

## California State Fair Fact Sheet

### Event Description:

The California State Fair, Northern California's premier summertime attraction, typically draws over 800,000 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.



<b>Event:</b>	The 159 <sup>th</sup> California State Fair
<b>Location:</b>	Cal Expo, Sacramento
<b>Expected 2012 Attendance:</b>	800,000+
<b>Total Event Date Days:</b>	18
<b>Dates:</b>	July 12 <sup>th</sup> - July 29 <sup>th</sup> , 2012
<b>Event Hours:</b>	12 Noon - 10 PM Monday - Thursday 10 AM - 10 PM Friday - Sunday
<b>Gate Fee:</b>	\$12.00 General Admission \$10.00 Seniors \$ 8.00 Children 12 and under
<b>Parking:</b>	\$10.00
<b>Demographic Information:</b>	See enclosed.
<b>Geographic Draw:</b>	See enclosed.
<b>Ethnicity:</b>	See enclosed.

### 2011 Event Sponsors:

Coca Cola, Miller Lite, Tecate, Heineken, Chevrolet, Save Mart Supermarkets, California Lottery, Ford, Kitchen Craft, Dodge, Wells Fargo Bank, California Family Fitness, Xfinity, PG&E, Crystal Dairy, Dish Networks, Big O Tires, Alhambra, Subway, Central Valley Tow, Slow For the Cone Zone, DirecTV, SMUD, PennySaver, News10, The Sacramento Bee, Golden 1 Credit Union, Dannon Yogurt, Toyota, Select Comfort, Sacramento RT, Foster Farms, Chevron and Walmart