



Official LGBTQ+ Non-Profit Festival of the Fair Industry.





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# Overview

## 2011

- The event was created after noticing a lack of the LGBTQ+ community presence at the San Diego County Fair.
- Started by a Facebook status check-in reading "Join us tomorrow for the 1st ever Unofficial Gay Days - Check-in to show your support."
- Several Facebook check-ins showed up that day, resulting in a successful attempt.

## 2012

- It was decided to make this an annual event.
- In April, a Facebook invitation was created to the "2nd Annual Unofficial Gay Days" event.
- By May, over 135 people accepted the invitation to attend.
- Word spread and reached the Del Mar Fairgrounds Marketing department.
- Participants were formally welcomed by Fairgrounds representatives, and event organizers were invited to meet post-Fair.







**SAN DIEGO COUNTY FAIR**

presented by  **Albertsons**  **Savon**

*Out at the Fair*<sup>®</sup>  
2012

## 2013

- Formal planning meetings began with the Fairgrounds.
- The event was planned around Adam Lambert's concert on the Grandstand stage.
- LGBTQ+ non-profit organizations were offered exhibitor booths in the Infield's San Diego Pavilion to showcase their causes.
- The Coors Light Rock On Stage featured local band RunHoney during the day.
- At night, Rich's San Diego sponsored "After Dark" entertainment with our local DJs Will Z and Dirty Kurty.





## 2014

- "Unofficial Gay Days" becomes an official Fair event, and "Out at the Fair®" is born.
- The event was held on the second Saturday of the Fair.
- San Diego Pride, the largest LGBTQ+ organization in the county, becomes involved.
- The Paddock stage is added to the programming for daytime entertainment, while keeping the Rock On Stage for "After Dark" performances.
- Additional non-profits joined the exhibitor area.
- Out at the Fair® T-shirts & tank tops were introduced as merchandise.
- The Newly Married Game™ was added.



- A shuttle was offered, sponsored by Flicks nightclub, which ran from The LGBTQ Center in Hillcrest to the Fairgrounds.
- The event was a success, bringing to the Fair additional attendees that might otherwise not have attended.
- It garnered positive press and established the San Diego County Fair as a gay-friendly event among the LGBTQ+ general and business community.
- Western Fairs Association awarded Out at the Fair® a first place in the New Community Outreach Program category.

## 2015

- Largest turnout; Fair attendance that day was over 70,000.
- Local elected officials became involved, including San Diego city councilmember Todd Gloria, who cut a rainbow ribbon during the opening ceremony.
- North County Pride and The LGBT Center become involved.
- Transgender sensitivity training is offered to Fair staff.
- The Fair's Community Outreach team heavily promoted Out at The Fair® as part of the Fair's offerings through street fairs and various other community events.
- "Diva Drop™" was added to the programming, with Bianca St. James hosting the event and making the daring bungee jump.

**"Out At The Fair® has become one of the highlights of Summer in San Diego."**

*- Speaker Emeritus Toni Atkins,  
California State Senate*





## 2016

- Out at the Fair® is now an established festival, featured in Fair press conferences, media morning on Opening Day, and receives extensive media coverage.
- Non-profit booths are moved to the Paddock, for increased exposure.
- The Dreamgirls, featuring Chad Michaels, winner of RuPaul's Drag Race, is part of the entertainment, to a rousing success.
- Two multi-stall gender-neutral restrooms are offered, to better serve the community.
- IAFE awards Out at the Fair® a first place in the Overall Mobile Campaign category, for its app and mobile website.
- WFA awards Out at the Fair® a second place in the Inspiring Collaborations category, for its work with local LGBTQ+ non-profit organizations.



