Media Parking Policy

This policy is approved by Fair Management, who determine the media parking policy as communicated by The Big Fresno Fair Communications Department. Working media is identified below as those media personnel who have obtained approved Big Fresno Fair media credentials.

This Policy Is Necessary In Order To:

1. Accommodate working media quickly and efficiently.
2. Protect parking space availability for all media professionals working on-site during the Fair.
3. Assist Fair personnel in identifying the location of reporters for easy access transport on the Fairgrounds.

2026 Media Parking Policy:

1. **REMINDER: Working Media Parking is on Butler Avenue where the street is closed off. (See Map on Next Page)**
2. Butler Avenue will be blocked off in this area with barricades to ensure the availability of media parking. Signage will label this area as Media Parking Only. You must have a Butler Avenue Media Parking pass to enter.

Who Can Access The Media Parking?

1. ALL working media including print and broadcast.
2. Colored parking passes will be issued for this parking area; media **MUST** show their colored parking pass to have access into this parking area. **NOTE: Media credentials or marked vehicles will not suffice; you must have a designated parking pass for this lot.**
3. This area is for working media only; persons who use this area for personal use may have their privileges of access to this media parking area revoked.

Who Can Access Gate 2 Parking?

1. ALL live trucks have access to the Gate 2 entrance, but **ONLY** live trucks. All other vehicles transporting reporters or traveling cameras must park on Butler Avenue or other assigned parking lots.

Friends of the Fair, Chance Avenue & Infield Parking Lots:

1. Due to set locations and proximity to other parking lots, individual stations will be allotted a certain amount of spaces for its nearest lot. These parking spaces will require a colored parking pass for entry. **NOTE:** Media credentials will not get you into these lots.
2. Each station will only receive a designated amount of colored parking passes and will not be admitted into any parking lot without one.
3. Due to limited space it is necessary that the media use the parking passes efficiently by trading to the next crew coming to the Fairgrounds.

NOTE: Contact the Communications Department at (559) 650-3229 or Danielle Griffin directly at (559) 994-3133 prior to your arrival. You will be met at the entrance to escort you on grounds.