



IMPACT

VISIBILITY

Impressive \$2.4 million total media value

IMPACT

More than 1.3 million Fair Guests in 2016

QUALITY

Unparalleled attractions received record-high customer satisfaction ratings in 2016

BUYING POWER

Average Household Income of \$74,250

REACH

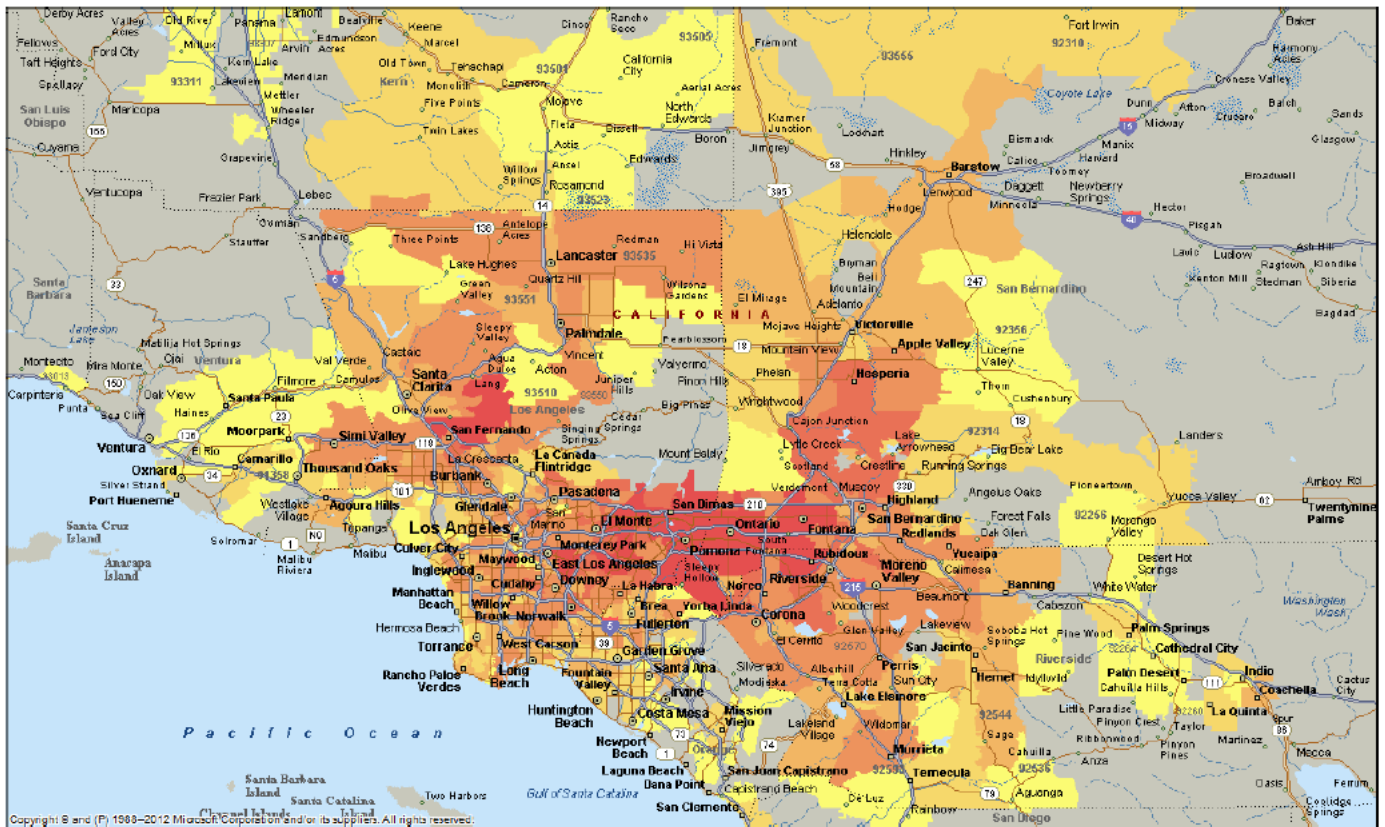
Centrally located in Southern California, drawing from Los Angeles, Orange, San Bernardino, Riverside and Ventura Counties

MAGNITUDE

Nearly a quarter million people served through community benefit programs such as food drives, blood drives and free field trips



