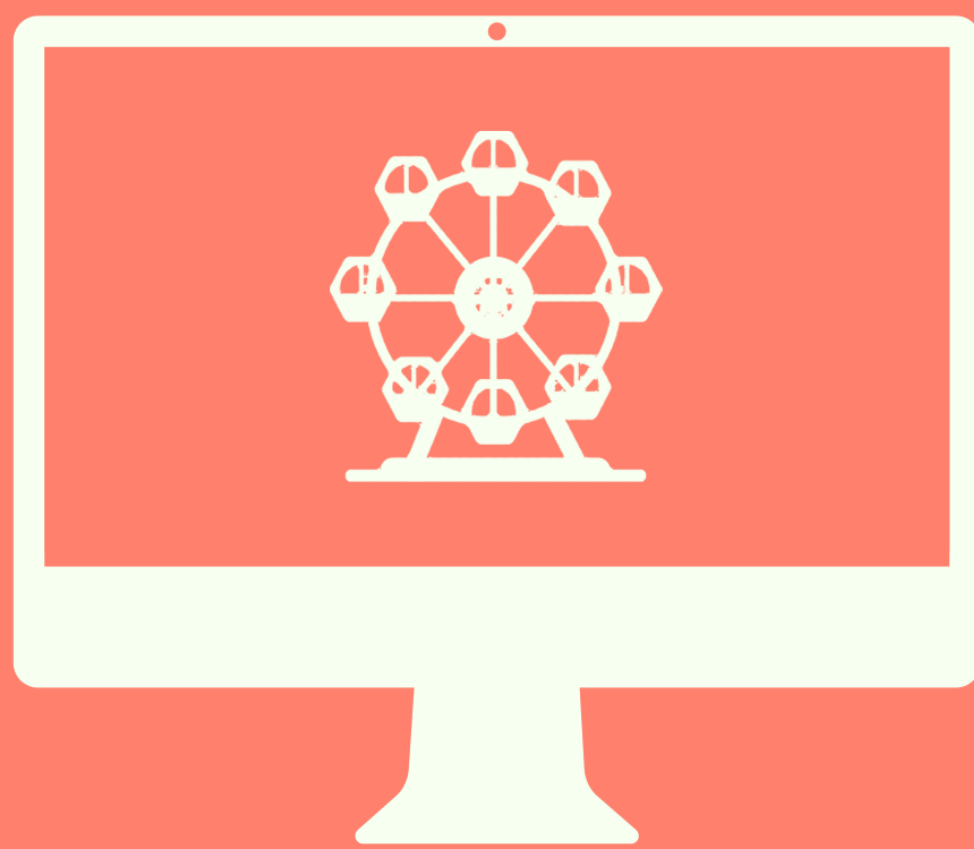


SOLANO COUNTY FAIR ASSOCIATION

VIRTUAL FAIR 2020

Fun From the Hay to the Bay



JUNE 18-21, 2020
LIVE | SOCIAL | WEB
SCFAIR.COM
#HAYTOTHEBAY

SOLANO COUNTY

VIRTUAL FAIR & LIVESTOCK PROGRAM



FUN *from the* **HAY** *to the* **BAY!** **June 18-21**

THE VIRTUAL FAIR

EXPERIENCE WILL CONSIST OF THREE SEPARATE
WAYS TO INTERACT WITH THE FAIR

LIVE BROADCAST ON FACEBOOK LIVE IN TANDEM
WITH PARTNERS

SOCIAL MEDIA CAMPAIGNS
AND INTERACTIONS

A WEBSITE WITH CONTENT, RESOURCES,
GALLERIES AND ACTIVITIES FOR THE FAIR

GOALS FOR THE FAIR



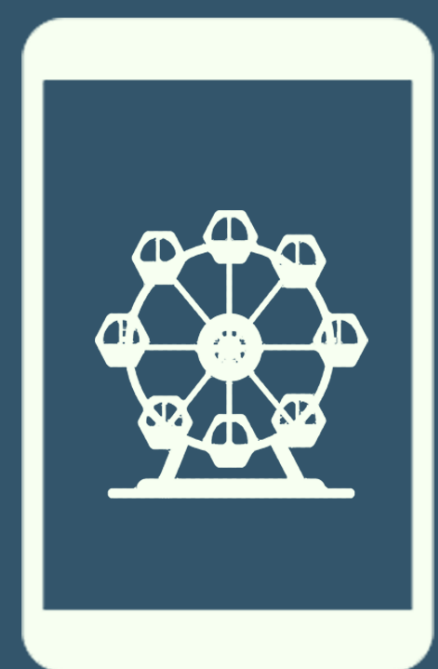
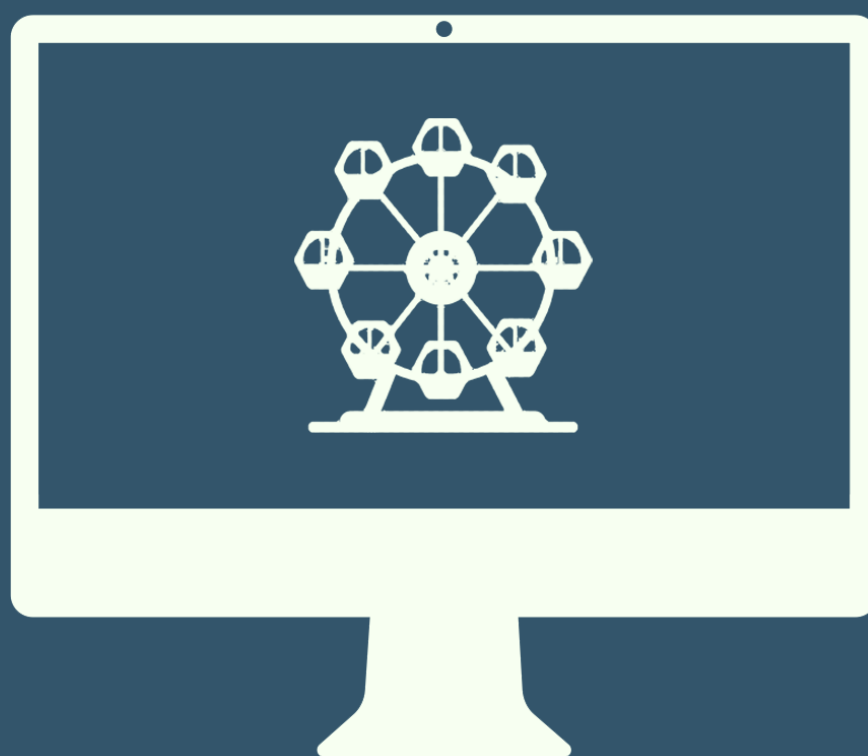
Raise Funds for Junior Livestock Auction
Provide Community Platform
Connect the County to the Fair

ACCESSING THE VIRTUAL FAIR

Live Broadcast (Facebook)

Website (Mobile Friendly)

Social Media (Facebook, Instagram, TikTok, Twitter)



CONTENT SUBMISSION GUIDELINES



Horizontal Video Preferred

YouTube/Facebook Links to Video Content

Multiple Videos OK, 20 Minutes or Under

Ads/Promos 1-3 Minutes

Logos, Social Media Links

*If nothing available online we'll provide you a
link for content submission*

SIGNING UP

Sign Up at SCFair.com

*Entertainment
Information*

Community Content

Volunteer

Sponsorships + Donations





PRE-RECORDED CONTENT

Live Broadcast, majority of the content pre-recorded
Content will be scheduled around live performance streams
Content will live on website
Additional assistance-email manny@scfair.org



BEST PRACTICES

Avoid Licensed/Copyrighted Content

Be welcoming, speak to a “live” audience

Mention Solano County Virtual Fair

Use #HaytotheBay

Virtual Tip Jar (Venmo, Paypal etc.) acceptable



SUBMISSION DEADLINE

Youth Solano Living Contest Close

Monday, June 1st

Final Livestock Entries (Rabbits) Close

Wednesday, May 27th

Video/Content/Resource Entries

*Close **Monday, June 15th***



LIVE BROADCAST

The Virtual Fair rebroadcasts user live stream in real-time

The Virtual Fair can broadcast a Zoom Call/Google Meet

Avoid Licensed or Copyrighted Content



SOCIAL MEDIA

#HaytotheBay - Hashtag for the Fair

Solano County TikTok Challenge

#ChairDanceChallenge - Share your Chair Moves

#AnimalCallChallenge - What kind of animal are you?

