

**TULARE COUNTY FAIR**  
**SEPTEMBER 12<sup>TH</sup> – 16<sup>TH</sup>, 2018**  
**FACT Sheet**



- Total Event Days:** 5
- Event Dates:** September 12 – 16, 2018
- 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 – Monday
- Gate Fee:** General Admission \$9.00  
Kids 6-12 \$5.00 FREE – Kids 5 & Under
- Parking:** \$5.00 (presale on line only) \$6.00 on site
- Expected Attendance for 2018:** 125,000

**Event Description:**

The Tulare County Fair takes place the third Wednesday after Labor Day and drew over 107,000 attendees in 2017. 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 our sponsors dedication and commitment and we work tirelessly to ensure they have a high Return on investment.

**24th District Agricultural Association**

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