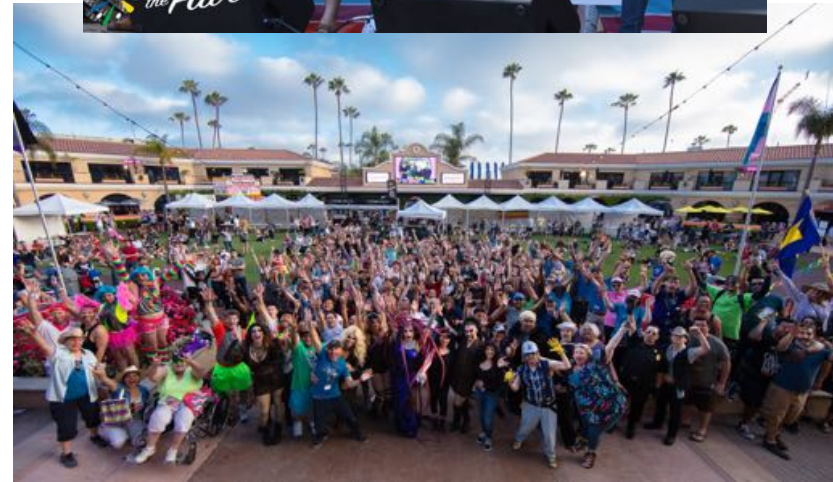
## 2017



- Programming expanded into 17 Hands Restaurant with an LGBTQ+ artist area & history walk by Lambda Archives.
- Awareness Gallery, created by LGBTQ+ teens in conjunction with San Diego Pride, through the Exhibits Department.
- Family Fun Hour took over the Paddock Stage at 3 p.m. with games and prizes for ages 2 – 13.
- Flags in the Paddock area representing: **L**esbian, **G**ay, **B**isexual, **T**ranssexual, **G**ender**Q**ueer/**Q**uestioning, **A**sexual, and **P**ansexual.
- For the daring community members, “Eat a Gay Bug” had a booth in the Paddock area.
- Our opening ceremony was blessed by the Sister of Perpetual Indulgence of San Diego & this year’s ribbon was cut by Kathie Moehlig from TransFamily Support Services.
- Rich’s After Dark entertainment consisted of DJ TAJ, Kitty Brucknell (X Factor UK), & gay icon Pepper MaShay.
- Glam Gals 6 p.m. show on the Paddock Stage included Delta Work (RuPaul’s Drag Race), Jaidynn Fierce (RuPaul’s Drag Race), Vicky Vox, & San Diego’s favorite The Family Jewels.
- On The Rocks online show with Alexander live-streamed from the Coors Rock On Stage & from Diva Drop™.

## 2018

- The 8<sup>th</sup> Annual Out at the Fair® festival at the San Diego County Fair was held on June 9, 2018.
- The 2018 festival was attended by a record number of guests, and according to Gay San Diego, OATF™ “...has now turned into the largest "Out" gathering in the Southern California region”.
- The Paddock Stage entertainment included emcees Pauly and Monks, Ingenue, Sheldon Casavant, San Diego Cheer Extreme and Glam Gals & Guy™ show.
- The Coors Rock On Stage entertainment included emcees Alexander Rodriguez, Trevor Page, Taylor Olson, Kasey Lansdale, David Hernandez from American Idol, DJ SRO, DJ dirty Kurty, Silent Disco and more.
- OATF18 Partners: Hot Dog on a Stick®, Chipotle®, Flicks and Rich’s San Diego.
- Media Sponsors: Hillcrest Social, Rage Magazine, On the Rocks radio show, OUT Word Magazine, and Out Word California Magazine.
- OATF18 Community Partners: San Diego Pride, North County LGBTQ Resource Center, South Bay Pride, TransFamily Support Services, The LGBT Center, and F.O.G.







The image shows a Facebook Insights dashboard for the event 'Out at the Fair - San Diego County Fair' on Saturday, June 9 at 10:00 AM. The dashboard is divided into several sections:

- Event Performance:** Three blue and green cards showing metrics for the last 7 days: 90.1K People Reached, 3.9K Responses, and 351 Ticket Clicks.
- Audience:** Two bar charts showing ticket link clicks: 'Women 25-34' (24% of tickets clicked) and 'San Diego, California' (48% of tickets clicked).
- Summary Metrics:** A row of four white cards with icons: 8.6K SHARES, 2.2K LIKES, 86.8K VIEWS, and 25.2% USAGE.
- #OATF18:** A section with a filter icon, a grid of images, and a map of the event location. The map shows 'North San Diego' with landmarks like 'North Beach at San Diego Bay', 'Del Mar Racino', and 'SeaWorld Race Place'.
- Details:** A section with a 'Filter' icon and a list of event details: Start Time (June 9, 2018 9:00 AM PDT), Date Ending (June 9, 2018 11:00 PM PDT), Repeats Until (June 9, 2018 11:00 PM PDT), Cost (\$299.73 USD), Area Covered (417,115 Sq Ft), Date Submitted (June 4, 2018 10:45 PM PDT), and Order ID (44854522-296a-4636-b7ee-640d67133c03).

## 2018

- Facebook and Snapchat stats from our 2018 OATF™ - San Diego County Fair.
- Day of attendance:
  - 6.13.15 – 70,409
  - 6.11.16 – 67,918
  - 6.10.17 – 68,042
  - 6.09.18 – 68,398



