

# Washington County FAIR

HILLSBORO, OREGON ★★

## 2024 Washington County Fair Fun Facts

Over 186,000 attendees\* walked through the turnstiles this year.

\*We do not count employees, volunteers, livestock participants, their families or vendors.

All our percentage partners\* increased revenue by 22% - 30% in 2024.

\*Washington County has the highest average & median income in Oregon. Our percentage partners can attest to this fact.

Over 1.63 M\* people visited BigFairFun.com in July 2024.

\*We had more than 24 M impressions through our advertising campaigns.

Open Class, 4-H & FFA  
Livestock entries increased by 62% in 2024.

WASHINGTON COUNTY FAIR ~ BOB O'LOUGHLIN ~ SALES & MARKETING MANAGER  
503-846-2220 ~ 253-273-0260 ~ [BOB\\_OLOUGHLIN@WASHINGTONCOUNTYOR.GOV](mailto:BOB_OLOUGHLIN@WASHINGTONCOUNTYOR.GOV)





# 2024 Washington County Fair

## Advertising

### **Traditional:**

Through a mix of TV, Radio & Outdoor we inundate the market with our advertising & messaging throughout the month of July.

### **Digital:**

Organic and paid social media, OTT, Display/SEM, Geofencing, Home Page Takeovers & CTV all played an integral part in advertising the Washington County Fair and drove traffic to the Fair & BigFairFun.com.

**Fun Fact:** Our SEM campaign saw a 60+%\* CTR. What does that mean? Our messaging resonates with people & they come to our Fair.

You should too!

\*Industry SEM standard CTR is 4.68%

### **PR:**

Local morning shows, news broadcasts, radio remotes, papers, photographers, bloggers, vloggers and digital news outlets came to the fair to talk about everything that makes our event a part of the local community. Through our partners we gave-away hundreds of Carnival Wrist Bands through different promotions.

### **On-Site:**

Over 186,000 people attended our 2024 Fair and took part in activation campaigns, ate food, rode carnival rides, had cold drinks, watched the entertainment & music, came to see the animals & enjoyed free admission to their Washington County Fair.

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**Like our Washington County Fair, Sponsorship Opportunities are One-Of-A-Kind.**

**Every Sponsor has different goals or metrics to measure success. We can create a specific opportunity in our Fair to achieve your goals.**

**SPONSORSHIP OPPORTUNITIES:**

<b>ACTIVATION</b>	<b>MAIN STAGE</b>
<b>ADVERTISING</b>	<b>OFFICIAL</b>
<b>BAG</b>	<b>PARKING</b>
<b>BUILDING/FEATURE</b>	<b>PRESENTING</b>
<b>ENTERTAINMENT</b>	<b>SIGN/QR ACTIVATION</b>
<b>LIVESTOCK/BARN</b>	<b>TAP HOUSE STAGE</b>
<b>GATE</b>	<b>TITLE</b>
<b>KID'S AREA (GROVE)</b>	<b>CREATE YOUR OWN</b>

**SPONSORSHIP OPPORTUNITIES BEGIN AT \$5,000.**

**THANK YOU FOR YOUR INTEREST IN A SPONSORSHIP WITH THE WASHINGTON COUNTY FAIR. WE LOOK FORWARD TO A SUCCESSFUL PARTNERSHIP JULY 18-27, 2025.**

**FOR MORE INFO ON A SPONSORSHIP OPPORTUNITY WITH THE FAIR CONTACT:  
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