



2021

COMMUNITY PARTNERSHIPS

#1SMALLCOUNTYFAIR



What a year it has been! When we wrote to you a year ago, we never imagined that we would be faced with such a trying year as a nation, a community, and as your Amador County Fair. We would like to thank you for your continued support though these unprecedented times.

We are excited to be “*Back in the Saddle Again!*” as we plan for our 2021 Amador County Fair!

BACK IN THE SADDLE AGAIN!

July 29 - August 1

A huge part of our success each year is through the generous support of our community. Last year, it was through our partnerships that we were able to provide some truly bright spots for our community.

Our youth retained the opportunity to show and sell their livestock projects virtually, when a live show and sale were not possible.

Additionally, we were able to host a series of drive-in movie & fair food nights last Fall, providing families a much needed avenue for fun.

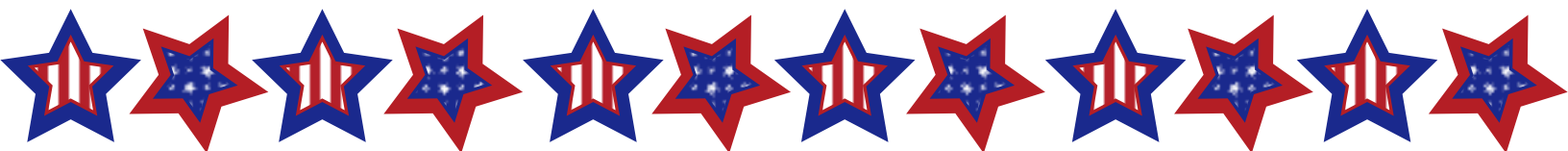
There are various ways to be a Community Partner with the Amador County Fair; each providing you and your business recognition for your generosity.

We understand these have been difficult times for many businesses; if you decide to be a 2021 Community Partner and need to discuss options, please contact me.

Be sure to mark **July 29 - August 1** on your calendar and come out and enjoy the fun as we get “*Back in the Saddle Again!*” at the Amador County Fair! We look forward to an amazing year ahead of us.

With deep gratitude, we at the Amador County Fair thank you for your continued support of this community treasure.

Sincerely,
Rich Hoffman, CEO
Amador County Fair



Amador County Fair

Physical Address

18621 Sherwood & School Streets
Plymouth, CA 95669

Mailing Address

PO Box 9
Plymouth, CA 95669

Contact

T: 209-245-6921
F: 209-245-6923
havefun@amadorcountyfair.com

Website

www.amadorcountyfair.com

Mission Statement

To provide a year-round community facility and showcase our agricultural, historical, technological, and cultural diversity in a fun, safe environment.

ABOUT

Amador County was founded in 1854. The first “Amador & Sacramento County Annual Fair” was held in Ione in 1887. Established at its current location in 1938, the Amador County Fair became a cherished annual tradition. Located in the heart of the Mother Lode Gold Country, in the Sierra foothills, the fairgrounds is adjacent to historic State Route 49 in Plymouth, CA and nestled in the Shenandoah Valley Wine Region.

FACILITIES

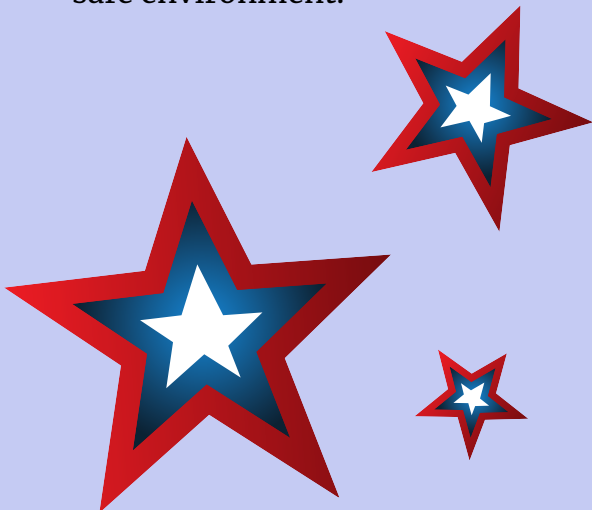
- Number of Acres: 30
- Authentic Frontier Town from the 1800's with blacksmith shop
- Working Gold Mine with stamp mill
- Vintage steam powered Saw Mill
- Miwok Indian Village
- Scenic Koi Pond, fed by a waterfall
- 4 main buildings, containing more than 28,000 square feet
- 2 Arenas + Grandstands
- Rolling green manicured lawns with ample shade trees

FAIR FACTS

- Designated Evacuation Center
- Fairgrounds & Event Center
- 70+ part time employees
- \$800K+ annual budget