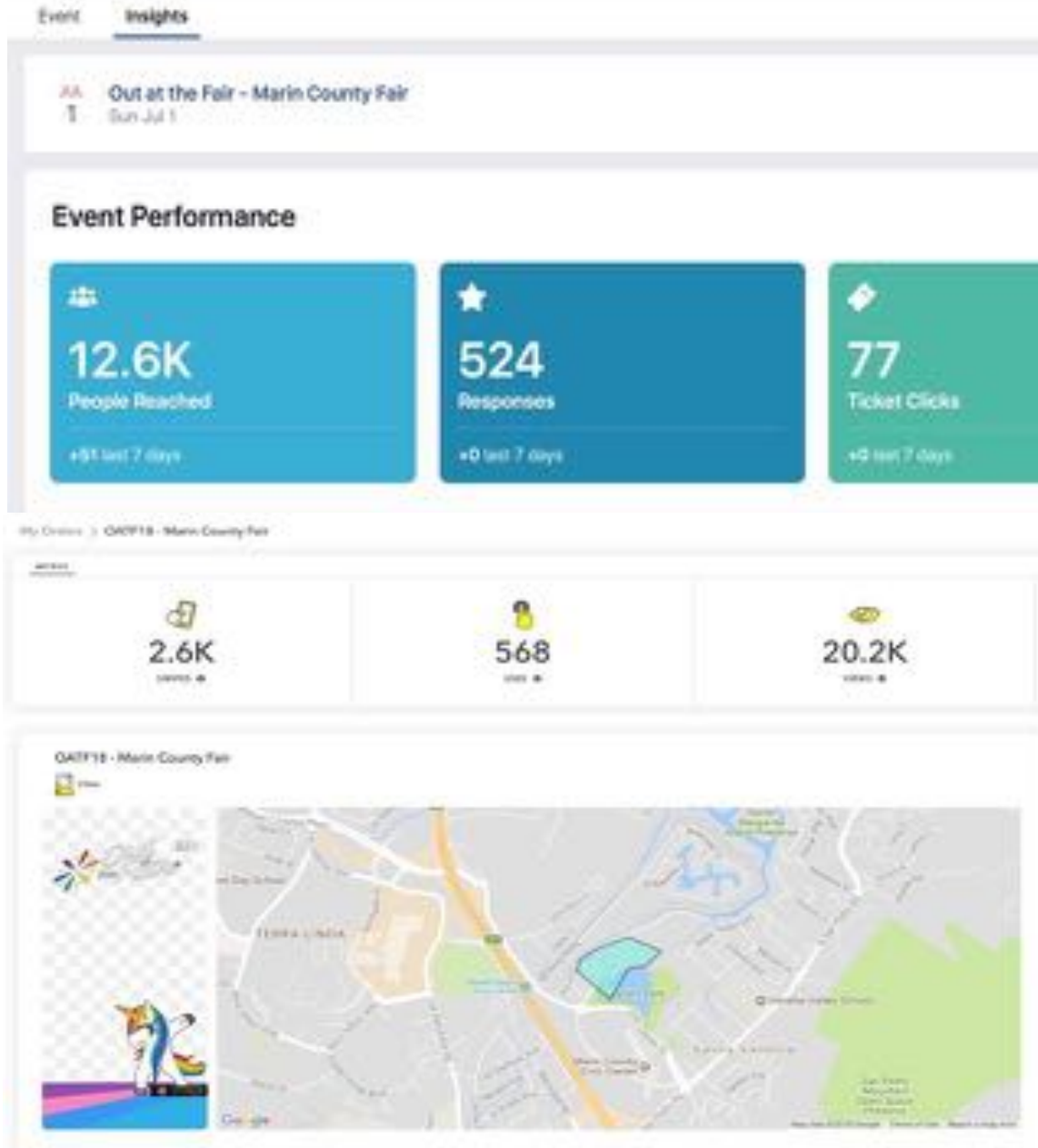
 *Out*  
*at*  
*the Fair*®



## 2018

- Out at the Fair® had our first gathering at the Marin County Fair on July 1, 2018 in San Rafael, CA.
- Participants spanned all ages and walks of life.
- The first group photo drew a couple dozen guests in front the iconic giant Ferris Wheel.
- Mainstage 8 p.m. concert was the Beach Boys.
- The Marin County Fair plans to grow and expand Out at the Fair® during their 2019 fair season.
- Media Sponsors: OUT Word Magazine & Out Word California Magazine





## 2018

- Facebook and Snapchat stats from our 2018 OATF™ - Marin County Fair.
- Day of attendance:
  - 07.1.18 – 19,572



 *Out*  
*at*  
*the Fair*®



## 2017

- Out at the Fair® expanded on July 30, 2017 to the California State Fair in Sacramento, CA.
- Created a strong working partnership with the Sacramento LGBT Community Center.
- The first group photo drew 122 guests between the iconic golden bears.
- Fair Board member Jess Durfee greeted the group before the group photo.
- Mainstage 8 p.m. concert was Melissa Etheridge.
- Right before the concert, State Assembly member Susan Talamantes Eggman and State Senator Toni Atkins, members of the California LGBT Legislative Caucus, welcomed attendees and recognized the day as the first OATF™ at the CSF, to the cheer of thousands in the crowd.
- Media Sponsors: OUT Word Magazine & Out Word California Magazine