REACH



Lowest



Highest

DENSITY

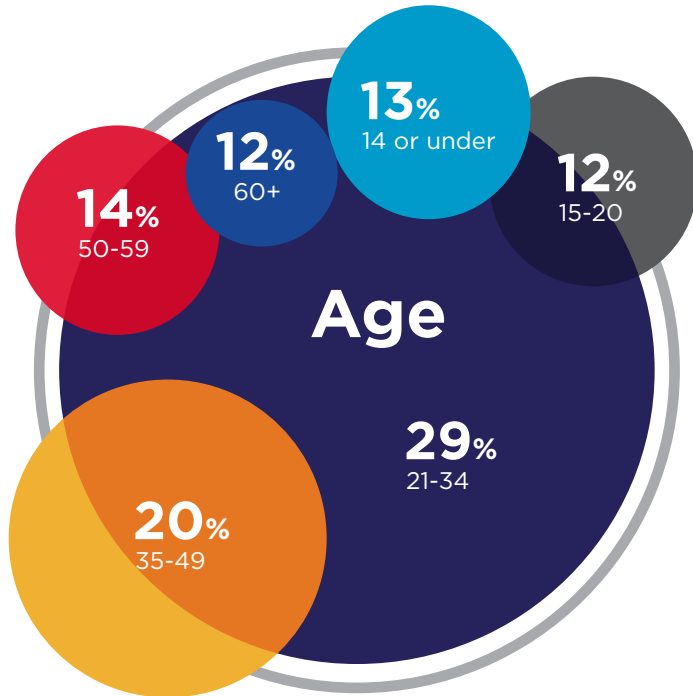
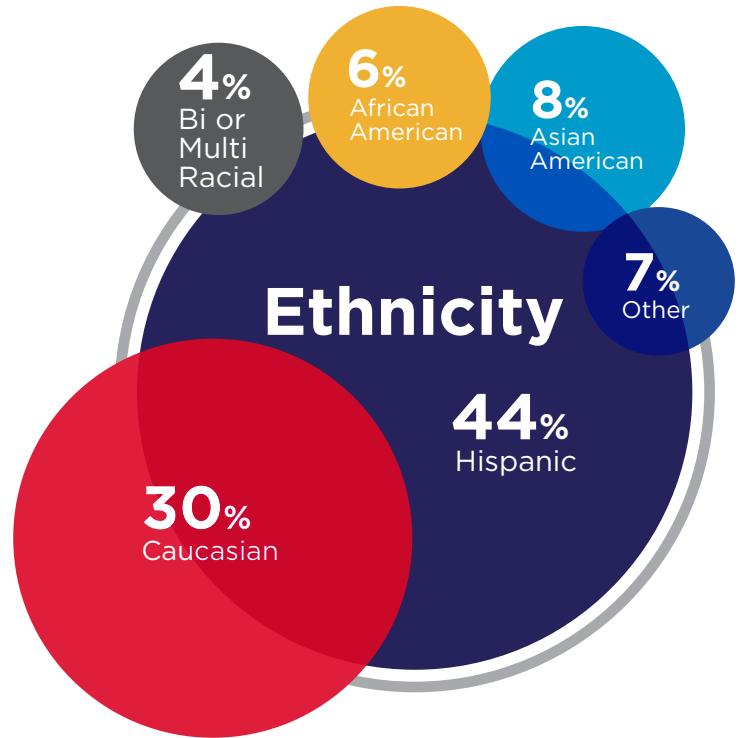
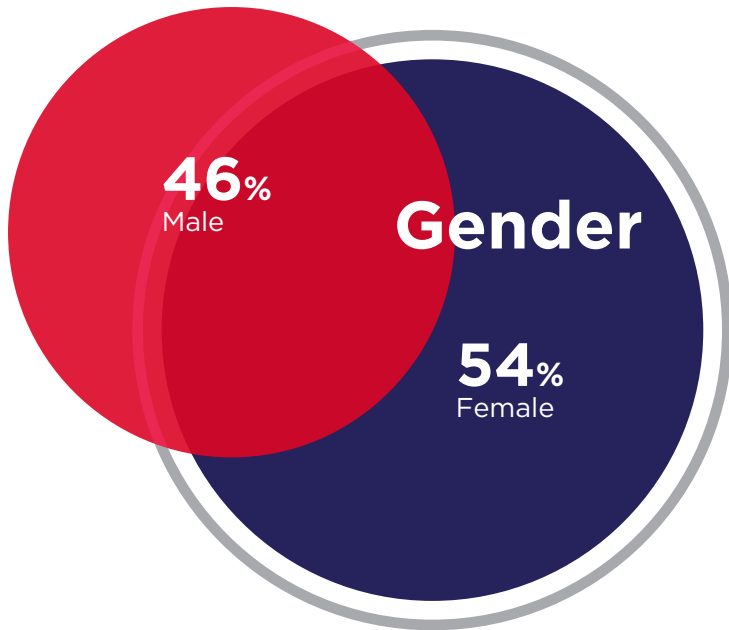
The vast majority of guests come from five counties - Los Angeles, San Bernardino, Riverside, Orange and Ventura Counties.