2019 Fair

- Attendance: 26,013
- Exhibitors: 1586
- Jr Livestock Auction Sale Total: \$539,177



COMMUNITY PARTNERSHIP

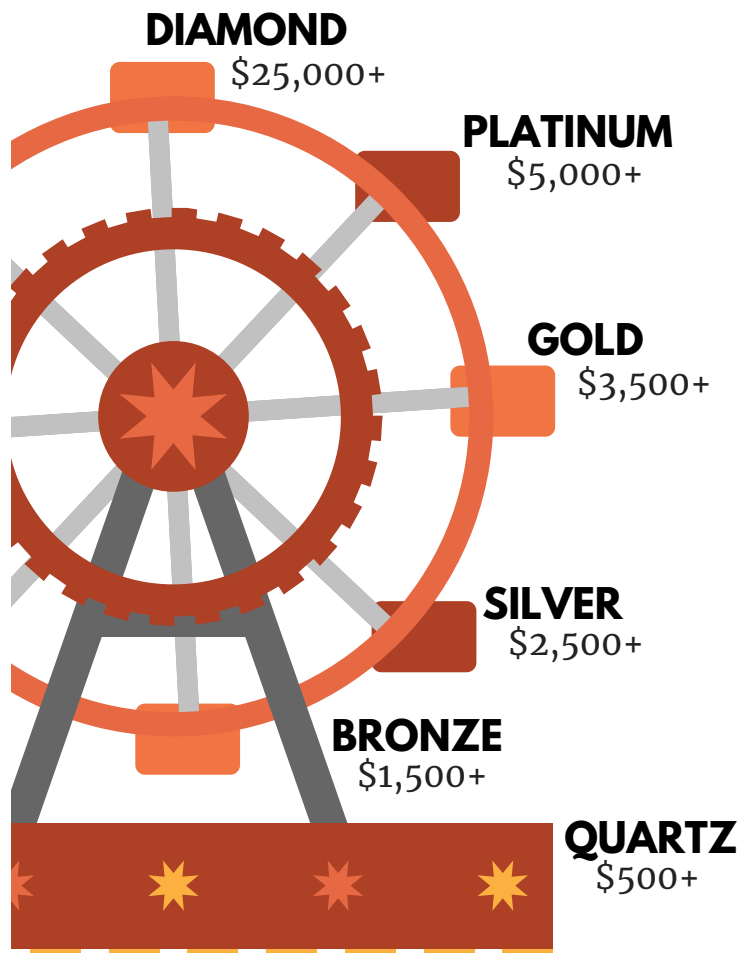
YOUR PARTNERSHIP

As an Amador County Fair partner, you are provided an unparalleled marketing opportunity, reaching more people than any other event in the region.

Exemplifying the positive attributes of a rural county fair, you will be part of a community effort from service clubs, educational organizations, and cultural and historic entities, as well as agricultural youth groups.



PARTNERSHIP LEVELS





2021 PARTNERSHIP OPPORTUNITIES

PARTNERSHIP LEVELS

Your support is imperative to our future growth, improving our facilities, continued community engagement, & remaining the #1 small county fair.

DIAMOND - \$25,000 & UP



- Signage at both Main Entrances year round
- Business name/logo included on the Fair poster
- 150 single day admission passes
- 40 admission passes to each arena event
- 40 single day general parking passes
- Recognition on the fair's website and social media platforms
- Promotional announcements on public address system during fair
- Sponsorship recognized in printed media publications

PLATINUM - \$5,000 & UP

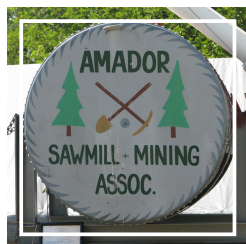


- Signage at both Main Entrances during fair
- Banner displayed along the Midway
- 24 single day admission passes
- 6 admission passes to the Friday arena event
- 6 admission passes to the Saturday & Sunday arena events
- 10 single day general parking passes
- Recognition on the fair's website and social media platforms
- Promotional announcements on public address system during fair
- Sponsorship recognized in printed media publications

GOLD - \$3,500 & UP



- Signage at both Main Entrances during fair
- Banner displayed along the Midway
- 20 single day admission passes
- 4 admission passes to the Friday & Saturday arena events
- 4 admission passes to the Sunday arena event
- 8 single day general parking passes
- Recognition on the fair's website and social media platforms
- Promotional announcements on public address system during fair



THE 26th DISTRICT



AG. ASSOCIATION

2021 PARTNERSHIP OPPORTUNITIES

PARTNERSHIP LEVELS

Thank You for your time and consideration in becoming a community partner with the Amador County Fair. You are valued!!

