



GENERAL SPONSOR BENEFITS RELATED TO FAIR AUDIENCE

Cloverdale Citrus Fair is your answer to creative marketing. With a diverse population, Cloverdale is the perfect way to promote any number of products and services and the Citrus Fair provides a unique opportunity to reach your target market. As an annual tradition, the Fair runs over President's Day weekend. The 2019 fair dates are February 15-18. This year's theme, "Making of America" celebrates the people, ideas and events that built the nation.

Why is the Fair such a unique event? It's everything you love about a community supported fair and so much more. Its spectacular citrus exhibits attract visitors from all over the North Bay. Popular local bands rock two stages daily, while grounds entertainers bring delight to attendees of all ages. An extensive carnival provided by Butler Amusements includes more than 20 rides and games. Special events include a parade from downtown, award winning Cabaret performances, talent shows and a queen pageant.

The Cloverdale Citrus Fair is our community's largest annual event. Attendees look forward to this once a year chance to showcase their talents, enjoy tradition, entertainment, agriculture and a dependably satisfying experience with their family and friends. For these reasons, our patrons tend to "make a day of it". Over half of attendees spend at least four to six hours at the Fair. This means repeated exposure of your company to a large crowd. Our Fair offers a wonderful opportunity to inform all attendees about what your company or organization has to offer.

All sponsorships may be tailored to fit individual needs. Sponsors may choose to target specific segments of the Fair's audience, such as families with young children, teens, seniors or professional businesses by focusing on one of the Fair's many special areas or days.

Cloverdale Citrus Fair Facts:

- The average annual Fair attendance is over 17,000
- 4 Day Fair – February 15-18, 2019
- The Cloverdale Citrus Fair is operated under an 11 member Board of Directors.
- The Fair is a Non-Profit 501(c) 3.
- Continual grounds entertainment and live music daily, free with Fair Admission.
- Hispanic programming on Sunday of the Fair.
- Seniors receive \$1 Fair admission on Friday.
- Kids 7-12 receive free Fair admission on Monday. Admission for kids ages 5 & under is free every day.

