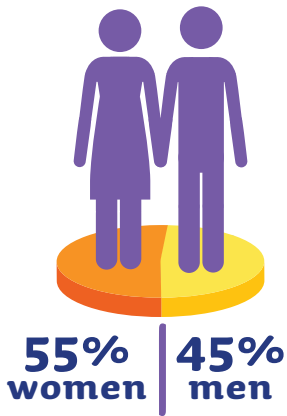


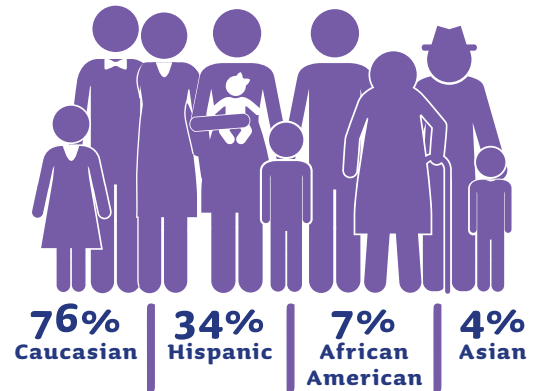
The 166th California STATE FAIR

JULY 17 - AUGUST 2, 2020

State Fair Attendees:



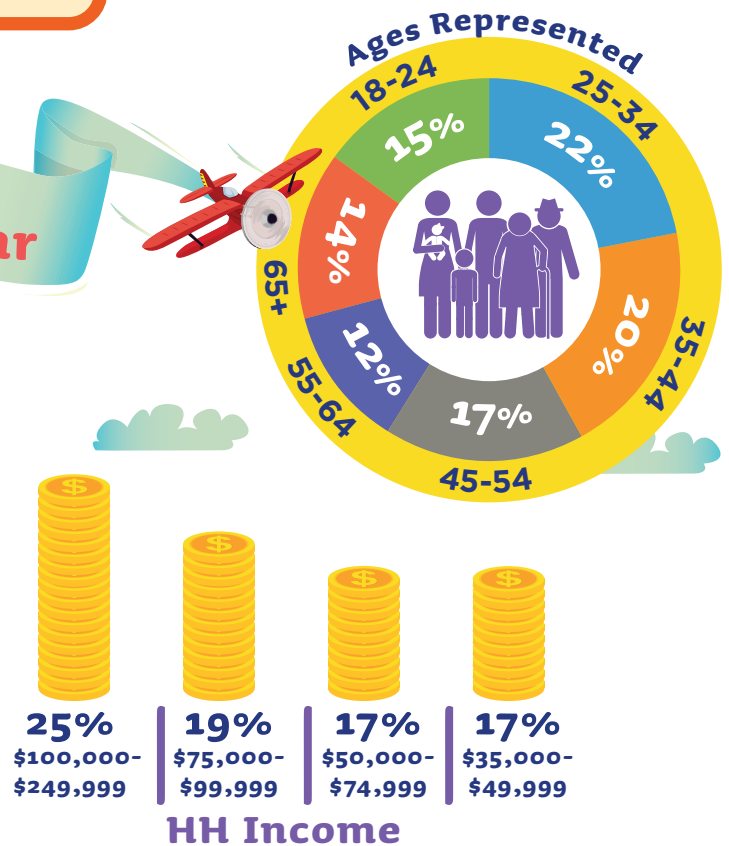
Fun Facts:
 Top three reasons Fair Guests come to the Fair:
 ★ Exhibits
 ★ Entertainment
 ★ Food
 95% Fair Guests from last year will come back this year



Approximately **700,000** visitors each year

Compared to the general population of California, 2020 Fair Guests are:

- ★ 23% more likely to be age 18-24
- ★ 21% more likely to be age 25-34
- ★ 20% more likely to be age 35-44
- ★ 9% more likely to be employed fulltime
- ★ 10% more likely to make \$75,000 - \$99,000 a year HH Income



*Aug 2019 Scarborough Report

2019 CALIFORNIA STATE FAIR SPONSORS

Save Mart, Golden 1 Credit Union, Toyota, Bank of America, Coca Cola, Miller Lite, Coors Lite, Tractor Supply Co., California Lottery, SMUD, CalTrans, DISH, RAM, Kaiser Permanente, Jack in the Box, Chevrolet, PG&E, Republic of Gamers, Tech 2 U, Twitch, NRG Esports, Kings Guard Gaming, Consolidated Communications, Tabu Ohana, Vitalant, California Family Fitness, Mattress Firm, California State Parks, Department of Water Resources, Sleep Number, First Choice Communications, Jackson Rancheria, ABC10, California Department of Food and Agriculture, Sprint, The Sacramento Bee, Kitchen Craft, T-Mobile, Chevron, Telemundo, US Army, Goldrush Getaways, Cellular Sales, Learn About Ag, Welk Resorts, Eurocast Cookware, Healthy Kids Concepts, Groupon, Bluegreen Vacations, Central Valley Towing, Wienerschnitzel, Heritage Organics, Global Travel Network, Geico, Nintendo Switch, Davita Kidney Care, Farm Credit, OPES, and Splash Dogs