

2026 HUMBOLDT COUNTY FAIR

"Where the Trees Meet the Seas"

130TH ANNIVERSARY YEAR



SPONSORSHIP OPPORTUNITIES

HUMBOLDT COUNTY FAIR ASSOCIATION
1250 FIFTH STREET
FERNDALE, CA 95536

CALL OR EMAIL
(O) 707-786-9511, (F) 707-786-9450
OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG



2026 SPONSORSHIP OPPORTUNITIES

Sponsorship Level I - Minimum Investment: \$15,000

These packages are customized to the needs of the Sponsor, we will work together to develop the best package for you!

Sponsorship Level II - Minimum Investment: \$10,000

In appreciation, the Sponsor receives:

- Two 8' x 10' full-color banners, Sponsor Provided
In premium location(s) on the fairgrounds
- 8 invitations to the Annual Sponsorship Appreciation Dinner
 - 8 invitations to Pre-Fair Carnival Party
 - 40 individual single-day admission passes
- 8 VIP Season passes that entitle the bearer to:
 - *Special parking*
 - *Entrance to the Fair*
 - *Entrance into Ticketed Grandstands Events*
 - *Special Event VIP hospitality suite*

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:

HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level III - Minimum Investment: \$7,500

In appreciation, the Sponsor receives:

- One 8' x 10' full-color banner, Sponsor Provided
In premium location(s) on the fairgrounds
- 4 invitations to the Annual Sponsorship Appreciation Dinner
 - 4 invitations to Pre-Fair Carnival Party
 - 20 individual single-day admission passes
- 4 VIP Season passes that entitle the bearer to:
 - *Special parking*
 - *Entrance to the Fair*
 - *Entrance into Ticketed Grandstands Events*
 - *Special Event hospitality suite*

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:

HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level IV - Minimum Investment: \$5,000

In appreciation, the Sponsor receives:

- One 3' x 6' full-color banner, Sponsor Provided
In premium location(s) on the fairgrounds
- 4 invitations to the Annual Sponsorship Appreciation Dinner
 - 4 invitations to Pre-Fair Carnival Party
- 4 VIP Season passes that entitle the bearer to:
 - *Special parking*
 - *Entrance to the Fair*
 - *Entrance into Ticketed Grandstands Events*
 - *Special Event hospitality suite*
- Business Name/Logo prominently displayed in HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level V - Minimum Investment: \$2,500

In appreciation, the Sponsor receives:

- One 3' x 6' full-color banner, Sponsor Provided
In premium location(s) on the fairgrounds
- 2 invitations to the Annual Sponsorship Appreciation Dinner
 - 2 invitations to Pre-Fair Carnival Party
- 2 VIP Season passes that entitle the bearer to:
 - *Special parking*
 - *Entrance to the Fair*
 - *Entrance into Ticketed Grandstands Events*
 - *Special Event hospitality suite*
- Business Name/Logo prominently displayed in HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level VI - Minimum Investment: \$1,000

In appreciation, the Sponsor receives:

- One 3' x 3' full-color banner, Sponsor Provided
In premium location(s) on the fairgrounds
- 2 invitations to the Annual Sponsorship Appreciation Dinner
 - 2 invitations to Pre-Fair Carnival Party
 - 8 individual single-day admission passes
- 1 VIP Season pass that entitle the bearer to:
 - *Special parking*
 - *Entrance to the Fair*
 - *Entrance into Ticketed Grandstands Events*
 - *Special Event hospitality suite*
- Business Name/Logo prominently displayed in HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level VII - Minimum Investment: \$500

In appreciation, the Sponsor receives:

- 6 Individual single-day passes
- 2 invitations to Pre-Fair Carnival Party
- Business Name/Logo prominently displayed in HCFA-affiliated print advertising, social media marketing, and the HCFA website



2026 WINTER FAIR SPONSORSHIP

Ice Legacy Sponsorship - Gift of \$5000

Each Winter Fair sponsorship is thoughtfully tailored to reflect your vision. As we build out a season filled with ice skating, Sparkling Lights, holiday gatherings, themed nights, and new winter traditions still to come, we will work closely with you to craft a package that fits your organization perfectly. Together, we can create a partnership that shines throughout the season!

Evergreen Legacy Sponsorship - Gift of \$3,000

In appreciation, the Sponsor receives:

- Logo on ice rink wall
- 2-hour Private Party Space at the Ice Rink
- 20 individual ice rink admission passes

And the eternal gratitude from the Humboldt County Fairgrounds

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:
HCFA-affiliated print advertising, social media marketing, and the HCFA website
- Advertising distribution opportunities

Winter Wonderland Landmark Sponsor - Gift: \$1000

In appreciation, the Sponsor receives:

Become a part of the magic! Order a custom building cut-out featuring your business name and represent your place in the Humboldt County community. Your branded display will shine within our transformed Sparkling Light Spectacular Winter Wonderland, becoming a glowing piece of this immersive holiday experience.

