

# California State Fair Fact Sheet

## Event Description:

The California State Fair, Northern California's premier summertime attraction, typically draws over 900,000 attendees each year. The Fair has a wide range of attractions and activities for everyone including traditional competitive exhibits, agriculture, home art and technological competitions, thrill rides, big name entertainment and specialty foods.



**California  
State Fair**  
**BIG FUN!**

**Event:** The 158<sup>th</sup> California State Fair

**Location:** Cal Expo, Sacramento

**Expected 2011 Attendance:** 900,000+

**Total Event Date Days:** 19

**Dates** (Pending Board Approval): July 13<sup>th</sup> - July 31<sup>st</sup>, 2011

**Event Hours:** 12 Noon - 10 PM Monday - Thursday  
10 AM - 10 PM Friday - Sunday

**Gate Fee:** \$12.00 General Admission  
\$10.00 Seniors  
\$ 8.00 Children 12 and under

**Parking:** \$10.00

**Demographic Information:** See enclosed.

**Geographic Draw:** See enclosed.

**Ethnicity:** See enclosed.

## 2010 Event Sponsors:

Coca Cola, Miller Lite, Tecate, Heineken, Chevrolet, Save Mart Supermarkets, California Lottery, Ford, Kitchen Craft, Dodge, Department of Conservation, Wells Fargo, Del Monte, California Family Fitness, Nissan, Xfinity, Pace Bathrooms, PG&E, Dish Networks, Cache Creek Casino Resort, California Office of Traffic and Safety, Big O Tires, Alhambra, Subway, Central Valley Tow, Slow For the Cone Zone, Nationwide Insurance, Drive4COPD, CalRecycle, DirecTV, SMUD, SacWineRegion.com, PennySaver, News10, The Sacramento Bee, Sacramento RT, Golden 1