



MONTEREY COUNTY FAIR

Surfin' Safari

AUG 28 to SEPT 1, 2025



Sponsorship Guide



2025 MCF SPONSORSHIP GUIDE

— AUG 28-SEP 1, 2025 —

FAIR HOURS & DATES

- Thursday, August 28th: Special Friends and Seniors Day
- Friday, August 29th: Military & Veterans Appreciation Day
- Monday, September 1st: Kids Day (Free Admission 12 and Under)
- General Fair Days Open to the Public
 - Thurs. August 28th - Monday Sept 1, 2025
 - 12 p.m. to 11 p.m. daily hours

IMPORTANT DATES & DEADLINES

Please refer to your sponsorship agreement for payment due dates.

1. July 1st: Please submit payment and sponsorship agreement by this date.
2. July 15th: This is the last day to send logos to media@montereycountyfair.com, or upload logos to the sponsorship form, for inclusion in all fair marketing. Sponsorship gifts and tickets will be delivered this week.
3. August 16th: If your sponsorship package includes Kick-Off BBQ Tickets, this is the last day to RSVP to the event.
4. August 13th or Prior: Banners must be delivered to the Monterey County Fair office at 2004 Fairground Rd.
5. Sept 2-5th: Banners may be picked up from the fair office.

BANNER SIZES AND DELIVERY

For ALL Sponsors: Vinyl Banners should be no larger than 3x8. Depending upon location, 2-sided banners may increase audience exposure. Banners must include grommets, and banners without proper grommets risk the inability to be hung up by fair staff. Please drop off your banners no later than Friday, August 16th at the main office of the Monterey County Fairgrounds. The office is located at the corner of Fairgrounds and Garden Road, and office hours are from 9-12, and 1-5 daily. Banners will be installed and removed by fair staff. Banners may be picked up after the closure of the annual fair, beginning Sept. 2nd.

SPONSOR TICKETS, CREDENTIALS, AND PASSES

A package with all fair tickets and parking passes included in sponsorship will be mailed out to each sponsor on or the week of July 14th. Sponsors who receive an on-site booth will receive a separate vendor package with additional details. To reference what amenities your sponsorship package include, please view the sponsorship menu on the following page.



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SPONSOR BOOTH SET-UP

If your sponsorship agreement includes a booth space, a separate 'Vendor Handbook' will be sent to you with all rules, regulations, and FAQ's necessary and pertaining to having a space during the Monterey County Fair. Unless prior arrangements have been made, all rules and regulations will apply to sponsors who may have a booth on site. If you have a day media sponsorship, your booth and banners must be removed by 6:00 p.m. If you have an evening media sponsorship, your booth may not be set up prior to 6:00 p.m. and must be removed by 10:00 p.m.

E-NEWSLETTER ADVERTISING

Many sponsors will have the opportunity to place an advertisement in one of our weekly e-newsletters to fair patrons, depending on level of financial sponsorship. Please see your individual sponsorship agreement for details. Please provide this advertisement to media@montereycountyfair.com in the following JPEG format: 300 pixels (W) x 125 pixels (H). Order of placement depends upon the order in which the ad is received by the fair. Advertisements for newsletter placements can be implemented as soon as sponsorship is confirmed, but we will not accept advertisements past July 1st.

SPONSORSHIP MENU

Benefits	PRESENTING \$25,000	TRAILBLAZER \$7,500	GOLDEN \$5,000	OASIS \$2,500	WAVV \$1,500	WILD \$750	FRIEND \$500
PRESENTING FAIR SPONSOR	★						
5-DAY FAIR SPONSOR	★						
LOGO ON TICKET	★	★					
CLICKABLE LOGO ON WEBSITE	★	★					
SPONSOR OF THE DAY		★					
FAIR BOOTH	★	★	★				
5-DAY VIP PARKING PASSES	6	4	2				
1-DAY PARKING PASSES	25	15	8	6	4		
ADMISSION PASSES	75	45	30	15	10		
KICK-OFF BBQ TICKETS	20	10	6	4	2		
LOGO ON WEBSITE	★	★	★	★	★		
LOGO IN PROGRAM	★	★	★	★	★		
SOCIAL MEDIA*	★	★	★	★	★		
LOGO IN POSTER	★	★	★	★	★		
E-NEWSLETTER*	★	★	★	★	★	★	
THANK YOU AD	★	★	★	★	★	★	★
BANNER DISPLAY	★	★	★	★	★	★	★

*Limited number of Social Post and E-Newsletter Inclusion Available. For direct numbers based on sponsorship level, please contact the email below.

For more questions, contact the 2025 Sponsorship Coordinator, Tayler Baldwin, at media@montereycountyfair.com OR at 831-601-0869.

For more information on the annual fair, go to our website at montereycountyfair.com.