



Partnership Opportunities 2026

frogtown.org



Calaveras County Fair & Jumping Frog Jubilee

Physical Address

2465 Gun Club Road,
Angels Camp CA 95222

Mailing Address

PO Box 489
Angels Camp CA 95222

Contact

T: 209-736-2561
info@frogtown.org

Website

www.frogtown.org

Mission Statement

"The Mission of the Calaveras County Fair Board and Staff is to provide a quality, events orientated facility operated in a sound financial manner for the benefit of the people of Calaveras County."

Board Members

Darrin Mills
Gay Callan
Gloria Grimes
Kathy Campbell
MaryBeth Ospital
Stewart Segale
Tim Oskey

About:

The **Calaveras County Fair & Jumping Frog Jubilee** is one of California's longest-running and most unique celebrations. Traditionally held the **third full weekend in May**, the first fair on record took place in **1893 in Copperopolis**, with the fair moving to its current San Andreas location in **1932**. The fair's signature event, the **Frog Jump**, was inspired by Mark Twain's short story *The Celebrated Jumping Frog of Calaveras County*, first published in **1865**. Located in the heart of California's Gold Country along historic **Highway 49**, the fairgrounds are nestled in the Sierra Foothills amid rolling vineyards, cattle ranches, and oak-studded hillsides

Facilities

- **71 acres** of fairgrounds
- Permanent **outdoor stage**
- Natural **amphitheater** with hillside seating
- Large **open arena**
- **Working vintage water wheel**
- **4 Exhibit Halls**
- **5 Livestock Barns**
- **2 Adult Beverage Areas**
- Scenic grounds featuring: rolling lawns, mighty oak trees, an antique rose garden, waterfall, pond, and demonstration vineyard
- Dedicated **frog pond**
- **RV Park** with 64 spaces and full hookups

Fair Facts

- Official **Catastrophic Event Center** for Calaveras County and beyond
- Designated **Large Animal Evacuation Center**
- Operates in collaboration with the **Friends of the Calaveras County Fair** (501c3 nonprofit)
- **Annual Budget:** \$900,000

2025 Fair Highlights

- **Attendance:** 39,800
- **Junior Livestock Auction:** \$1.2 million
- **Industrial Arts Auction:** \$65,000
- **Livestock Entries:** 1,600
- **Non-Livestock Entries:** 2,200
- **Social Media Reach:** 6.4 million+

The Frog Jump World Record was set in 1986 by Rosie the Ribiter, with a jump of 21' 5 ¾"—a record that still stands today.

THE 39TH DISTRICT AGRICULTURAL ASSOCIATION



PARTNER LEVELS

Your support is imperative to our future growth, improving our facilities, continued community engagement, remaining the best old fashioned county fair in the State. Where the sidewalk ends the adventure begins.

Presenting



- Two permanent signs year-round.
- May hang 4 additional banners.
- Business name on Fair Poster.
- 175 Single Day Passes.
- 6 VIP Passes
- May have a vendor booth.
- Recognition on the Fair's Website and Social Media Platforms.
- Introduced prior to headline entertainment.
- Recognized in the official fair guide.
- Tickets for 4 guests to the kickoff dinner.
- Tickets for 4 guests to the opening day BBQ.

Sponsorship level exceeds \$14,999

Platinum



- Business name on Fair Poster.
- May hang 4 additional banners.
- 50 Single Day Passes
- 4 VIP Passes
- May have a vendor booth.
- Recognition on Fair's Website and Social Media Platforms.
- Introduced prior to headline entertainment.
- Recognized in the official fair guide.
- Tickets for 4 guests to the kickoff dinner.
- Tickets for 4 guests to the opening day BBQ.

