



2025 MEDIA PACKET



montereycountyfair.com



Monterey County Fair
& Event Center



Welcome to the 2025 Monterey County Fair!



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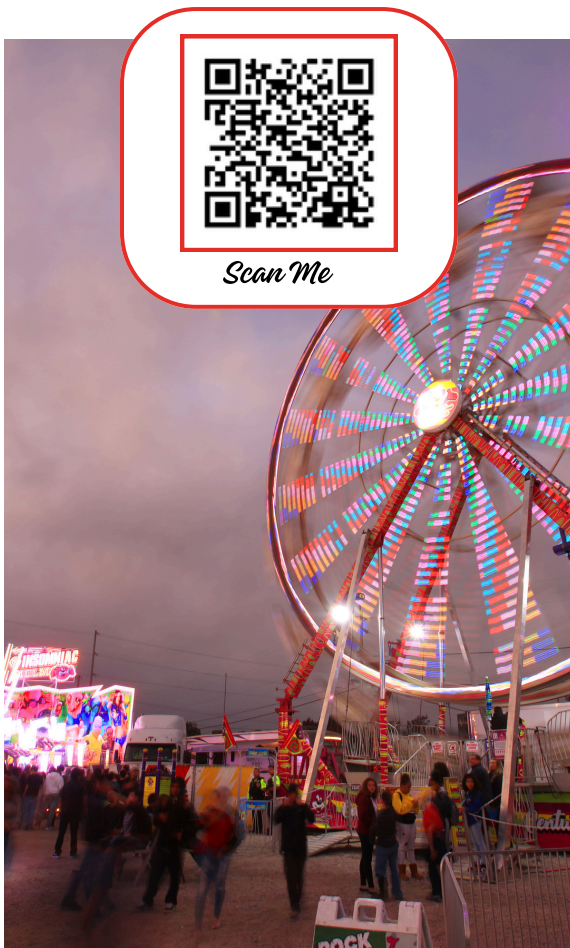
Welcome Page

The 89th Annual Monterey County Fair is quickly approaching! We invite you to come experience the Fair on Thursday, Aug. 28 – Monday, Sept. 1.

Your on-site PR contact, Tayler Baldwin, is here to help you with any media inquiries, access, logistics, story development, interview arrangement, photography, etc. She can also assist with providing high-resolution photography and video, press releases, and fair-related information.

IMPORTANT INFO: SECURE YOUR FAIR MEDIA BADGE

To receive your media credential, please email Tayler Baldwin (media@montereycountyfair.com) and include the info below OR fill out the form listed on [our website](#). Media credentials will be available for pick-up at the Monterey County Fair front office before or during the event, or drop-off at your organization upon specific request.



Name of Media Outlet:

URL of Media Outlet:

Name of Media Badge Holder:

Contact Email:

Contact Cell:

Address of Badge Delivery:

Any specific Fair attractions/activities you are looking to cover that we can assist with?

CONTACT INFORMATION

Tayler Baldwin

Media & Sponsor Coordinator

Office: 831.372.5863

Cell: 831.601.0869

Email: media@montereycountyfair.com





Monterey County Fair
& Event Center

Social Handles



[@montereycountyfair](https://www.instagram.com/montereycountyfair)



[@MontereyFairgrounds](https://www.facebook.com/MontereyFairgrounds)



[@MontereyCountyFairgrounds](https://www.youtube.com/MontereyCountyFairgrounds)



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General Fair Information

FAIR DAYS SCHEDULE – WAIVED ADMISSION & OFFERS

Thursday, Aug. 28 – Aspire Health Day: Seniors 62 & and veterans are admitted free*

Friday, Aug. 29 – Helm & Sons Military Day: All active duty military admitted free*

Saturday, Aug. 30 – Natividad Foundation Day

Sunday, Aug. 31 – Sunday Funday with Blue Pearl Pet Hospital

Monday, Sept. 1 – Ohana Kids Day: All kids 12 and under are admitted free



*The 2025 Monterey County Fair is presented by Montage Health. * Valid ID may be required*

Ticket Prices

Pre-Sale Fair Admission Ticket Prices

Prices Increase Aug. 27

Adults (Ages 13-61) – \$14.00

Seniors (62+) – \$11.00

Children (Ages 6-12) – \$7.00

Children (Ages 5 & Under) – FREE

Gate Fair Admission Ticket Prices

Adults (Ages 13-61) – \$16.00

Seniors (62+) – \$13.00

Children (Ages 6-12) – \$9.00

Children (Ages 5 & Under) – FREE

Flying U Rodeo Pre-Sale Ticket Prices

Showtimes are Friday & Saturday at 6:30 p.m. and Sunday at 3:00 & 6:30 p.m.