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:
HCFA affiliated print advertising, social media marketing, and the HCFA website

Snowflake Family - Gift of \$500.00

- 2-hour Bungalow Space at the Ice Rink,
- 10 individual ice rink admission passes

And eternal gratitude from the Humboldt County Fairgrounds!



"Where the Trees Meet the Seas"

Dear Friends and Family of the Humboldt County Fair,

As we look ahead to an extraordinary year at the Humboldt County Fairgrounds, we are excited to invite you to be part of a truly historic celebration. Our 2026 annual County Fair marks our 130th Anniversary, a remarkable milestone that honors our legacy as one of the longest-running fairgrounds in California. For more than a century, our grounds have served as a gathering place for agriculture, community celebration, youth development, and shared traditions. This anniversary year promises to be one of the most memorable yet.

In addition to commemorating 130 years of continuous operation, we are proud to expand Winter Fair events, a new annual chapter that brings year-round energy and entertainment opportunities to the fairgrounds.

As we celebrate this milestone year, we remain deeply committed to improving and preserving our historic grounds, expanded youth opportunities, and innovative, NEW exciting events that ensure the fairgrounds will remain a vibrant community centerpiece for generations to come. Our 130th year is not simply a celebration of our past; it is a launch point for an even stronger future.

Your sponsorship has always played a vital role in making these efforts possible. As we step into this landmark anniversary year, your partnership is more important than ever.

We respectfully invite you to renew your sponsorship for this historic 130th celebration. Together, we can honor 130 years of tradition while building an inspiring future at the Humboldt County Fairgrounds, a place where community continues to gather, celebrate, and thrive.

Sincerely,

Moira Kenny

Moira Kenny, *Chief Executive Officer*

Andy Titus, *President*

Greg Gomes, *1st Vice President*

Lawrence Dwight, *2nd Vice President*

Clint Duey, *Treasurer*

Sandy Hanks, *Secretary*

Darren Hansen, *Director*

Ben Hawk, *Director*

Johanna Rodoni, *Director*

Wayne Wilson, *Director*

Hollie Miller, *Director*

"...Come Celebrate Our 130th Anniversary!"

2026 HUMBOLDT COUNTY FAIR

SPONSORSHIP AGREEMENT



Please select the level of Sponsorship you or your company wish to contribute.

130th Anniversary Fair

- Sponsorship Level I - \$15,000 Contribution or More
- Sponsorship Level II - \$10,000 Contribution
- Sponsorship Level III - \$7,500 Contribution
- Sponsorship Level IV - \$5,000 Contribution
- Sponsorship Level V - \$2,500 Contribution
- Sponsorship Level VI - \$1,000 Contribution
- Sponsorship Level VII - \$500 Contribution

2026 Winter Fair

- Ice Legacy Sponsorship - Investment: \$5000
- Evergreen Legacy Sponsorship - Investment: \$3,000
- Winter Wonderland Landmark Sponsor - Investment: \$1000
- Snowflake Family - Gift of \$500.00

In order to be included in all sponsorship opportunities, the submission deadline to respond is July 1st, 2026

We welcome In-Kind Sponsorships as well. If you'd like to provide goods and services in place of or in addition to cash, please provide a list of items and the total cost.

Business Name: _____
PLEASE WRITE EXACTLY AS YOU PREFER YOUR NAME TO BE USED IN ADVERTISING

Business Physical Address: _____

Authorized Contact Name: _____

Contact Mailing Address: _____

Contact Phone Number(s): _____

Contact Email: _____
PLEASE INCLUDE A VALID EMAIL FOR COMMUNICATIONS - TO HAVE SPONSOR'S LOGO ON WEBSITE, PLEASE SEND IT TO OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG

Authorized Contact Signature and Date: _____
SIGNATURE DATE

The Humboldt County Fair Association is a 501(c)(3) non-profit organization: EIN 94-6000770

Please make checks out to Humboldt County Fair Association. If you choose, you can be invoiced.

Please contact the Fair Business Office at 707-786-9511 or officemanager@humboldtcountyfair.org for any questions you may have.

2026 HUMBOLDT COUNTY FAIR

NEW SPONSOR BENEFITS

Pre-Fair Carnival Party

Level I - VII Sponsors will receive invitations to attend a carnival party the night before the 130th Annual Fair's first day. Guests are invited to enjoy carnival rides, fair food, and refreshments before the crowds roll in. It's an evening to commemorate and thank those who make the Humboldt County Fair possible. Join us from 5 pm to 9 pm on Tuesday, August 11th for an evening of pre-fair fun with private access to the Johnston Amusements Carnival!

Ticketed Event Access and VIP Hospitality Suite

Level I - VI Sponsors will enjoy new VIP Badge perks this year! As a "thank you" for bringing these new ventures to life, we are admitting our badge-holding Sponsors to all fairtime ticketed events. The VIP Badge now provides general admission to all ticketed events during the 130th Annual Fair. Join us in the Grandstands for Special Events, including our second annual "Live at the Humboldt County Fair" concert with your VIP Badge. As part of the VIP hospitality suite, badgeholders will have access to a private bar, catering, and lounge area.