Sponsorship exceeds \$4,999

Gold



- May hang 2 banners.
- 25 Single Day Passes
- 3 VIP Passes
- Recognition on Fair's Website and Social Media Platforms
- Recognized in the official Fair Guide
- Tickets for 2 guests to the kickoff dinner
- 2 guests to the opening day BBQ,
Sponsorship exceeds \$2,499

Silver



- May hang 1 Banner.
- 10 Single Day Passes
- 2 VIP Passes
- Recognition on Fair's Website and Social Media Platforms
- Recognized in the official Fair Guide
- Tickets for 2 guests to the opening day BBQ
Sponsorship exceeds \$999

Copper



- May hang 1 banner
- 5 Single Day Passes
- 1 VIP Passes
- Recognition on Fair's Website
- Recognized in the official Fair Guide
- Tickets for 2 guests to the opening day BBQ
Sponsorship exceeds \$499

Quartz



- 2 Single Day Passes
- Recognition on Fair's Website.
- Introduced prior to headline entertainment.
- Recognized in the official Fair Guide
Sponsorship exceeds \$100

Concert, Rodeo or Derby

\$10,000 Each

Friday Night

Country Concert

Sponsor the Calaveras County Fair Main Stage Concert! Be part of a longstanding Fair tradition! Our Main Stage concert is **family-friendly, fun, and nostalgic**, attracting crowds of all ages who come to enjoy great music and community spirit.



Saturday Night

CCPRA Rodeo -Sponsor the CCPRA Rodeo – Saturday Night show! Put your brand in the spotlight at one of the **most thrilling events of the Calaveras County Fair!** Our Saturday night rodeo is **family-friendly, action-packed, and a crowd favorite**, drawing rodeo enthusiasts from across the region.



Sunday Night

Destruction Derby-

Sponsor the Destruction Derby – Sunday Night at the Fair! ✨

- Get your brand in front of a **high-energy, crowd-favorite event!** The Destruction Derby is a thrilling highlight of the Calaveras County Fair, drawing **excited fans of all ages** for an unforgettable night of action and excitement.



When you sponsor the concert, rodeo or destruction derby, this is what you receive:

- Business name on Event Poster.
- May hang 4 additional banners.
- 50 Single Day Passes
- 4 VIP Passes
- May have a vendor booth.
- Recognition on Fair's Website and Social Media Platforms.
- Introduced prior to headline entertainment.
- Recognized in the official fair guide.
- Tickets for 4 guests to the kickoff dinner.
- Tickets for 4 guests to the opening day BBQ.



Friends of the Calaveras County Fair

The Friends of the Calaveras County Fair Frog Jubilee is a 501c3. They function as ambassadors for the Fair and have raised over one million dollars in the last 15 years. The funds raised are for capital improvements at the fairgrounds. The friends of the Fair have made several improvements to the facility. Including, but not limited to, the Ranch House, restrooms, Meeting Room, Storage Building, HVAC for Mark Twain Hall and the Frogeteria. To join Friends of the Fair visit frogtown.org, under the "about us" tab.

Arena Chute Gates

For \$1,000 your 4'x4' sign will be displayed on a numbered chute gate in the Frogtown Arena. Combine the chute gate with a trophy buckle for \$1,200. - Silver Sponsorship

Arena Signs

For \$600 your 4'x4' sign is displayed in the Frogtown Arena. – Bronze Sponsorship

Arena Trophy Buckle

The Fair gives out buckles for the winners of our adult horse events. The cost to sponsor a buckle is \$275. – Quartz Sponsorship

Other ways to Be Involved

Livestock Buckle - \$175

Buckles are given to various winners in the livestock divisions. -Quartz Sponsor

Livestock Banner - \$375

Sponsors may have their name or logo on forty banners (shared space). Banners are awarded to various division winners. Quartz Sponsor

Livestock Show - \$500

Show sponsors may hang a banner in the appropriate barn. – Bronze Sponsor

Frog Jump Winner Buckle - \$300

The Fair awards the annual winner of the Frog Jump a Trophy Buckle. – Quartz Sponsor

Junior Exhibit Prizes - \$500

The Fair awards a sewing machine, camera, art set and baking set to the high point winners in the respective departments. – Bronze Sponsor

Volunteer

The Calaveras County Fair has many volunteer opportunities for groups and individuals. Please fill out the volunteer application at: www.frogtown.org/county-fair

Rodeo Queen Program Sponsorships

Scholarships

\$5,000

\$2,500

1,500

Trailer

\$2,500 (Limited to 4 spots available)

Business name prominently displayed on our rodeo queen trailer, which travels across California.