Sunday Adult (12+) Admission: \$14

Sunday Child (6-12) Admission: \$7

ALL Box Seats (including Children 5 & under) - \$15

Rodeo Performances on FRIDAY & SATURDAY are FREE with General Fair Admission. All children 5 and under receive FREE Rodeo General Admission.

Friday & Saturday Box Seats still available for purchase.

Ticket Link

Fair Hours:

Thursday through Sunday: Noon – 11 p.m.

Monday: Noon – 10 p.m.

Fair Location:

Monterey County Fairgrounds

2004 Fairground Rd., Monterey, CA 93940

831.372.5863

Parking Information:

Free parking is available on Fairgrounds Road daily.

Monterey Pines Golf Course Parking is \$25.00 per

vehicle available Thursday – Monday. A golf cart

shuttle service at this location is offered by

Monterey Bay Veterans. Map link ([click here](#)).



Fair Story Ideas



FAIR FOOD FOR EVERYONE

The 2025 Monterey County Fair has a variety of delicious food vendors for patrons to try! From the classic corndog and cotton candy, to innovative creations like a Mac-N-Cheese Burger or Dubai Chocolate Cinnamon Rolls, our Food Court can keep you entertained all day.

We have several new food vendors at the Monterey County Fair, including Just Cheezen and Fire & Slice Pizza.

There's truly something for every craving at the Monterey County Fair. Gyros, Caesar Wraps, Cinnamon Rolls, Deep Fried Oreos... if you want it, the Fair has it!

To coordinate interviews with specific vendors, please contact me at the information listed on the introductory page.

FREE WITH ADMISSION RODEO PERFORMANCES

The rodeo is back at the Monterey County Fair, and this year it's more exciting AND accessible than ever! Enjoy free general admission performances with your Fair ticket on Friday and Saturday at 6:30 PM, bringing all the thrills of the legendary Flying U Rodeo.

From bull riding to barrel racing, you won't want to miss the action. On Sunday, catch not one but two performances at 3:00 PM and 6:30 PM.

Sunday's 3 p.m. performance will host Fiesta Del Charro, a classic Mexican style rodeo competition complete with traditional Charros.

Reserved box seats are available for \$15 all days. Sunday general admission is \$14 for adults and \$7 for kids ages 6-12, while kids 5 and under are free. Box seat tickets are \$15 all days, regardless of age.



Fair Story Ideas



ALL CREATURES RACING

New to the Monterey County Fair this year, All Creatures Racing is set to be one of the most talked-about attractions of the season. Building on the beloved tradition of racing pigs, this lively event brings even more barnyard charm to the track. All Creatures Racing will be located in the King City Room all days of the Fair.

Fairgoers will watch in delight as pigs, goats, sheep, ducks, turkeys, chickens, and even geese sprint, dash, and waddle their way to the finish line. Each race is fast, unpredictable, and bursting with personality, making it a can't-miss experience for families of all ages.

Whether you're cheering on your favorite farmyard underdog or experiencing the laughter and surprise for the first time, All Creatures Racing promises a unique twist on a classic Fair tradition that celebrates community, animals, and entertainment in one joyful event.

COMMUNITY AS THE CORNERSTONE: HOW THE MCF COMMUNITY STAGE SHEDS LIGHT ON LOCAL TALENT

The Monterey County Fair community stage is the heart of the event for many. From singing barbershop choruses to youth dance groups, spending an hour in attendance warms the heart and entertains all.

There's a few standout community performers at the 2025 Monterey County Fair. The Men's Cypressaires Chorus always delights with classic tunes and an old-school feeling!

Om Shanti Om Indian Bollywood Dance Group, NCA Dance Studio, and the Tap Bananas are also must-sees! Head to our [website for the full schedule](#).



Fair Story Ideas



STEEL PULSE FREE WITH ADMISSION ON 8/28

Get ready to groove with the iconic Steel Pulse, performing live on the Payton Stage at the Monterey County Fair on Thursday, August 28 at 7:30 PM.

This Grammy-winning reggae powerhouse will bring their soulful rhythms and powerful stage presence, all free with fair admission.

From their socially conscious lyrics to unforgettable melodies, Steel Pulse is the perfect way to launch your Surfin' Safari with style and sound.



