



imagine the fun!

IMAGINE THE FUN BRAND



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The core message is "Imagine the Fun," which focuses on the different elements within the Fair for people to enjoy. The brand identity is IMAGINING the different ways to have FUN at the Fair, and is accessible to all ages. The images used are crisp, edgy, and modern, yet keep the consistency of the old logo. The new brand elements incorporate livestock animals as the Fair continues to enhance the livestock program and educate the public on agriculture.

Funky Frank is the mascot for the Fair's Kids Zone and Kids Club. His whimsical modern art orange head displays quintessential pictures of some of the Fair's most memorable attributes. He signifies a child's ability to imagine that anything is possible.

"Imagine the Fun" was an idea that inspired the Fair to test the boundaries of the imagination. The Stanislaus County Fair is always striving for excellence in agriculture, technology, art, and education. The tag line allows not only the Fair, but guests of the Fair, to test the limits of their imagination for the best overall experience.



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38th DISTRICT AGRICULTURAL ASSOCIATION

Stanislaus County Fair Board of Directors

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Brenda Trantham, Ag Hort/Photography
Troy Gravatt, Ag Mechanics/Industrial Arts
Harold Whaley and Dick Davis, Floriculture
Tracy Miller, 4-H Still Exhibits
John Mendes, Livestock
Carl Richter, Horse



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STORY IDEAS

Dinosaur Exhibit:

Kokoro's flagship robotic exhibit focuses on several dramatic vignettes that portray the life of dinosaurs in a variety of settings. Based on paleontological discoveries, each scene comes to life in a way that inspires the imaginations of even the youngest visitors, and offers a refreshing departure from traditional, academic displays.

History of the Exhibits Department:

The first annual Fair of the Stanislaus County Agricultural District Number 38 was held in 1891 in Modesto and included many of the same community-inspired exhibits executed today. Such exhibits include Horses, Quilts, Preserves, Wine, Floral, Art, Culinary, Jr. Divisions, and many more. What was quoted by the President in 1894, still rings true to this day. He stated, "We should use our best endeavors to make Stanislaus County one of the foremost counties in the State. And in consideration of this, we are expected once during each year to hold a County Fair for the best productions of the county in all branches of the industry." This carries forward to our current fair; 36,000 entries and still a strong community and family event in which one can enter their exhibits and share their talents with the community.

empowHER Lounge:

The Stanislaus County Fair has once again partnered with Vintage Faire Mall and Yonan's Jewelers to bring guests a contemporary and inspirational lounge for young women, ages 16-25, to enjoy. The empowHER Lounge, which is hosted by KHOP @ 95.1, will be a lounge geared towards inspiring young girls to be great leaders in our community. The goal of the lounge is to give girls the confidence to be themselves through workshops. The lounge will also be presenting the girls with the skills needed to empower others as much as empowering themselves. The lounge will provide daily presentations, presented by W.E.L.L. Leadership, a women's education and leadership league, on how to conduct themselves in different aspects of their daily lives. Presentations will include topics such as becoming a better digital citizen, speaking up and finding their voice, as well as finding their cause and passion in life. The workshops are there to help harness their leadership skills, navigate their relationship with technology, and create meaningful and inspiring online content by being careful with what they are posting on social media.

Kids Club and Partnership with TUSD:

Kids Club Educational Program at The Stanislaus County Fair is a first-place, award-winning program that started in 2012. The Kids Club Program offers children ages 4-12 the opportunity to travel the Fairgrounds and explore the exhibits each day of the program through a fun, interactive passport. Children must answer questions on the passport as they travel through the Fair in an effort to educate them in Math, Science, Agriculture, Floriculture, and much more. Stanislaus County Fair's Kids Club Educational Program has partnered with the Turlock Unified School District (TUSD) child nutritional program, Real.Fresh., to promote healthy eating throughout the summer



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and school year. The partnership will launch the *20/20 Fruit & Veggie Contest* and will reward students who participate in the contest for their healthy choices. The intention of the partnership is to support healthy food choices by promoting access to fruits and vegetables.

