



**PARTNERSHIP OPPORTUNITIES**

**INCLUDE SPONSORING THE 2017 A.V. FAIR TO YOUR MARKETING PLANS**

**REACH THOUSANDS OF NEW CUSTOMERS!**

See what new opportunities the A.V. Fair has to offer our brand ambassadors/sponsors!

The Antelope Valley Fair and Alfalfa Festival can offer you, or your business, opportunities to successfully expand your brand recognition, and promote your business, product or service. Connect with new and existing customers and build new relationships!

Innovative Partnership packages and effective Marketing plans, tailored to increase awareness of your business or service, will reach thousands of potential new customers!



**AUG. 18 - 27, 2017**

*Cele-Grape-tion*

**POTENTIALLY REACH 210,000+ CUSTOMERS!**

**AVFAIR.COM**



Fair 2016 Coupon Book

**A.V. FAIR \$7 ADMISSION**  
**Aug. 19-28 \$20**  
**UNLIMITED RIDES WRISTBAND**  
(NOT VALID 8/20 & 8/27, NOT valid on-line)

**PRE-SALE ENDS: 8/18**

valpak  
 FREE w/ PURCHASE, ON-SITE, NOT ON-LINE.  
 (over \$100 in purchase)

Albertsons VONS  
 VALPARA CASH



**THE A.V. FAIR INVESTS IN QUALITY ENTERTAINMENT THAT BRINGS THE COMMUNITY & POTENTIAL CUSTOMERS TO YOU!**

**A.V. FAIR** Aug. 19-28  
 & Alfalfa Festival

**PALMDALE AUTO MALL CONCERT SERIES**

FOLLOW US:

**TIX: AVFAIR.COM**

**FRI. 8/19**  
 TRACE ADKINS, BRANDY CLARK, PAT BENATAR & NEIL GIRALDO, JOHN WAITE

**SUN. 8/21**  
 CALIBRE 50, LARRY HERNANDEZ

**MON. 8/22**  
 FOREIGNER, Don Felder (Lead of CSNY)

**TUES. 8/23**  
 HUNTER HAYES, Cam

**WED. 8/24**  
 MICHAEL FRANTI & SPEARHEAD

**ARENA EVENTS**

8/25: FIGURE & RACE MILITARY APPRECIATION DAY  
 Sponsored by

8/26: MONSTER TRUCKS

8/27: RURAL OLYMPICS FIREWORKS

8/28: DEMOLITION DERBY

Fair 2016 entertainment



**SPONSORSHIP PACKAGES MAY INCLUDE:**

- Naming rights
- Category exclusivity
- On-site Marketing
- Customized affiliation with Fair attractions or programs
- Booth space for Product Launching, Sampling, Contests
- Branding, Signage and Billboard presence, Website linkage
- Advertising and Media cross promotion, Social Media posts, TV presence
- Non-Profit organizations, Community Partnership Opportunities and activities
- Access to the Marco & Sandra Johnson Foundation Grand Oasis
- Fair concerts and motorized events tickets and parking passes



**ALL FAIR ATTENDEES ARE POTENTIAL CUSTOMERS!**

Engage potential customers by being present at the largest annual community event in the Antelope Valley!

Let our award winning Sponsorship/Marketing team create a package for you.

Sponsorship packages start at \$5,000.

**Contact:** Patricia Bartoli-Wible at 661-948-6060, ext. 130 or [patricia@avfair.com](mailto:patricia@avfair.com)