## 2018

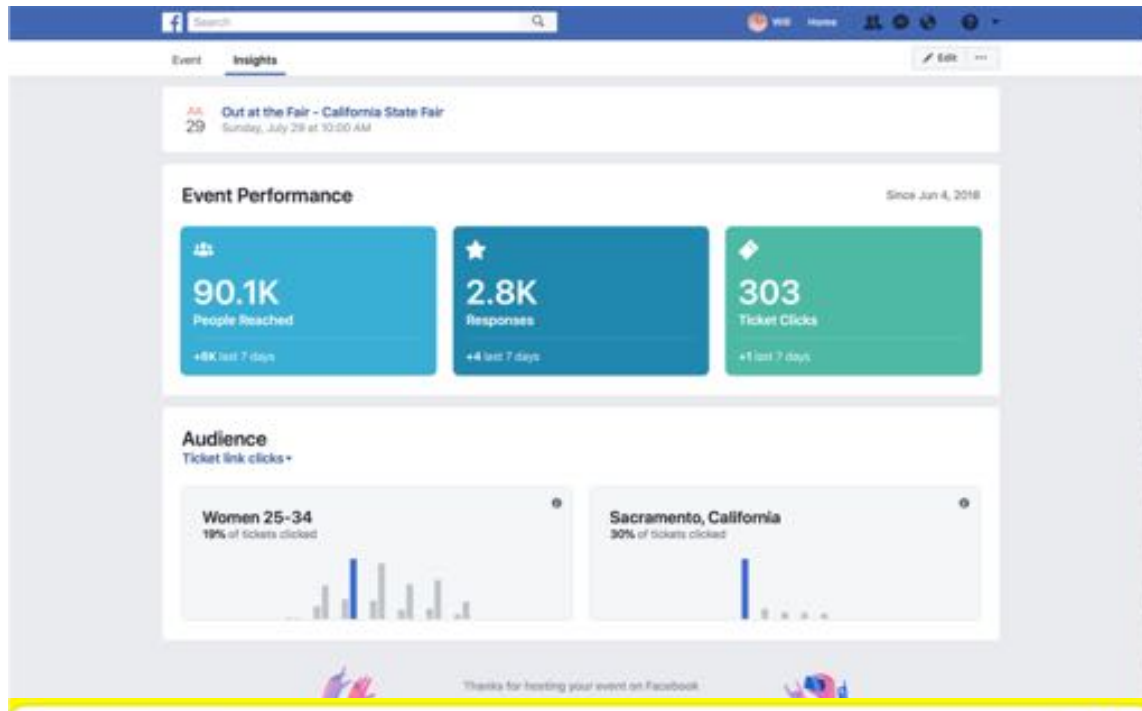


SACRAMENTO, CA		7/29/2018	<b>FIRE COMMAND</b>		MARY BRIGHT OR	OWNERS
GRETS AND GUTS		SECOND	6 FURLONGS 111.61	PURSE \$14,000	CHRIS GOUNALAKIS	
DETANGLER		THIRD	OUT AT THE FAIR!		MICHAEL LENZINI	TRAINER
COPYRIGHT VANSAR PHOTOGRAPHY 2018					JUAN HERNANDEZ	UP
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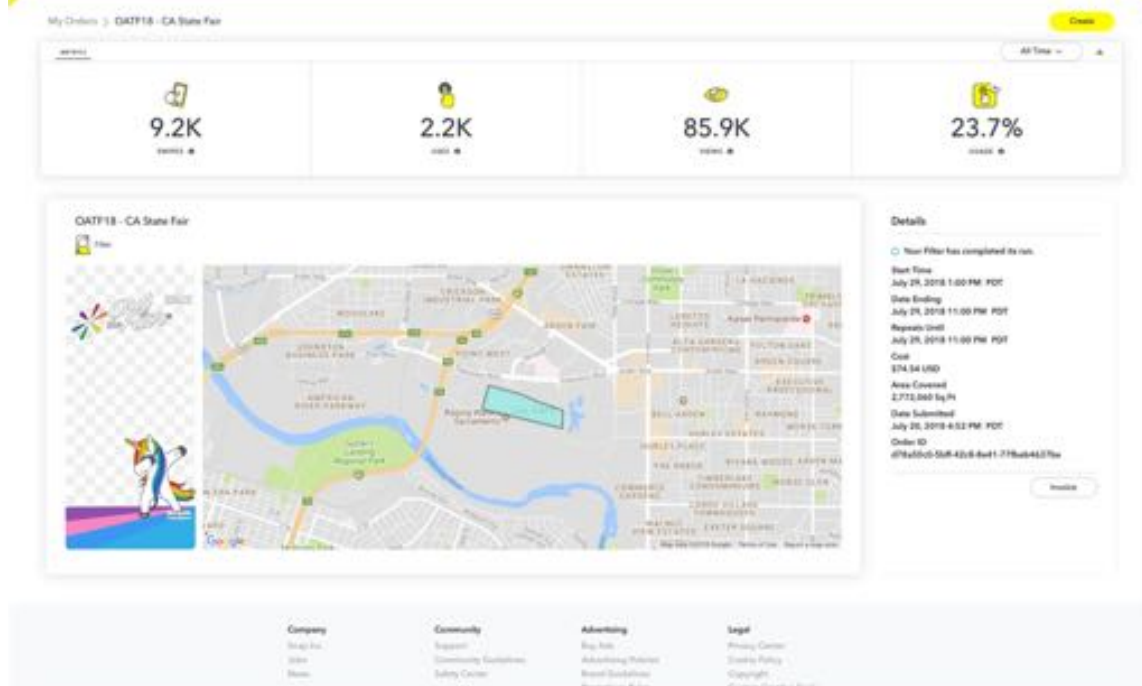
- The 1<sup>st</sup> official Out at the Fair® took place on July 29, 2018 at the California State Fair in Sacramento, CA.
- Created a strong working partnership with Badlands, The Depot and Sidetrax local LGBTQ+ venues.
- The first Out at the Races® luncheon during the horse races in the Turf Club with a race named after Out at the Fair®.
- First group photo in the Winning Circle of the Out at the Fair® horse race during Out at the Races®.
- Mainstage 8 p.m. concert was UB40 with a 150-seat LGBTQ+ section.
- First official Diva DROP™ grew huge crowds emceed by Rubix Q and daring jumper Mercury Rising.
- OATF18 Partner: Hot Dog on a Stick®
- Media Sponsors: OUT Word Magazine & Out Word California Magazine





