About the Marin County Fair

The award-winning Marin County Fair is the County’s premier community event with over 120,000 attendees annually. Marin County, just north of San Francisco, is rich in creativity, nature, and community. Frank Lloyd Wright described Marin County as “one of the most beautiful landscapes” he had ever seen, with green rolling hills providing the perfect backdrop for a county fair.

Celebrated as the Healthiest and Greenest County Fair on Earth since 2008, the Marin County Fair has a 92% waste diversion rate. The Fair offers fresh and healthy food choices, alcohol-free sponsorships, and a smoke-free environment for the enjoyment of all.

The Marin County Fair inspires through traditional values — Art. Agriculture. Community.

The Marin County Fair is produced by the Marin County Department of Cultural Services in partnership with the Marin Cultural Association.

Marin County Fair 2022: So Happy Together!

Plans are underway for the first in-person Marin County Fair since summer 2019, an outdoor-only event with the theme So Happy Together! from June 30 through July 4, 2022.

The 2022 fair will focus on outdoor headline entertainment, performers roaming the grounds such as jugglers, unicyclists, and stilt walkers, and interactive art experiences for fans of all ages. Returning fair favorites will include traditional carnival rides, the Global Marketplace, food and drinks, and fireworks over the Civic Center’s Lagoon Park. The always-popular competitive exhibits program will take place online as it did in 2021.

The So Happy Together! artwork was designed by Marin County artist Raul Del Rio specially for the 2022 fair. The painting joyously illustrates the Marin County Fair’s core values of art, agriculture, and community while also celebrating the spirit of togetherness, inclusivity, diversity, and fun.

See you at the Fair!
Marin County Fair Marketing
The Marin County Fair’s marketing program is the most visible marketing program in Marin all year, reaching every corner of the county and throughout the entire Bay Area. This includes print and online advertising, outdoor media including bus backs, mini posters and banners, as well as TV and radio broadcast, social media, and email marketing. Additionally, our public relations campaign leads to dozens of stories and mentions.

Media Coverage
Media love the Marin County Fair, with dozens of stories and coverage in all levels of local, regional and statewide media. Our coverage often gives great visibility to our sponsored areas and activities ranging from the barnyard to the carnival and from the fireworks to fine art!

Outdoor Media

Sample list of Local News – TV & Radio Coverage
KTVU  KPIX
KCBS  KRON
ABC TV  KGO
KFOG
Encuentro Latino Marin County Fair Entrevista

Local News – Print Publications
Marin IJ
SF Chronicle
Marin Magazine
MarinScope
Pacific Sun

Kids/Family Media
Marin Mommies
Bay Area Parent
Mommy Nearest
Red Tricycle
Ronnie’s Awesome list

Food Press
TasteTV
Edible Marin

Marin County Fair Online
Marinfair.org 2019
✔ Sessions/visits: 79,275
✔ Page views: 242,417
✔ Average visit duration: 2:12s
✔ % new visits: 74.690%

Facebook — 9,695 fans with 18k check-ins
Instagram — 2,479 followers
Twitter — 1051 followers / all Facebook posts linked directly to Twitter
15.8 K impressions per post
SPONSORSHIP LEVEL

RESERVE BEST OF SHOW

Exclusive Sponsorship $25,000

Venue Opportunities —
♦ Main Stage (All five days)
♦ Healthy Fair properties (Baby Sanctuary, 1k Fun Run, Health Ambassador t-shirts)

Benefits:
✔ 250 Fair Admission Tickets
✔ 5 One-Day Parking Passes
✔ Recognition in Print Ads and Direct Mail
✔ Logo recognition in Fair Collateral (circ. 105,000)
✔ Logo Recognition on Fair Website and all Social Media where appropriate
✔ Sponsor Banner
✔ 10 Drink Vouchers for Marin Cultural Association Wine and Beer Garden
✔ 10’ x 10’ Booth Space in Sponsor Row (optional)
SPONSORSHIP LEVEL

RESERVE SUPREME CHAMPION

Exclusive Sponsorships $10,000

Venue Opportunities —
♦ Children’s Day
♦ Giant Ferris Wheel
♦ Community Stage

Benefits:
✓ 100 Fair Admission Tickets
✓ 2 One-Day Parking Passes
✓ Logo recognition in Fair Collateral (circ. 105,000)
✓ Logo Recognition on Fair Website and all Social Media where appropriate
✓ Sponsor Banner
✓ 6 Drink Vouchers for Marin Cultural Association Wine and Beer Garden
✓ 10’ x 10’ Booth Space in Sponsor Row (optional)
SPONSORSHIP LEVEL

GRAND CHAMPION

$5,000

Venue Opportunities —
♦ Carousel
♦ Great American Pig Races
♦ Rawhide Express Tour Train

Benefits:
✔ 50 Fair Admission Tickets
✔ Logo recognition in Fair Collateral (circ. 105,000)
✔ Logo Recognition on Fair Website and all Social Media where appropriate
✔ Sponsor Banner
✔ 4 Drink Vouchers for Marin Cultural Association Wine and Beer Garden
SPONSORSHIP LEVEL

CHAMPION

$2,500

Venue Opportunities —
♦ Marin Galactic Outpost
♦ Marin Master Gardener Exhibit
♦ Art in Action

Benefits:
✔ 25 Fair Admission Tickets
✔ Logo recognition in Fair Collateral (circ. 105,000)
✔ Logo Recognition on Fair Website and all Social Media where appropriate
✔ Sponsor Banner
✔ 2 Drink Vouchers for Marin Cultural Association Wine and Beer Garden
The Marin Cultural Association supports art and culture in Marin County including enhancing programs and facilities at the Marin Center and Marin County Fair.

For more information about the opportunity please contact:

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The Marin Cultural Association is a 501(c)3. EIN # 47-3147067. Sponsorships are tax deductible to the extent allowed by law.