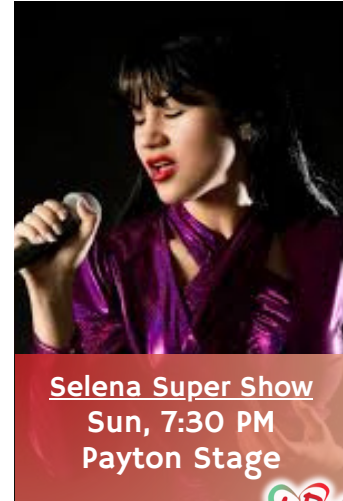
THE WILDER SHOW

The Wilder Show is a high-energy, family-friendly circus comedy show - and a fan-favorite at the Fair!

Wilder wows audiences with his jaw-dropping stunts and have them laughing out loud with his retro dance moves.

When Wilder combines unicycling and juggling and sets it to an 80's soundtrack, they go together like a mustache and a mullet. Wilder has been featured on *The Ellen Show*, *The Gong Show*, and *ESPN's SportsCenter*.

2025 Entertainment



ADDITIONAL PAYTON STAGE ACTS

All Payton Stage acts free with admission.

Saturday 8/30, 7:30 PM – Journey Revisited
Monday, 9/1, 2 PM – The Cheeseballs



SPONSOR OF
JOURNEY REVISITED



SPONSOR OF THE
CHEESEBALLS

Master
Hyponotist Tina
Marie
6:00 PM and 9:30 PM Daily



GROUNDS ACT ENTERTAINMENT

The Magic of Frank Thurston
Animal Cracker Conspiracy (Top Right)
The Wilder Show
All Creatures Racing (Bottom Right)
Daily Shows in The King City Room.
Chef Ray, Produce Carver
Daily Shows 1 pm-8pm
K9 Kings Flying Dog Show
Daily at The Bunny Lawn.

COMMUNITY STAGE ACTS WILL PERFORM AT VARIOUS TIMES, PLEASE
REFERENCE WEBSITE.



TURF CLUB (BUCKAROOS & BREWS SALOON)

All Turf Club acts free with admission.

Left of Centre: 6 PM & 9 PM Thursday - Sunday

ISLAND STAGE

Salsa Steel Drums: 1:00 PM to 4:00 PM daily
Jimmy Becker: 5:00 PM to 8:00 PM daily

CARNIVAL PRICING

Presale Special – Single Day Unlimited Ride Wristband – \$35.00

(\$50 on-site Value, Save \$15) Fair Admission Must be Purchased Separately

**Presale Special – Single Day Unlimited Ride Wristband with WoW Express
(Front-of-the-Line Upgrade) – \$55.00**

(\$75 on-site Value, Save \$20) Fair Admission Must be Purchased Separately



Kiddie Carnival

Come enjoy the safe and exhilarating rides from Helm and Sons Amusements. There is a stellar line-up of action-packed rides this year for all ages, featuring 34 rides to enjoy, from spectacular scream-inducing thrills to family-friendly attractions.

Some standouts include the 70-foot-tall Yellow Century Wheel and the unique Grand Prix Roller Coaster, just featured at Monterey Motorsports Festival. Enjoy a downhill slide on burlap sacks at Fun Slide – the almost 40-foot-long Fun Slide lets you and three of your friends slide down, side-by-side at the same time!