Check out this website: StanCoFair.com

Innovation Station:

At the Innovation Station, one can ignite, build, create, and explore endlessly. Here, one can find high-energy exhibits and demonstrations that dazzle the senses and ignite the imagination. Hands-on excitement taps the competitive spirit, fuels strategic thinking and builds many skills. Interactive spaces in this exhibit unquestionably inspire creativity and encourage artistic expression.

Featured attractions include:

Ignite the Light: hair-rising demonstrations and exhibits utilize the power of electricity

Engineering Expressway: lightning-fast LEGO derby races take place after visitors engineer the ultimate driving machines and race against other participants

Smart Art: visitors showcase both their creative skills and brainpower through hands-on art

Kids Rock: visitors uncover a whole new world through activities like rock identification, mineral exploration, a colossal dinosaur dig and more

Weird Science: visitors experience mind-boggling demonstrations and completely immersive lab experiments

Illumination Station: imaginations know no bounds as guests find themselves in a glowing universe of discovery that includes a Giant Lite-Brite, LED Cornhole, Glow-in-the-Dark Lego, Magnetic Ball Run and much more!

These unique adventures open a whole new world that encourages exploration and innovation.

Check out this website: www.yourinnovationstation.com/

Livestock Department and Technology:

John Mendes, Livestock Superintendent, for years has focused on maintaining the livestock exhibits program traditions. Families have entered their animals for generations and as technology changes, so does the process of how they enter their animals in the show rings. Mendes can discuss how they handle the ever-changing world of technology with the livestock department.

United Samaritans Canned Food Drive

On opening night, guests who bring (2) canned food item benefiting United Samaritans receive a \$2 off one adult admission coupon good for this night only. This is a great way of supporting our community and the homeless.

Derby I and II Nights:

The Turlock Lyons Club is making strides to get the younger generation involved with the Derby in an effort to pass down the Derby traditions. Turlock Lyons has partnered with local high schools to build Derby cars and have administrators participate in the metal mayhem. The participating high schools are expected to compete in the Derby II on Tuesday, July 17 in the 2nd Heat after Powder Puff.



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Kids Club Educational Program at the Stanislaus County Fair is a first-place, award-winning program that started in 2012.

Through outreach and the help of a variety of organizations, Kids Club is able to offer children of ages 4-12 years the opportunity to travel the Fairgrounds and explore the exhibits each day of the program through a fun, interactive passport. Children must answer questions on the passport as they travel through the Fair in an effort to educate themselves in Math, Science, Agriculture, Floriculture, and much more.

To maximize the experience for the students and parents participating, the passport becomes a ticket for a chance to win a Summer Fun Pack from KAT Country 103 by turning it into the Information Booth at the Fair.

The program had over 2,511 children in 2017 sign up and pick up passports in their quest for answers around the Fair. Children and parents arriving at the Fair have the opportunity to see the exhibits in the Fairground buildings including: Lowe's Playhouse, Fine Arts & Photography, Floriculture, Home Arts, Junior Exhibits, Agriculture, Milking Parlor, Kids Zone, and much more.

Stanislaus County Fair has partnered with the **Turlock Unified School District (TUSD) child nutritional program, Real.Fresh.**, to promote healthy eating throughout the summer. The partnership launched the *20/20 Fruit & Veggie Contest*, which rewards students who participate for the healthy choices they make. The intention of the partnership is to support healthy food choices by promoting access to fruits and vegetables.

Check out our Kids Club website: www.stancofairkidsclub.com!

Parents must fill out our form through our website. Kids will receive a free tote bag when they sign up.

- (2) FREE carnival ride coupons per new member
- Canvas tote bag with goodies
- Coloring book



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FAIR SPONSORS

The Stanislaus County Fair Thanks Our Sponsors #WeBelieveInFair
(in alphabetical order)

7UP Bottling Company of Modesto
Sponsor: Discount Admission Night—July 17

209 Magazine
Sponsor: Discount Admission Night—July 18

American AgCredit, ACA
Sponsor: Junior Livestock Auction Luncheon
Sponsor: Livestock Office