Recognition in promotional materials and announcements.
Considered a Gold Sponsor

Saddle

\$1,500 (Starting in 2026; Limited to 3 spots available)

Business name stamped on the official Miss Calaveras Rodeo Queen saddle.

Visibility throughout the queen's reign at events across California

Considered a Silver Sponsor

Pink Sponsor

Unlimited (Minimum of \$100 or Equivalent in Items)

Considered a Quartz Sponsor

Friends of the Calaveras County Fair Derby Car

Name on Hood - \$200

Name on Side Panel - \$500 each (there are two)

Name on Door (1) - \$500

Name on Back Panel - \$500

Name on Raised Roof Panel
\$500 each (there are two)

Contact:

Joe Whittle – 916-712-8995

Jen Herndon – 209-559-4490



Miss Calaveras Scholarship Pageant

Scholarships

\$5,000

\$2,500

\$1,500

Miss Community Service - \$500

Most Talented - \$100

Miss Photogenic - \$100

Miss Congeniality - \$100

Flower Sponsor - \$250

Gift Sponsor - \$100

Calaveras County Fair & Jumping Frog Jubilee

Community Partnership Form

Thank you for your generous contribution.

Please complete and return this form, with payment preferably (however the Fair can invoice your organization) by April 1, 2026, to ensure that information is included in advertising, signage, etc. After this date, the Calaveras County Fair cannot guarantee inclusion. Make checks payable to the Calaveras County Fair.

Point of Contact: _____

Business or Organization Name: _____

Mailing Address: _____

City: _____ CA Zip _____

Office Phone: _____ Cell Phone: _____

Email Address: _____

Website: _____

Partnership Level: _____

Please circle:

Arena Sponsor:	Chute	Arena Sign	Trophy Buckle
Livestock Sponsor:	Show	Banner	Livestock Buckle
Frog Jump Sponsor:	Buckle		

(The 2026 partners have the first right of refusal until January 10, 2026.)

Payment Total Partnership Amount \$ _____

Payment: Send invoice Check included Credit Card (the Fair will call for number)

Office Use Only:

Date Rec'd: _____ Amount: _____ Acct# _____

A Message from the Board and Staff

Calaveras County Fair | PO Box 489, Angels Camp CA 95222 | 209-736-2561 | info@frogtown.org

At the August 2026 Board of Directors meeting, the board selected “**Let Frogs Sing and Freedom Ring**” as the theme for the 2026 Calaveras County Fair & Jumping Frog Jubilee. This patriotic theme honors the 250th birthday of the United States of America while celebrating the lively traditions that make our fair so special.

In 2025, fairgoers once again came out in record numbers to enjoy the Frog Jump, thrilling rodeo events, outstanding entertainment, and, of course, everyone’s favorite fair food. With that momentum, the board and staff are excited to bring even more attractions, promotions, and activities to the 2026 Jubilee.

Thanks to the leadership of our Board of Directors, the tireless work of our staff and volunteers, the support of Friends of the Fair, and the generosity of our sponsors, the Calaveras County Fair continues to grow stronger each year. The Jubilee remains a place where traditions are honored, memories are made, and our community comes together.

The 2026 Calaveras County Fair & Jumping Frog Jubilee will be held **May 14–17, 2026**. It is often described as a giant family reunion — where old friends, new friends, families, and visitors gather to celebrate all things Calaveras under the red, white, and blue.

On behalf of the Board of Directors, staff, and volunteers, thank you for your continued support of this time-honored tradition. Together, let’s let frogs sing and freedom ring!

Sincerely,

Laurie Giannini

Laurie Giannini

CEO\Fair Manager