## 2018

- Facebook and Snapchat stats from our 2018 OATF™ - CA State Fair
- Day of attendance:
  - 07.30.17 – 49,618
  - 07.29.18 – 52,174



 *Out  
at  
the Fair*®



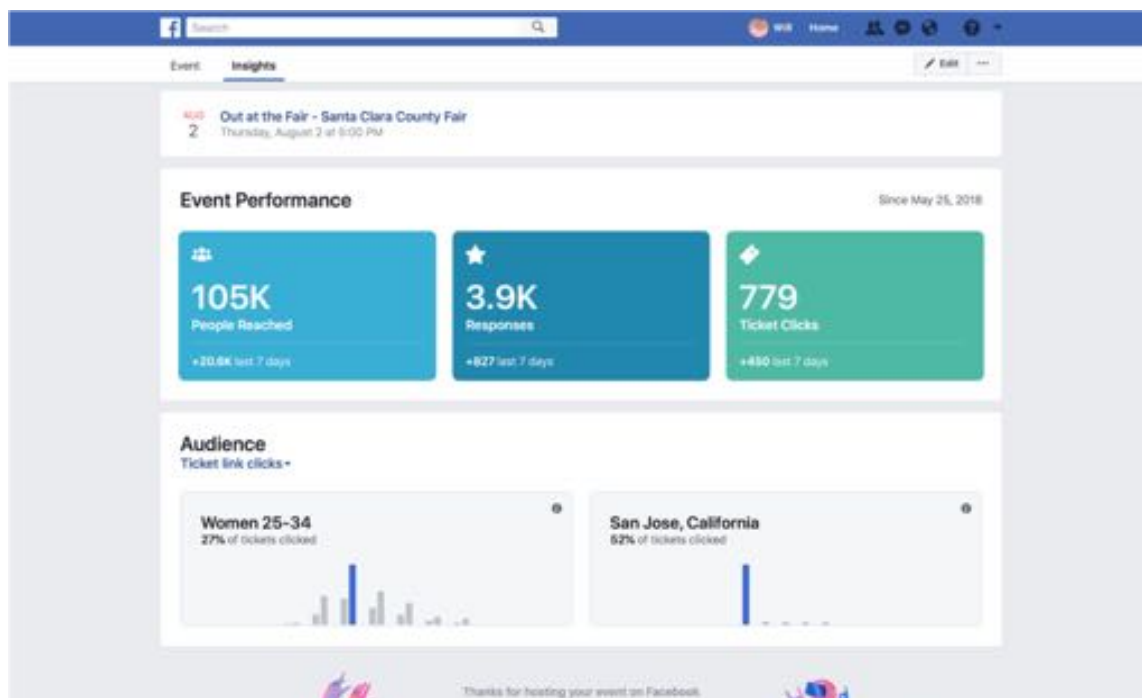
**THE**  
  
**FAIR**  
SANTA CLARA COUNTY



## 2018

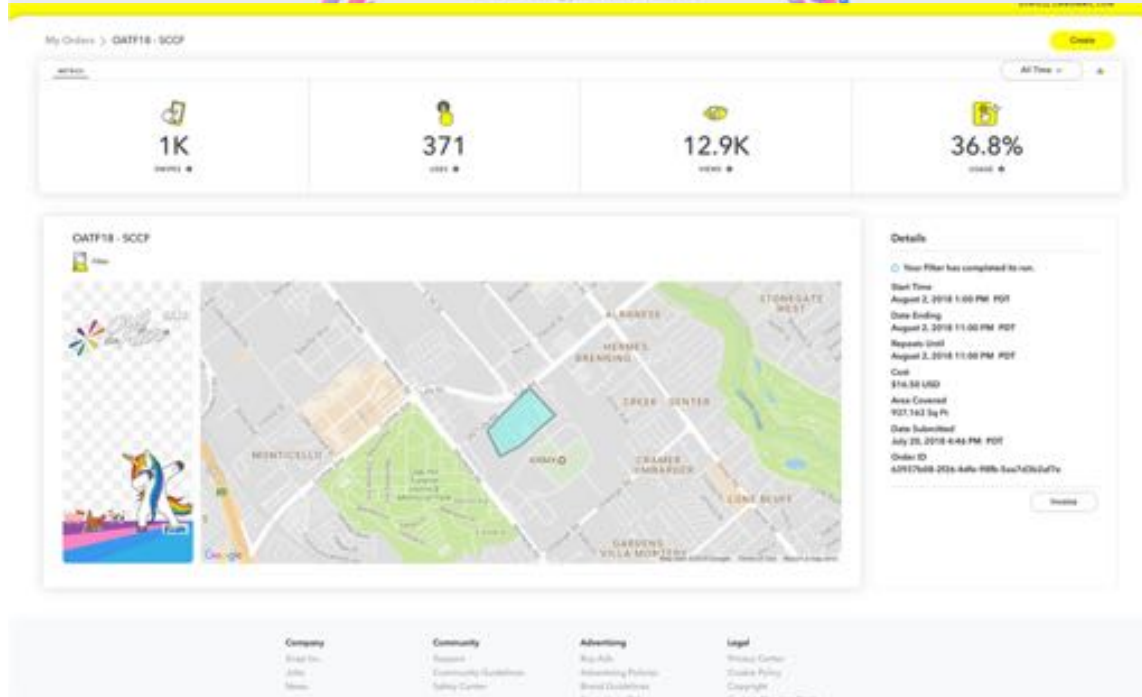
- The first official Out at the Fair® - Santa Clara County Fair was on Aug 2, 2018 in San Jose, CA.
- The Santa Clara County Fair was Out at the Fair's first branded and licensed Fair.
- Participants spanned all ages and walks of life.
- District 4 Supervisor from the Santa Clara County Board of Supervisors Ken Yeager showed his support for Out at the Fair®.
- The day was filled with LGBTQ family-friendly entertainment, non-profit area, and the first OATF™ booth.
- Mainstage 7 p.m. concert was LGBTQ country singer Chely Wright.
