • 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 and Print • Sponsor Logo and Link on Fair Website • 10 x 10 Booth Space • Voice of the Fair will provide sponsor messages
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BRONZE - \$1,000

<p>Items available for Sponsorship</p> <ul style="list-style-type: none"> • Scrolling Digital Logo on Ferris Wheel • Community Sponsors 	<p>This sponsorship includes the following:</p> <ul style="list-style-type: none"> • 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 and Print • Sponsor Logo and Link on Fair Website
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**Benefits provided to our sponsors vary based on which item they are sponsoring.*