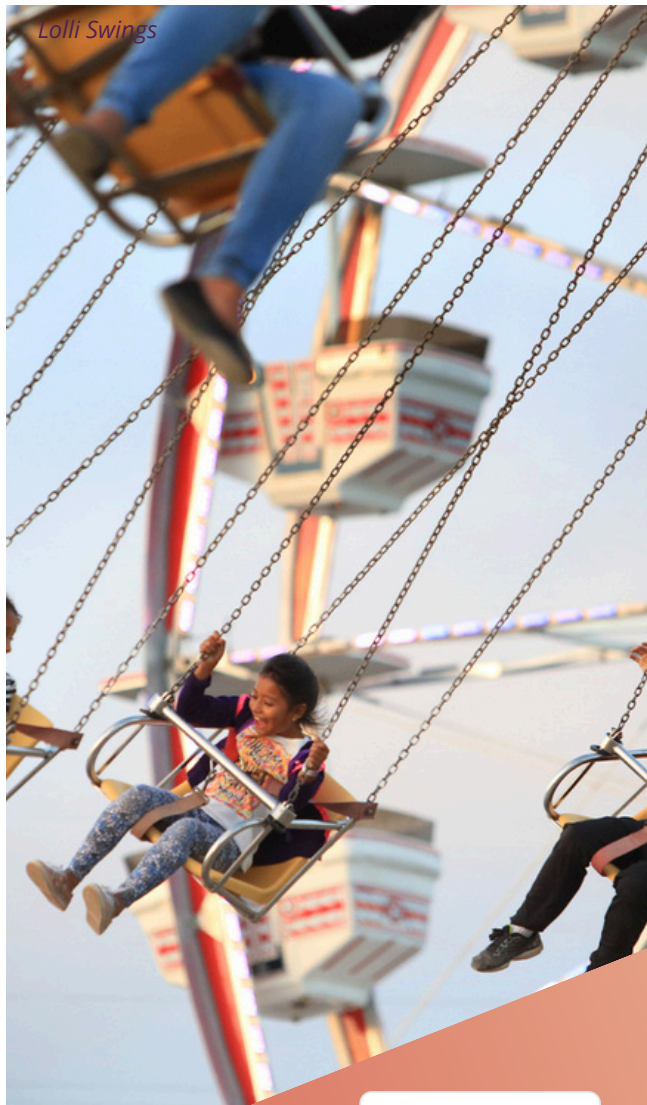
The little ones will enjoy Dizzy Dragons, which features giant Dragons that they can sit and spin in. The Circus Train, Fantasy Carousel, and Turtle Race are also gentle enough fun for little ones and their families. Additional rides to check-out include the Zipper, Musik Fest, Vertigo Swings, and more. Height restrictions will be enforced.

To view pictures of the featured carnival rides, [click here](#).

About Helm & Sons Amusements

We are a first-class amusement park company based out of Colton, California. We specialize in providing amusement parks to fairs, festivals, events, corporate rentals, and movie productions throughout the state of California including the Los Angeles area. We are proud to offer our customers an absolute commitment to SAFETY, the best quality equipment available, modern appealing rides, games and food, colorful and comfortable park amenities, and beautifully landscaped rest areas. To learn more about Helm and Sons Amusements go to <https://helmandsons.com/>

Lolli Swings



Carnival
Ticket
Link



Buy Now

EXHIBIT LOCATIONS

KING CITY ROOM, MONTEREY ROOM, COMMUNITY STAGE AREA

Every year, the exhibits building showcases the diverse talents of our community. In the **Floriculture Department**, enjoy beautiful floral arrangements, cut flowers, orchids, potted plants, and garden displays.

In the **Visual Arts Department**, check out the gorgeous photography, sculpture, bronze casting, assemblage, weaving, ceramics, handmade paper, glass, jewelry, baskets, and more.

The **Adult Home Arts Department** offers delicious smells of baked goods including quick breads, biscuits, yeast breads, rolls, cupcakes, layer cakes, cheesecakes, confections, pies and pastries, and cookies. There's also preserved foods such as canned fruits and juices, canned vegetables, sauces, salsa, toppings, vinegars and salad dressings, jams, jellies, butters, marmalades, and dried fruit. There are bottled wines and home brewed beer to admire as well.

In the **crafts and textiles** arena, there are needlepoint, cross stitch, crochet, hand knitted items, spinning and weaving, sewing, adult and children's apparel, handmade toys and dolls, rugs, holiday décor, decorative painting, card making, table setting, model making, plus the gorgeous award-winning quilts.

In the **Junior Home Arts Department**, admire the entries from ages 5 to high school that mirror many of the adult categories.

The 4H, FFA & Scouts Department also has outstanding exhibits, as well as in the barn areas with their animals that they've raised during the past year. The 4H and FFA entries include beef, dairy cattle, swine, poultry, sheep, goats, rabbit, horses, and more. The Ag Department is also fascinating, spanning from grain and dry beans, to organic salad products, vegetables, vine crops, honey, and more.



