



2026 SPONSORSHIP DECK

COWBOY BOOTS AND COASTAL ROOTS



SEPTEMBER 3-7



A Tradition Rooted in Community



Kelly Violini-Rodoni

CEO, Monterey County Fair

As we saddle up for the 2026 Monterey County Fair, “Cowboy Boots & Coastal Roots”, we invite you to be part of one of Monterey County’s most cherished traditions. The Fair has always been more than an event; it’s a reflection of our community’s heart — where generations come together to celebrate agriculture, art, and the spirit of the Central Coast.

In 2025, the Fair welcomed over 81,000 attendees across five days, supported by more than 50 local sponsors who collectively generated over \$150,000 in community reinvestment.

Sponsor visibility soared across digital and on-site channels, reaching over 700,000 impressions and over 2 million accounts through social media, television, radio, and print campaigns.

For 2026, our focus is clear: maximize sponsor investment through meaningful exposure and modern marketing initiatives. From social media spotlights and digital ad placements to on-site activations and community features, we’re offering sponsorship packages designed to connect your brand directly with engaged, local audiences.

By becoming a sponsor, you’re not just supporting the Fair — you’re investing in the community’s shared story. Whether it’s families enjoying Kids Day, fans filling the Payton Stage for live music, or visitors from across the coast discovering local agriculture, your partnership helps make these moments possible.

Every partnership we make, and every ounce of support we garner, goes directly back into making the Monterey County Fair a fun, safe, and family-oriented community experience. We would love for you to join us on this journey in 2026.

With gratitude,

Kelly Violini-Rodoni



Sponsorship Exposure

Sponsorship at the Monterey County Fair offers extensive logo exposure across multiple channels, ensuring maximum visibility for your brand. Sponsors received prominent banner placement on Fairgrounds Road. Additionally, sponsor logos are featured in printed materials, email newsletters, and social media campaigns, reaching thousands of attendees both before and during the event. With over 81,000 visitors attending this year, millions of social account views across platforms, and over 35,000 logo specific post views, sponsor brands were in front of a broad and diverse audience, reinforcing community connections and increasing brand recognition throughout Monterey County. Check out our 2025 numbers below.



Total Website Views

118,668



Total Attendees

81,712 attendees



Total Social Accounts Reached

2.6 million accounts



Estimated Banner Views

90,000 views



Total E-Newsletter Reach

50,000 Fair-Time Opens

2026 MCF Sponsorship

Why the Monterey County Fair?

Choosing the Monterey County Fair is more than a partnership - it's a dedication to supporting the community and youth of Monterey County. When we receive your support, we take that dedication seriously and work throughout the year to improve the community, exhibitor, and sponsor experience. Our sponsorship program and the allocated pricing reflects the improvements to our marketing initiatives, and their respective outputs, that MCFEC develops annually. With an expanding reach in social media engagement and event attendance, we want our success to be **your success too**.

SPONSOR INTEREST FORM

2026 Sponsorship Menu

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

Please contact Tayler Baldwin at media@montereycountyfair.com to discuss sponsorship options.

Pattee Arena Sponsorships

Why choose an Arena Sponsorship?

Arena Sponsorships offer many of the same **high-value benefits** as Monterey County Fair sponsorships—such as social media recognition, on-site banner placements, and public acknowledgments, while providing a more focused and immersive audience experience. Arena sponsors benefit from **concentrated exposure** tied directly to marquee performances and high-attendance events, creating repeated brand visibility among engaged attendees throughout the duration of each show. This targeted environment allows sponsors to align closely with specific entertainment moments while still receiving the broader promotional reach of the Fair.

FULL PATTEE ARENA SPONSORSHIP DECK

2026 Arena Sponsorship Options

- **Presenting Arena Sponsor: \$10,000**
 - *The highest level of visibility and access within the arena all Fair long.*
- **Motorcycle Flat-Track Race Sponsor: \$5,000**
 - *Be the driving force behind one of the Fair's most adrenaline-filled nights on Friday, September 4.*
- **Saturday Rodeo Sponsor: \$3,500**
 - *Align your brand with classic rodeo tradition and one of the Fair's most attended events.*
- **Sunday Fiesta Del Charro Rodeo Sponsor: \$4,500**
 - *Celebrate culture, heritage, and community during the signature Fiesta Del Charro.*
- **Mutton Bustin' Sponsor: \$750**
 - *A fan-favorite family moment with strong crowd engagement.*
- **Arena Supporter Sponsor: \$2,500**
 - *Strong visibility for brands looking to align with Pattee Arena programming, can align with a specific high-value rodeo event of choice (i.e. Bronc Riding sponsored by your company)*
- **Community Event Sponsor: \$1,500**
 - *An accessible sponsorship option with meaningful exposure.*