Instagram + Twitter

#HaytotheBay

#SolanoFairStories

Stories and Content Shares

Facebook

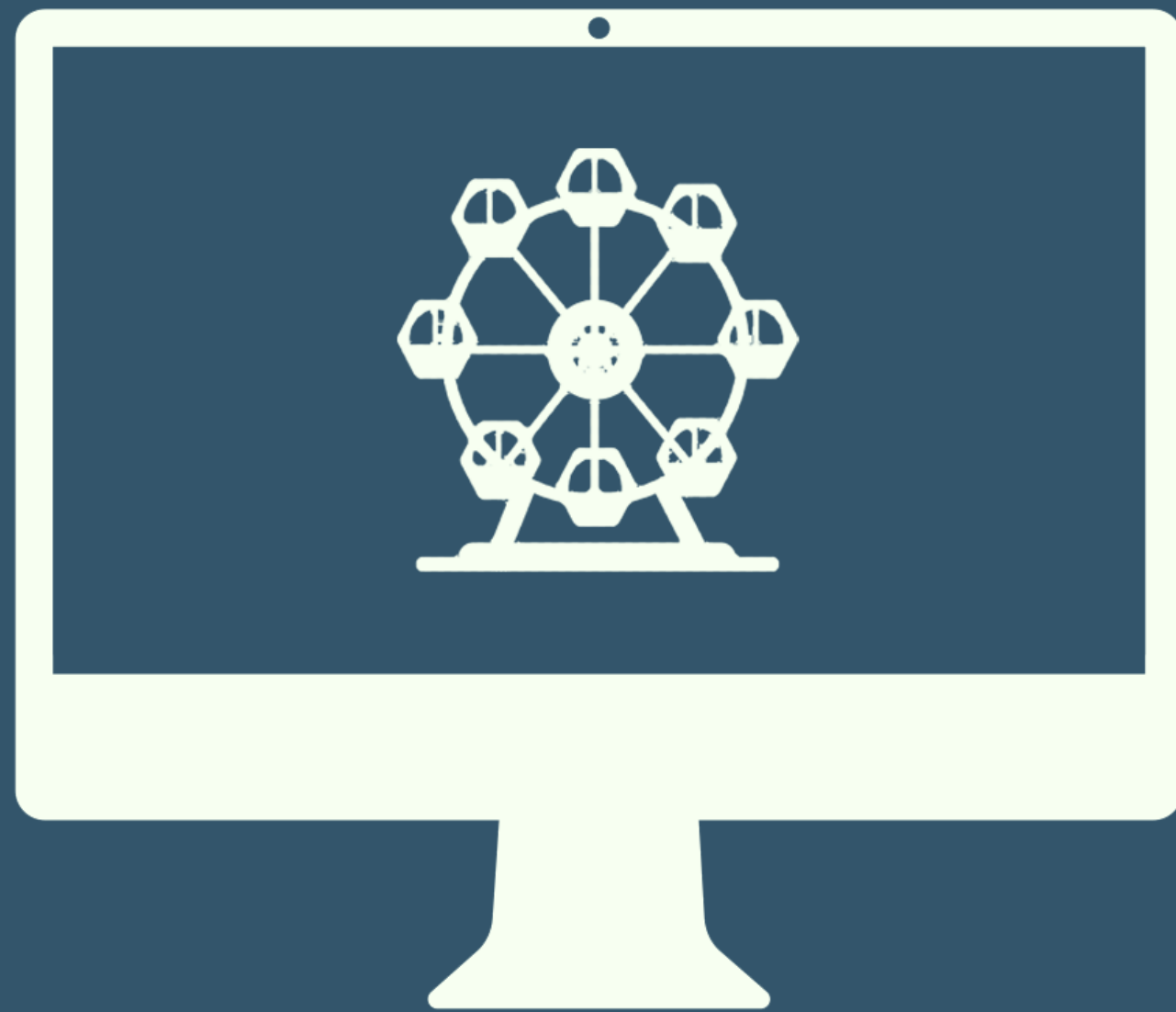
Live Broadcast

Stories and Content Shares

Youtube

Host Content

Live Stream (Alternate)



WEBSITE

Subpages for dedicated events, Fair content and resources

Content Listings and Resource Listings

Sponsorship Listings

Special Offers

VENDORS, RETAIL AND RESTAURANT PARTNERS

*Resource listings for Take-Out/Delivery and
Additional Promotions*

*Voluntary Donation of \$25 or a gift certificate
from your business as a contest prize during the
Fair Broadcast*





SPONSOR OPPORTUNITIES

Sponsorship Tiers

\$250 - Fair Sponsor

\$500 - Hay to the Bay Sponsor

\$1000 - Presenting Sponsor

Depending on the tier chosen, logos, ads and content will be shared throughout the site, on the live stream and on social media. (See Form for details) or contact mioake@scfair.org for more info



CONTACT INFORMATION

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SOLANO COUNTY FAIR ASSOCIATION SOCIAL ACCOUNTS

FACEBOOK.COM/SOLANOCOUNTYFAIRGROUNDS

TWITTER.COM/SCFAIR

INSTAGRAM.COM/SCFAIRGROUNDS

TIKTOK @SCFAIRGROUNDS

YOUTUBE @SOLANOCOUNTYFAIRGROUNDS