American Legion
Sponsor: Legion Field

Associated Feed
Sponsor: Associated Feed Livestock and Exhibit Complex

Avila Spreading
Sponsor: Dairy Show Ring

Black Oak Casino
Sponsor: 10-Day Schedule

California Poultry Federation
Sponsor: Poultry Barn

Costco Wholesale of Turlock
Sponsor: E2 - Commercial Exhibits Building

Delta Sierra Beverage
Sponsor: Bud Light Variety Free Stage

Downtown Turlock
Sponsor: Pole Banners

Doctors Medical Center
Sponsor: Dinosaur Exhibit

Emanuel Medical Center
Sponsor: Dinosaur Exhibit

Fairfield Inn and Suites / Marriott
Sponsor: Night at the Fair—July 14

FoodMaxx
Sponsor: Arena

FOX40
Sponsor: Free 'til 3
Sponsor: John Michael Montgomery Concert
Sponsor: Trace Adkins Concert
Sponsor: Easton Corbin Concert
Sponsor: Grand Funk Railroad Concert

Golden Valley Health Centers
Sponsor: Kids Club

Hilmar Cheese Company
Sponsor: Hilmar Cheese Entrance (West)

Holiday Inn Express and Suites
Sponsor: Night at the Fair—July 16

Honey's Air and Solar
Sponsor: AC unit in Baby Care Center

Jack in the Box
Sponsor: Extreme Sports Event, Monster Truck 1, Monster Truck 2

La Perla Tapatia
Sponsor: Kids Club

Law Office of Mark Nelson
Sponsor: Baby Care Center

Lowe's of Turlock
Sponsor: Kid's Make-and-Take Projects

Mattress Firm
Sponsor: Premium Space Vendor

Memorial Medical Center
Sponsor: Kid's Night at the Fair—July 20

Mocse Credit Union
Sponsor: Mocse Entrance (North)
Sponsor: Stash of Cash Contest

The Modesto Bee Media Services
Sponsor: Discount Admission Night—July 13

Modesto Irrigation District

Sponsor: 4H & FFA Resting Area

Modesto Nuts

Sponsor: Night at the Fair—July 20

Monterey Bay Aquarium

Sponsor: Booth Sponsor

Oak Valley Community Bank

Sponsor: Fairgrounds LED Display Board

Oakdale Irrigation District

Sponsor: Show Ring

PG&E

Sponsor: Community Stage

Rabobank

Sponsor: Livestock banners & T-shirts

Salvation Army

Sponsor: Christmas in July Toy Drive

Sky Trek Aviation

Sponsor: Kids Zone

Sponsor Source

Sponsor: Premium Space Vendor

Stanislaus County Farm Bureau

Sponsor: School Tours

Sutter Gould Medical Foundation

Sponsor: Kids Night at the Fair

Taco Bell

Sponsor: Midway

Sponsor: Weekday Discount Coupon

Ten - Four Communications

Sponsor: Staff Communication System

Sponsor: E7 Building

Cosponsor: Trace Adkins Concert

Toni & Guy

Sponsor: empowHER Lounge

Turlock Chamber of Commerce

Ag Committee

Sponsor: 4-H Farmyard Experience & Ag in the Class

Turlock Irrigation District

Sponsor: 4H & FFA Resting Area

Turlock Unified School District

Sponsor: 20/20 Fruit & Veggie Program

United Samaritans

Sponsor: Canned Food Drive

Valley First Credit Union

Sponsor: Official Fair Visitors Guide

Sponsor: Day at the Fair

Valley Wide Beverage

Sponsor: Corona Day at the Fair

Sponsor: Coors Light Center Stage

Vintage Faire Mall

Sponsor: empowHER Lounge

Sponsor: Coupon Book

Women's Education and Leadership League

Sponsor: empowHER Lounge

Westurf Nursery

Co-Sponsor: Floriculture Building

Wilkey Industries

Sponsor: Ag-Mechanic Building

Yonan's Floral

Sponsor: Floral Centerpieces for Media Luncheon and Sponsor Dinner

Sponsor: empowHER Lounge

Yonan's Jewelers

Sponsor: empowHER Lounge

Yosemite Farm Credit

Sponsor: Replacement Heifer Sale Catalog

Sponsor: Replacement Heifer Sale Dinner