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CONNECTIONS



Average guest age
35 years

Source: 2016 LA County Fair guest survey
May not add up to 100% due to rounding



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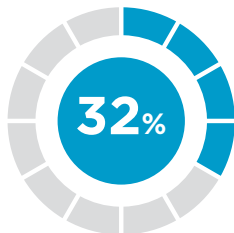


BUYING POWER

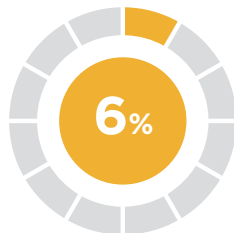
College or graduate school educated 72%



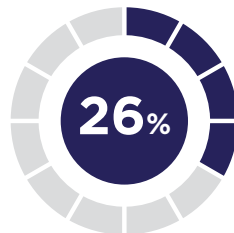
Post Graduate



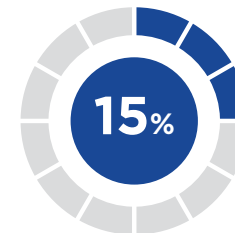
College Graduate



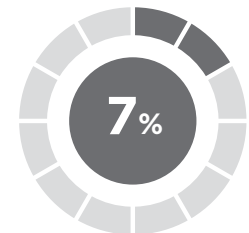
Trade School



Some College

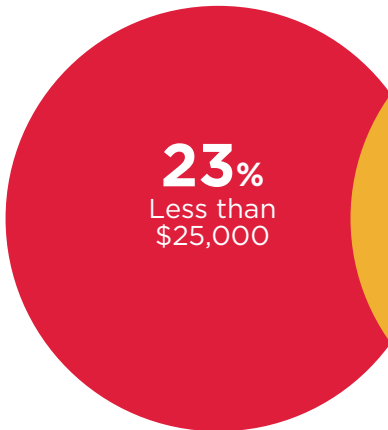


Completed High School

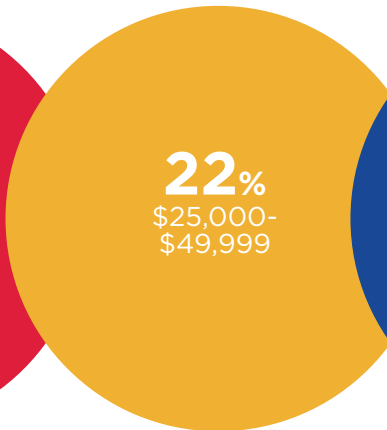


Some High School

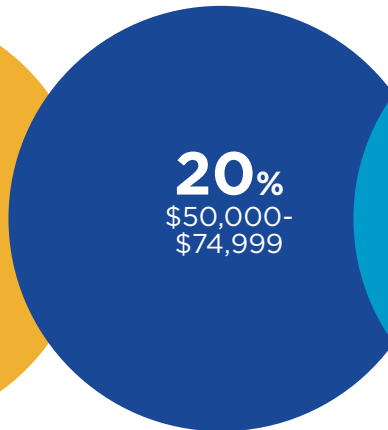
Average Household Income of \$74,250



23%
Less than \$25,000



22%
\$25,000-\$49,999



20%
\$50,000-\$74,999



37%
\$75,000 or more

Source: 2016 LA County Fair guest survey
May not add up to 100% due to rounding

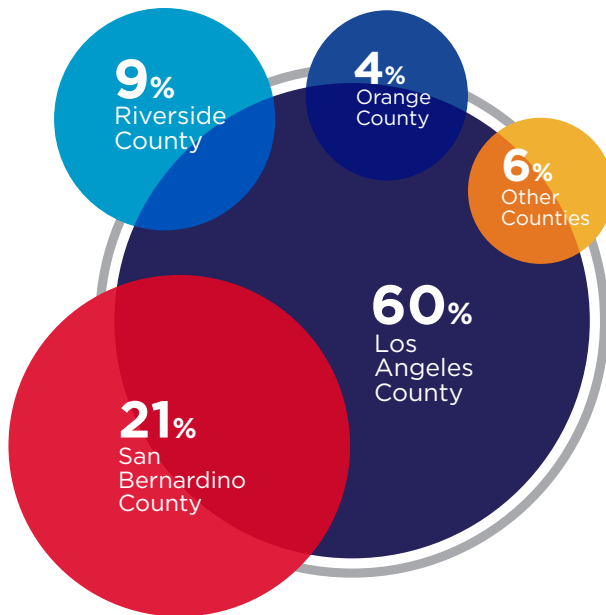


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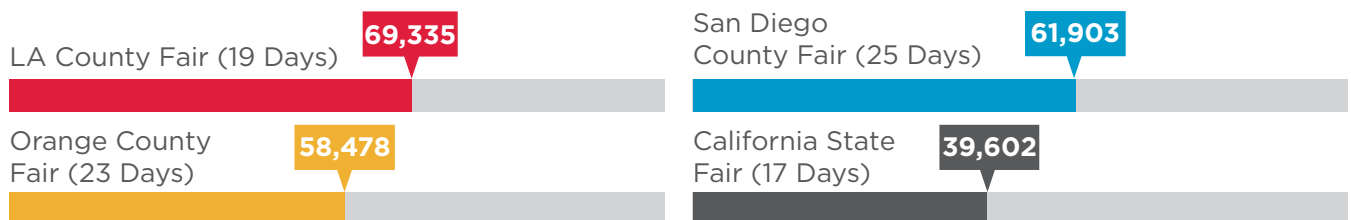
AUDIENCE

1	Average number of guests in party	4.4
2	Average expenditure per party	\$172
3	Average length of visit	5.2 hours
4	Average monthly entertainment budget per person	\$142



60% of our California audience come from Los Angeles County

