

TULARE COUNTY FAIR SEPTEMBER 13 - 17, 2017

FACT Sheet

Total Event Days:	5
Event Dates:	September 13-17, 2017
Location:	620 South K Street, Tulare, CA 93274
Event Hours:	11:00 a.m. – 11:00 p.m. Wednesday 11:00 a.m. – 12:00 a.m. Thursday - Sunday
Gate Fee:	General Admission \$8.00 Kids 6-12 \$5.00 FREE – Kids 5 & Under
Parking:	\$5.00 (presale on line only) \$6.00 on site



Expected Attendance for 2017: 125,000

Event Description:

The Tulare County Fair takes place the third Wednesday after Labor Day and drew over 117,000 attendees in 2016. We are fun, affordable and safe for the whole family! Our community enjoys our friendly atmosphere, traditional county fair competitions, agriculture displays, hands-on family activities, carnival, great entertainment, and specialty foods.

We serve our community through our youth programs. For over ninety years our County Fair has provided a platform for local 4-H and FFA youth to show and sell livestock; demonstrate club projects; and display their arts and crafts. More recently, the Fair has opened its doors to Tulare County elementary schools with its popular Free School Tour Program hosting local students, educators and chaperones.

Event Marketing:

We market to youth and families of all nationalities utilizing radio, television and print publications, including Spanish speaking media. We also maintain a user-friendly website and submit information to a variety of website calendars. Demographics are available upon request. Look for new programs, entertainment and exhibits at this year's fair.

Event Sponsors:

Past event sponsors include Sequoia Beverage, Pepsi, Land O' Lakes, Eagle Mountain Casino, Cricket Communications, Ed Dena's Auto Center, Comcast, J.D. Heiskell & Comcast, McDonalds, and Alltech. We appreciate are sponsors dedication and commitment and we work tirelessly to ensure they have a high Return on investment.

24th District Agricultural Association

620 South K Street Tulare, CA 93274

Phone: (559) 686-4707

Fax: (559) 686-7238

E-mail: concessions@tcfair.com or pamleafyock@tcfair.org