- OATF Partners: Silicon Valley Business Journal, Splash Nightclub and Amazon.
- Media Sponsors: OUT Word Magazine & Out Word California Magazine





## 2018

- Facebook and Snapchat stats from our 2018 OATF™ - Santa Clara County Fair.
- Day of attendance:
  - 08.2.18 – 5,912









## 2017

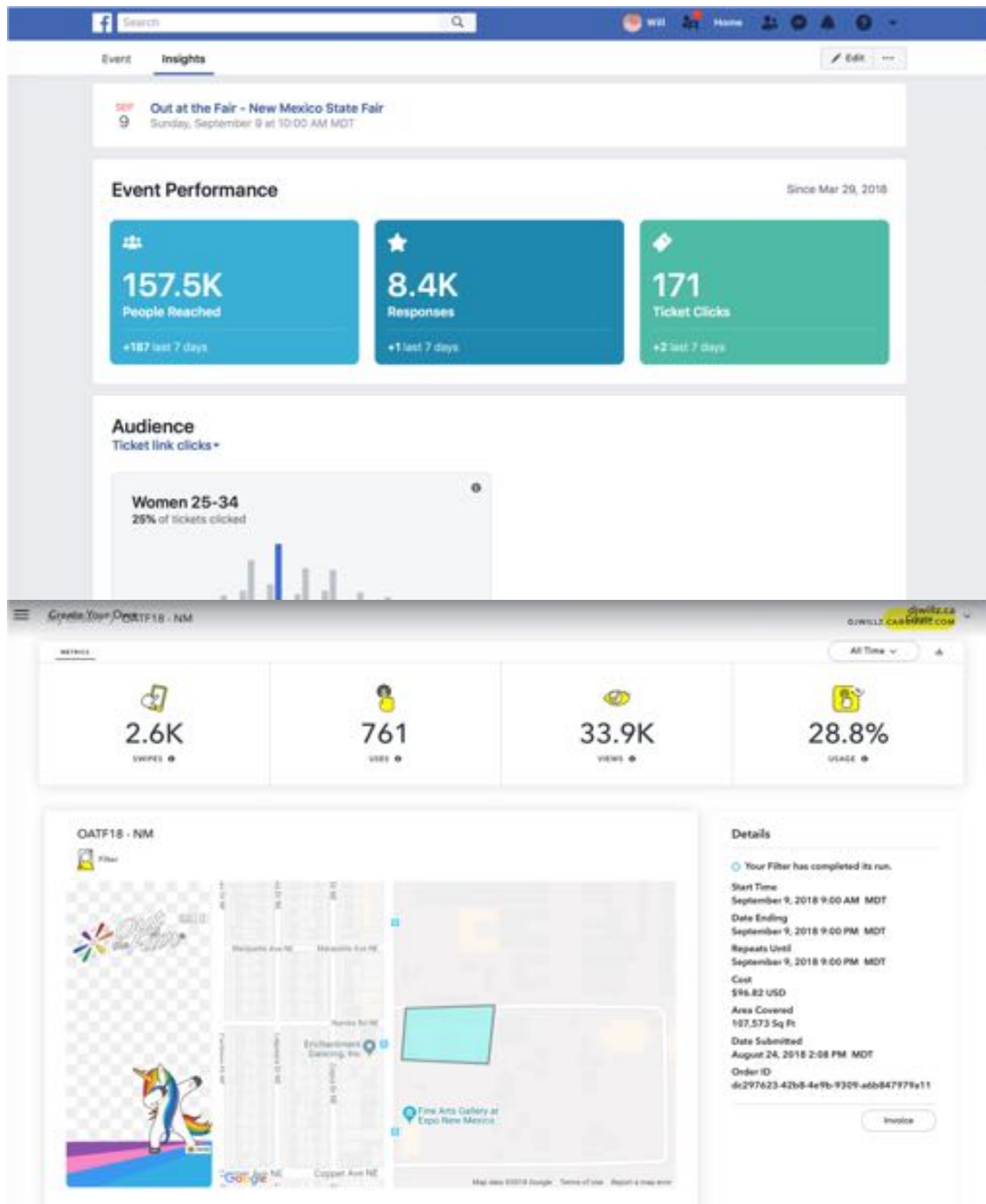
- Out at the Fair® expanded outside of California for the first time on Sept. 16, 2017 to the New Mexico State Fair in Albuquerque, NM.
- Participants spanned all ages and walks of life.
- Media coverage in San Diego and in Albuquerque, NM on Channel 13 News.
- 200k people reached on social media, with overwhelming response, showing the need for LGBTQ+ events in the community.
- Our first group photo was a success!
- NM State Fair officials decided to bring back and grow the event in 2018.
- Community partners included: Albuquerque Pride & Effex Night Club.



