



Sonoma-Marin Fair celebrates what is best about America: our community!

Why sponsor the 2012 Sonoma-Marin Fair?
Sponsorship = Community-Based Marketing at its best!

- The Sonoma-Marin Fair staff develops a sponsorship matched to your organization's objectives, creatively positioning your company and maximizing your benefits in media exposure and in interactivity with fairgoers.
- The Sonoma-Marin Fair generates a \$500,000 publicity and marketing whirlwind each May and June that results in great exposure for its sponsors. Regional marketing exposure also includes visibility to 400,000 people in Sonoma and Marin Counties through the fair's advertising and promotion prior to the fair.
- In the last three years, despite the downturn in the economy, the Sonoma-Marin Fair experienced *increased attendance and sponsorship dollars*.
- The Sonoma-Marin Fair was selected by Fox National News in 2009 for a story called "The 21st Century Fair," describing how our fair is a great example of providing new entertainment for modern audiences while retaining the traditions of agriculture fairs. Still true in 2012.
- The Sonoma-Marin Fair has received accolades and honors for innovation in its marketing and outreach from the Western Fairs Association and the International Association of Fairs and Expositions.
- The Sonoma-Marin Fair is the most family friendly fair around. The low pay one price (\$15 for 13 and over and \$10 for kids) means concerts, carnival, and entertainment are free. Like the old days, there's plenty for kids to do and parents don't have to worry. It's a small five-day fair that provides a safe, family-friendly environment.
- Sponsoring a feature of the fair provides the best kind of marketing--that's community-based marketing. You reach your customers while they are immersed in an environment of fun and leisure... the annual Sonoma-Marin Fair happening this year, June 20 through 24 at the Petaluma Fairgrounds.

Call or email us at 707-283-3252 or marketing@sonoma-marinfair.org. Deadline for inclusion in most marketing materials is April 1, 2012, but sponsors can be posted on our website as early as February.