SILVER - \$2,500 & UP



- Banner displayed along the Midway
- 16 single day admission passes
- 2 admission passes to the Friday arena event
- 2 admission passes to the Saturday & Sunday arena events
- 8 single day general parking passes
- Recognition on the fair's website and social media platforms
- Promotional announcements on public address system during fair

BRONZE - \$1,500 & UP



- Signage during the fair
- 12 single day admission passes
- 2 admission passes to any one arena event
- 4 single day general parking passes
- Recognition on the fair's website
- Promotional announcements on public address system during fair

QUARTZ - \$500 & UP



- Signage during fair
- 10 single day admission passes
- 4 single day general parking passes
- Recognition on the fair's website

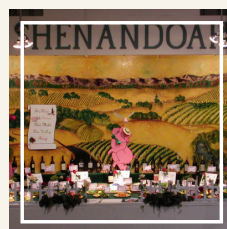
MORE INFORMATION

Contact us today to secure your community partnership or to customize a package that's right for your company.

RICH HOFFMAN, CEO

EMAIL CEO@amadorcountyfair.com

PHONE 209-245-6921





Community Partnership Form

Thank you for your generous contribution!

Please complete and return this form, with payment, by June 18th to ensure information is included in advertising, signage, etc. After this date, The Amador County Fair cannot guarantee inclusion. Make checks payable to AMADOR COUNTY FAIR.

Point of Contact

Business or Organization Name

Mailing Address

City

Zip Code

Office Phone

Cell Phone

Email Address

Website

Partnership to Read or Special Requests

	Diamond (\$25,000+)	Platinum (\$5,000+)	Gold (\$3,500+)
Partnership Level	Silver (\$2,500+)	Bronze (\$1,500+)	Quartz (\$500+)

Arena Event _____ Truck Pulls _____ CCPRA Rodeo _____ Destruction Derby

Payment Total Partnership Amount \$ _____
_____ Send Invoice _____ Check Incl. _____ Sending Installments

FAIR OFFICE USE ONLY

Date Rec'd _____ Amt _____ Receipt# _____ Acct# _____

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Amador County Fair | PO BOX 9 - Plymouth, CA 95669 | 209-245-6921 | havefun@amadorcountyfair.com



OTHER WAYS TO BE INVOLVED

RAISE THE BARN BRICKS

Leave your permanent mark on the Amador County Fairgrounds by buying a brick and supporting our **Raise the Barn** fundraiser for a new Beef Pavilion.

The Beef Pavilion is inspired by Chuck Simmons and supported by the Jackson Rancheria, MP Associates, and the community's generous donations!

The multi-use Pavilion is needed because our rapidly growing Replacement Heifer Program has outgrown our facilities. Additionally, the Pavilion will help our cattle shows teach real world cattle economics to local 4-H, FFA, and Grange kids, and be a safer, more convenient venue during fair and interim events.

More information can be found at polarengraving.com/AmadorCountyFair

For the brick array, please contact Kathy Simmons at 209-245-6921 or by email at entries@amadorcountyfair.com

FAIR FOUNDATION

The Fair Foundation's mission is to support and benefit the community buildings and educational projects of the Amador County Fair and to ensure its growth and viability.

Find out how you can become involved, donate, become a Foundation member and more by calling (209) 267-4545 or visiting www.amadorfairfoundation.com.

CLASS SPONSORSHIP

Your generosity will ensure that the best of the best enjoy a gift to treasure and honor their accomplishment.

By sponsoring a Best of Show, a Best of Division, Champion, Reserve Champion, First Place, or one of the many great competitions offered, you ensure that the exhibitors are rewarded for their winning achievements. Providing your own award, such as a belt buckle, plaque, or gift certificate is also an option.

For each \$60 award sponsored, your name will be listed in the Exhibit Guide, you'll receive four entrance admission passes and be recognized in the department and to the exhibitor.

To become a sponsor, contact Courtney at 209-245-6921 or entries@amadorcountyfair.com. Sponsorships are due by March 20th to be included in the publication of the Exhibit Guide.

GARDENS & FLOWER BOXES

Sponsor the beautiful flowers that the fairgrounds are known for.

Contact Courtney at the fair office at 209-245-6921 | entries@amadorcountyfair.com

ARENA SIGNS

For \$305, have your 4'x6' sign displayed in the Benny Brown Grandstands year-long or for \$500, have your 4'x6' sign displayed on the outside of Wolin Arena year round.

Space is limited. Signs must be delivered by July 13th to be up for fair. To discuss this advertising opportunity, contact Sherri at 209-245-6921 or email havefun@amadorcountyfair.com.