



Winnebago County Fair Association (WCFA)

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Venue: Sunnyview Expo Center, 500 E Cty Rd Y, Oshkosh



Winnebago County Fair Facts

- 2021 is the **166th year of the County Fair in Winnebago County**. The County Fair has only cancelled twice - during the polio outbreak and most recently during the COVID pandemic.
- The purpose of a County Fair is to provide education, entertainment and affordable family fun, while showcasing the local agriculture, artisans, trades and youth organizations of the area.
 - County fairs are more than just a yearly carnival, they're a chance for community building and leadership development opportunities.
 - **Fairs give communities a chance to show off their unique traditions, cultures and talents and can be a wonderful expression of a county's personality.**
- The County Fair is run by the Winnebago County Fair Association (WCFA) Board of Directors
 - **Fair Board Directors are residents of Winnebago County who volunteer their time** year-round to organize, plan and run this great event! We currently have 15 Directors.
 - The Fair Association pays stipends to 2 officer positions to manage Fair Business operations throughout the year on a limited/part-time basis.
 - During Fair week, another 100 volunteers are needed to assist with youth judging, displays, running grandstand shows, staffing the Fair Office and coordinating all fair activities for the best visitor experience possible.
- The Fairgrounds (Sunnyview Exposition Center) is not owned by the WCFA. This is a Winnebago County Facility managed by the Winnebago County Parks Department.
- **The Fair primarily generates revenue from ticket sales (46%)**, county & state aid (20%), vendor/contest & camping fees (15%) and beer concessions (12%). In 2019, 7% of income came from sponsors.
- **The Winnebago County Fair has "all-inclusive" ticket pricing.** Daily tickets include parking, fair entry, all grandstand shows, live music and family entertainment and UNLIMITED carnival rides. 2021 ticket pricing is: \$10/advance (a Welcome Back Special this year) and \$15/at the gate.
- **The WCFA is a non-profit organization.** All current year profits:
 - Go into making the next year's fair bigger & better and/or reducing costs to attendees.
 - Help cover "rainy day" expenses. Quite literally, when it rains during a County Fair the attendance (and profit from that day) can be cut in half...while expenses do not change.
- **Daily attendance at the 2019 Fair averaged around 4,000 people/day**, with Saturday being our busiest day.
- Maximum seating capacity at a Grandstand Show is approximately 4400 people.
- The County Fair currently has **9,000+ followers on Facebook** (and growing each month). This growing social media presence is just one of the ways we thank and advertise our Sponsors!

Learn more about the Winnebago County Fair on our website or Facebook!

<http://winnebagocountyfaironline.com/> • Facebook: Winnebago County Fair-Oshkosh, WI