2016 Average Daily Attendance



Source: 2016 LA County Fair guest survey
May not add up to 100% due to rounding



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LIFESTYLE



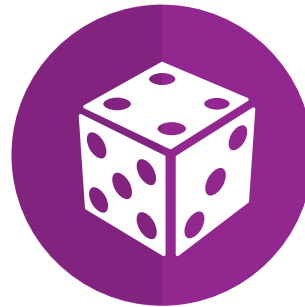
More than 55% of Fair guests are looking to purchase home appliances within the next 5 years.



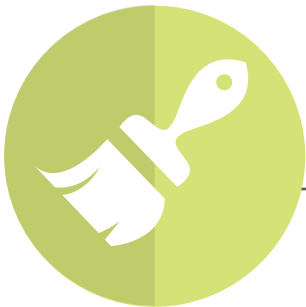
59% of Fair guests are looking to purchase car insurance or renew their current plans in the next 5 years with 69% purchasing in the next year.



41% of Fair guests are looking to purchase health insurance or renew their current plans in the next 5 years.



Nearly 64% of LACF guests have visited a casino in the past year, which is 61% higher than the market average



28% of Fair guests are planning to remodel their home in the next 5 years.



49% of Fair guests are planning to purchase home furnishings in the next 5 years.



EXPOSURE

Online & Mobile

- More than 4.8 million page views, 2.3 million sessions and 1.5 million unique visitors from June - September
- Facebook: 141,204 likes, 12% increase
- Twitter: 7,014 followers, 13% increase
- Instagram: 13,411 followers, 60% increase
- An e-mail database of more than 140,000 subscribers
- Pay-per-click, social media, display and retargeting campaigns

