

Winnebago County Fair Facts

2022 is the 167th year of the County Fair in Winnebago County (Oshkosh, WI)

The purpose of a County Fair is to provide education, entertainment and affordable family fun, while showcasing local agriculture, artisans, trades and youth organizations.

- 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 are an expression of a county's personality.

What's New in 2022?

- Our primary 2022 goal is increasing Family Entertainment. We've added a Lumberjack Show, the Royal Legacy Circus, Pig, Duck & Goat Races, Bingo on Seniors' Day and more to come!
- We started a scholarship program for our "Fairest of the Fair" ambassador who promotes & hosts the Fair.
- We are continuing to expand our Agriculture Education programs, including adding a "Ready, Set Grow" kids' show to our line-up this year.
- We received a COVID grant from the State of WI to help replace lost income in 2020 as well as additional county aid for 2022. This money will help us continue to grow our Fair and cover increasing costs for services/entertainers with minimal increases to attendees.



Good Ole Days & Cool Modern Ways

Winnebago County Fair
• Aug 3-7, 2022 •
Sunnyview Expo Center, Oshkosh WI

Rodeo • Tractor Pull • Demo Derby • Live Music • Animals
Youth Exhibits • Family Entertainment • Carnival Rides

General Information:

- 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 13 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, another 100 volunteers assist with youth judging, displays, running grandstand shows, staffing the Fair Office and coordinating all fair activities for a fantastic Fair experience for attendees.
- 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 (22%), concessions (11%) and vendor/contest/camping fees (9%). On average, 7% of income comes from sponsors.
- **The Winnebago County Fair has "all-inclusive" ticket pricing.** Daily tickets (\$12-\$15) include parking, admission, all grandstand shows, live music, family entertainment and UNLIMITED carnival rides.
- **The WCFA is a 501(c)(3) 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.
- **Average ticket sales are 16,000+ annually (The Carnival collects all ticket revenue, WCFA is paid a percentage)**
 - Daily attendance ranges from 2,000-6,000 people with Saturday and Friday being our busiest days.
 - Maximum seating capacity at a Grandstand Show is approximately 4400 people.
- The County Fair currently has **9,700+ 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!

<https://winnebagoountyfaironline.com/> • Facebook: Winnebago County Fair-Oshkosh, WI