2025 Fair Food

NEW FAIR FAVORITES

CLICK IMAGE FOR WEBSITE



Just Cheezen'

Grilled Cheese Classics & Innovative Creations



Bunbao Truck

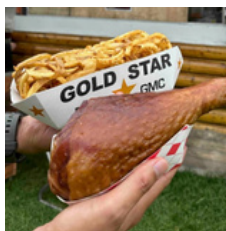
Delicious Bao with fun and classic flavors



Fire & Slice Pizza Truck

Artisanal, wood-fired pizzas

FAMILIAR CLASSICS



Turkey Legs

Sierra Korn



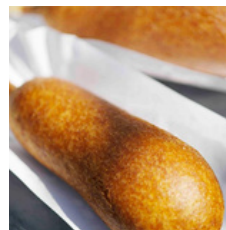
Fish Tacos

JLQ Concessions



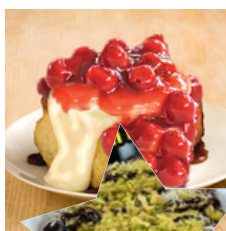
Funnel Cake

Funnel Cake Express



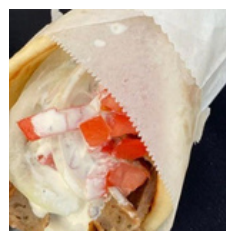
Corn Dogs

Red & White
Concessions



Cinnamon Roll

Old West Cinnamon Rolls



Lamb Gyro

The Sleek Greek

NOW SERVING THE DUBAI
CHOCOLATE CINNAMON
ROLL!



2025 FAQ'S

1. How can I contact the Monterey County Fair offices?

- Fair-time office hours are 9 a.m. – 6 p.m. Thursday, Aug. 28 – Monday, Sept. 1
- Phone: 831.372.5863
- Email: info@montereycountyfair.com

2. Where can I purchase admission tickets?

- All admission tickets are available at www.montereycountyfair.com.
- Pre-sale tickets are available through August 27 at a discount. Prices for admission tickets will increase on August 28.
- During the Fair, look for our QR codes posted at the entrance gates for a touchless purchasing experience for daily admission tickets and rodeo tickets.
- Carnival ride tickets can be purchased in advance from the [carnival website](#).

5. What public event safety measures are in place?

- The Monterey County Fair provides a safe environment for families and all our guests, exhibitors, staff, volunteers, and partners. The Fair has a public safety program which includes a [Code of Conduct](#) and [Screening Policy](#). Handheld metal detecting wands will be in use by our security company and Monterey Police Department will be on site daily.

6. Is there a clear bag policy?

- Yes, there is a clear bag policy for the 2025 Monterey County Fair. Please read through the Clear Bag Requirements and FAQs to ensure smooth access into the event. Click here to view the [clear bag policy](#) for 2025.

7. What items are prohibited from bringing into the Fair?

- a. Guns, knives, mace/pepper spray/stream, or any items that could be considered or used as weapons
- b. Alcohol, illegal substances, or cannabis products in any form
- c. Glass bottles, cans or hard-sided containers
- d. Non-factory sealed plastic bottles (permitted if empty)
- e. Ice chests or coolers
- f. Outside food and beverage (unless for infant/medical reasons)
- g. Chairs
- h. Pets other than approved service animals
- i. Grills, charcoal and flammable liquids
- j. Tents, tables and large shade umbrellas
- k. Fireworks, firecrackers
- l. Unmanned aerial vehicles
- m. Bicycles, skateboards, scooters, skates/rollerblades and Segway
- n. Any other items deemed dangerous or inappropriate by MCF personnel

8. Can I rent a stroller or a wheelchair?

No, strollers and wheelchairs are not available to rent.

9. Do you have lockers?

No, unfortunately we do not have full-size lockers. Cell phone charging lockers are available in the Turf Club.

10. Can I bring in my own food and beverage?

No, but don't worry there is plenty of food available from a wide variety of vendors. Food that is medically necessary is allowed.

11. Can I bring a water bottle?

Yes, empty water bottles will be permitted and can be refilled once inside the fairgrounds.

12. How old do you have to be to ride the carnival rides?

There is no age restriction, however rides do have height limitations to ensure safety. [View](#) a gallery of the featured carnival rides at the Monterey County Fair.

13. Can I bring in a pet?

Valid service animals are permitted, but pets are not.

14. Is re-entry available?

Exit and re-entry is available with a hand stamp at the main gate 3 or 5.

15. Is smoking allowed on premises?

The Monterey County Fair is a smoke free and vapor free event. Smoking of any kind, including the use of pipes, e-cigarettes, vapors, or similar devices of any kind is prohibited. Thank you for your consideration of others!

16. Do vendors accept cash?

Yes, most vendors do accept cash however debit/credit cards are preferred.

17. Are there ATM machines?

Yes, ATM machines are located throughout the Fairgrounds.

FAIR MAP