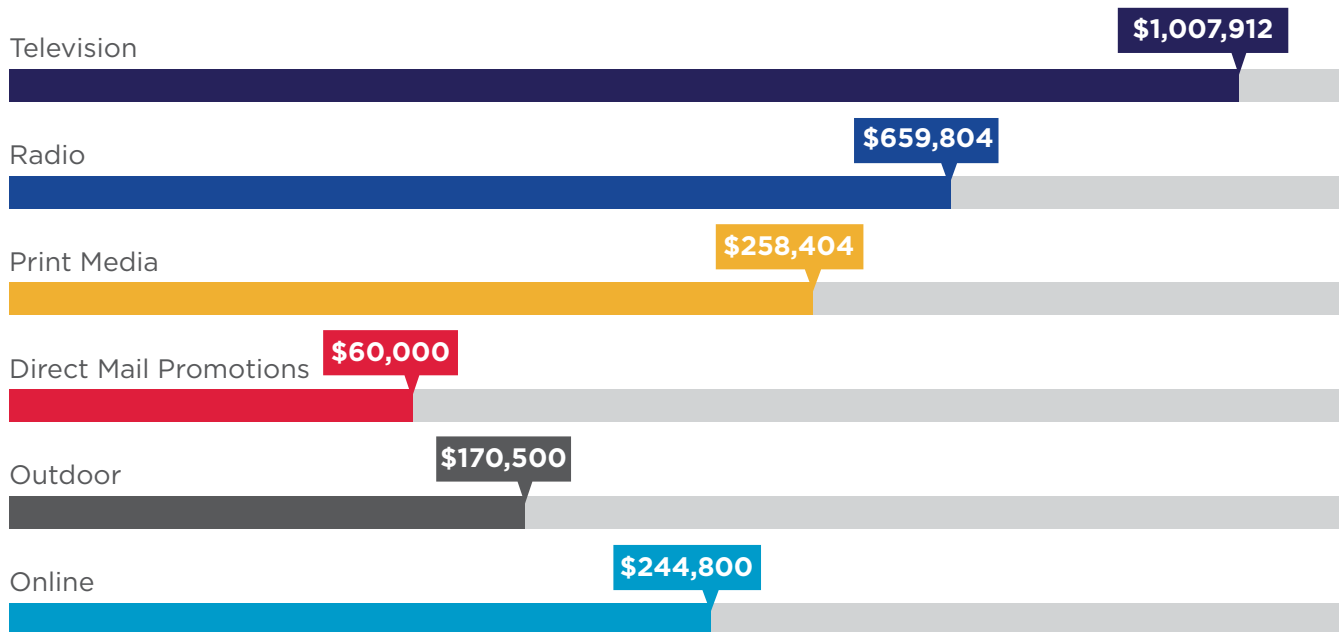
Public Relations

- Positive media relationships with a proven track record of bringing the press to our events. Each year the LACF receives local, regional and national coverage in radio & television broadcasts, print publications and digital & social media platforms
- In 2016 LACF received 2.5 billion impressions, more than 1,200 print and online articles and more than 220 broadcast mentions
- Media outreach to 1,000+ media contacts in print, broadcast & online
- Print and electronic newsletters
- Dedicated online newsroom

Paid Advertising

- TV: Broadcast & Cable
- Radio: Music & talk format and internet radio
- Print: Southern CA Newspaper Group, La Opinion and dozens of ethnic & lifestyle papers
- 6 week paid media campaign
- Reach: LA DMA, Inland Empire and Orange County

Total media value \$2,400,000



Source: 2016 Los Angeles County Fair guest survey
Total media value includes added-value promotional exposure in TV, radio and print advertising and public relations.



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CUSTOMIZED ACTIVATION

Sponsorship Opportunities

- 01 Premium exhibit space for customer engagement
- 02 Brand integration with Fair attraction or program
- 03 Category exclusivity
- 04 Activation at retail level
- 05 Hospitality
- 06 Digital and internet marketing support
- 07 Exclusive social media opportunities
- 08 High profile signage
- 09 Charitable overlay or community partnership
- 10 Tailored inclusion in advertising, promotion and public relations campaigns



Dannon: First-year partnership

Dannon’s marketing objective was to increase awareness for its “Danonino” brand by sampling the product to a family audience and by aligning its brand with the “Jurassic Planet” dinosaur attraction. The sampling program greatly surpassed Dannon’s expectations and its overall activation was deemed a success.



Toyota

Toyota’s long-standing partnership with the LA County Fair is a great example of a “winning partnership.” Toyota leverages the Fair’s various platforms to engage Fair guests and showcase its great fleet of vehicles. Toyota flawlessly integrated its brand into our “Let the Games Begin!” exhibit that yielded an increase in data capture and leads.



O’Reilly

The LA County Fair was able to conceive a strategy that would accomplish two primary objectives for O’Reilly Auto Parts . Through a discounted Fair admission program which included media, the Fair drove significant traffic to o’Reilly retail locations. In addition, the Fair was able to create a customized experience to target adult males with “The Ultimate Garage.”



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