

VENTURA COUNTY FAIR

2020 Junior Livestock Virtual Auction

Saturday, August 15, 2020



Highlights:

- Pigs, Lambs, Steers & Goats – All market weight animals will be sold by the head.
- The public will bid on animals live online on the auction site as youth present their livestock via video or photos.
- The auctioneer will introduce the youth exhibitor and describe the animal.



Benefits to Participating Youth:

- This Virtual Auction provides a safe process for intended Ventura County Fair exhibitors to sell their market animals, due to the Fair cancellation.
- 100% of the tax-deductible sponsorship fees go directly to the youth exhibitors.



805 Ag Kids Fundraising:

- 805AgKids.com was created to promote and direct financial support directly to the kids.
- 805 Ag Kids is a grassroots community support effort powered by volunteers and fueled financially by businesses and organizations with Ventura County interests.
- 805 Ag Kids are members of 4-H Clubs, FFA Chapters, Grange Organizations and Independent Groups.
- Sponsors and Buyers will be recognized during the Virtual Auction live online bidding.

Fairgrounds Foundation's Role:

Sponsorship fees are tax deductible by virtue of being paid to the Ventura County Fairgrounds Foundation, a non-profit organization dedicated to raising and allocating the funds necessary to preserve and enhance the vitality of the Fairgrounds for generations to come.

Strong Marketing Support

Tens of thousands of consumers in and around Ventura County will learn about the 2020 virtual auction through an extensive marketing and PR campaign across social media, broadcast, digital, and print platforms. Media partners are listed below, and additional communication vehicles include the Fair website, Fair e-newsletters, Fair Facebook and Twitter posts, and the new 805 Ag Kids fundraising site and social media platforms.

Ventura County Media Partners