## 2018

- The 1<sup>st</sup> official Out at the Fair<sup>®</sup> was held on Sept. 9, 2018 at the New Mexico State Fair.
- NM State Fair CEO Dan Mourning & Craig La Berge-Esparza from ABQ Pride cut the ribbon during our 1<sup>st</sup> official opening ceremony.
- Participating non-profit booths during OATF<sup>™</sup> were Albuquerque Pride and Truman Health Services.
- A full day of Family-Friendly entertainment included Blame it on Rebekkah, Sheldon Casavant, Girlboy, DJ dirty Kurty, Glam Gals & Guy<sup>™</sup> Show, and David Hernandez from American Idol.
- Emcees: Pauly and Monks 10am – 4pm & Alexander Rodriguez from LATV's Glitterbomb and Kevi Kev at 4pm until close.
- Our 2nd group photo was a big success!
- Community partners included: Albuquerque Pride, GSA at Kirkland, Truman Health Services.





## 2018

- Facebook and Snapchat stats from our 2018 OATF™ - New Mexico State Fair.
- Day of attendance:
  - 09.16.17 – 46,210
  - 09.09.18 – 50,444





## Awards & Achievements

### 2018:

- Barham Award Western Fairs Association: WZ Productions, LLC. - Out at the Fair®

### 2017:

- Outstanding Promotional Event IAFE: First Place
- Inspiring Collaborations Western Fairs Association: Second Place, working with LGBTQ+ Non-Profits

### 2016:

- Communications Award IAFE: First Place Outstanding Overall Mobile Campaign

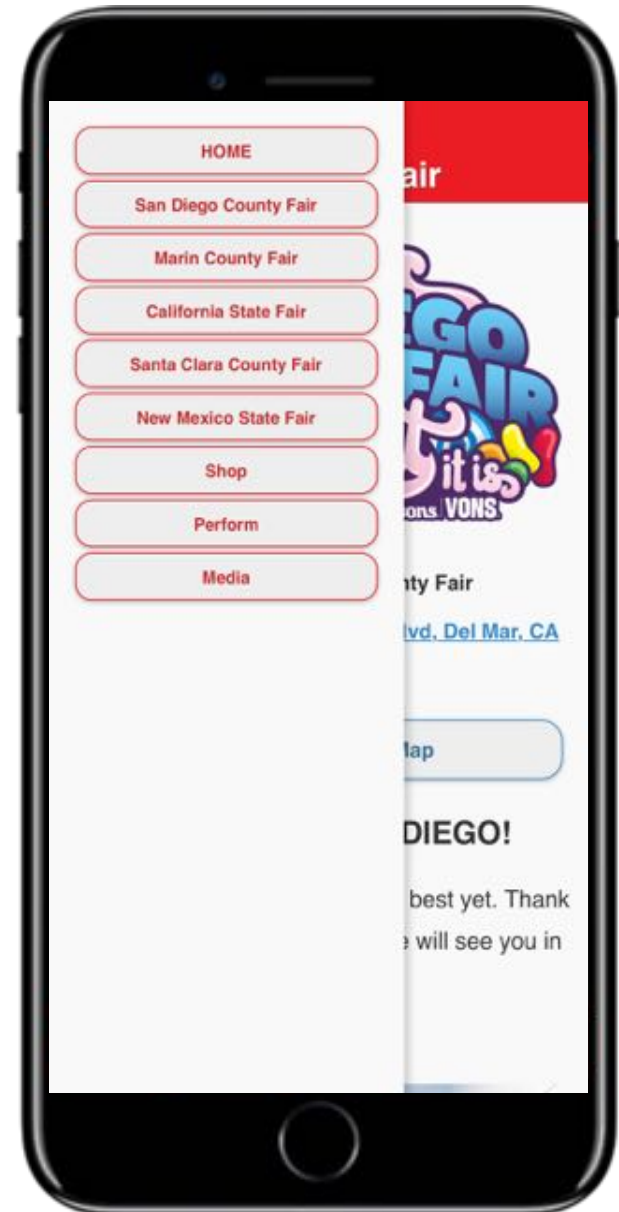
### 2014:

- Achievement Award Western Fairs Association: First Place as New Community Outreach Program in the Mega Fair Category



## App, Website & Social Media

- Out at the Fair® app is available in both Android and Apple app stores for free.
- OATF™ app includes all Out at the Fair® festivals, interactive Fair maps, artist information, videos, and more.
- Become OATF™ Preferred Talent by applying on our Perform page in-app.
- Each OATF™ festival receives push notifications about upcoming and day-of information.
- Web page on [outatthefair.com](http://outatthefair.com).
- OATF™ website includes all Out at the Fair® festivals, artist information, perform application, videos, and more.
- Email marketing: E-blast include festival and sponsor information.
- Promotion on Out at the Fair® social media platforms include tickets and apparel giveaways.



# OATF™ Partnership Levels



Out at the Fair® is now accepting sponsorship partners for our 9th Annual Fair Season!

Be an OATF™ Partner by supporting Out at the Fair® festivals with your tax-deductible donation made possible by the San Diego Human Dignity Foundation. Help us create safe spaces at all OATF™ participating Fair.

Partnership Levels			
	Summer Partner - All Fairs	Fair Partner - Per Fair	Gold Partner - Per Fair
<b>Online Marketing</b>	\$25,000	\$6,000* \$4,000**	\$750
Home Page logo placement on website & app	X		
OATF™ mobile app banner advertisement	X		
Partner's Logo on all Summer Fair Tour 2019 digital advertising	X		
Partner's Logo on OATF™ website & OATF™ app (on Partnered Fair's page)	X	X	
Sponsor name on digital advertising (for partnered Fair/Location)	X	X	
Social Media Marketing	X	X	
Emailing Marketing	X	X	X
Use of Out at the Fair® logo	X	X	X
Partner's name listed on OATF website & app	X	X	X
<b>Event Opportunities</b>			
Opportunity to speak on main stage	X		
Audio acknowledgement at all Festivals	X		
Naming rights (includes activities, kid games, etc.)	X		
Out at the Fair® booth logo placement. <b>(All Fairs/Locations)</b>	X		
Logo placement on applicable print advertising/signs (stage times, flyers, etc.)	X		
Prime Location Banner: 8 feet by 3 feet max <b>(All Fairs/Locations)</b>	X		
Banner: 8 feet by 3 feet max		X	
Logo placement on LED wall	X	X	
Prizes/Giveaways accepted as sponsorship donation in lieu of cash			X

\* Per Fair: San Diego County Fair, California State Fair, or New Mexico State Fair

\*\* Per Fair: Marin County Fair or Santa Clara County Fair





Be an OATF™ Presenting Sponsor by supporting Out at the Fair® festivals with your tax-deductible donation made possible by the San Diego Human Dignity Foundation

<b>Presenting Sponsor Opportunities</b>				
	Newly Married Game	Dunk A Hunk	Glam Gals Show	Diva DROP
<b>Online Marketing</b>	\$2,500 (per Fair)	\$2,500 (per Fair)	\$2,500 (per Fair)	\$2,500 (per Fair)
Partner's Logo on OATF™ website & OATF™ app, Partner's name on digital advertising, Social Media Marketing, Emailing Marketing, Use of Out at the Fair® logo, and Partner's name listed on OATF website/app.	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Event Opportunities</b>				
Audio Acknowledgement at all Festivals, Naming Rights, Logo placement on applicable print advertising/signs, Prime Location Banner: 8 feet by 3 feet max, and Logo placement on LED wall.	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Participating Fairs</b>				
San Diego County Fair	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Marin County Fair	<b>X</b>		<b>X</b>	
California State Fair	<b>X</b>		<b>X</b>	<b>X</b>
Santa Clara County Fair	<b>X</b>		<b>X</b>	
New Mexico State Fair	<b>X</b>	<b>X</b>	<b>X</b>	

Presenting partner package & booth spaces available upon request!



**Join us and be part of history!**



[www.OutAtTheFair.com](http://www.OutAtTheFair.com)



Out at the Fair – Mobile App



[www.Facebook.com/OutattheFair](http://www.Facebook.com/OutattheFair)



[www.Instagram.com/OutattheFair](http://www.Instagram.com/OutattheFair)



[www.Twitter.com/OutattheFair](http://www.Twitter.com/OutattheFair)