



A Hare's Magical A' Fair

AUGUST 12 - 16, 2009



2009 NEVADA COUNTY FAIR

SPONSORSHIP PROGRAM



About the Nevada County Fair

The Nevada County Fair is one of Northern California's most popular county fairs. The fairgrounds, with its 2,000 towering pine trees and long rows of blazing marigolds, has gained a reputation as the state's most beautiful fairgrounds. The LA Times has hailed the Nevada County Fair as, "...one of the top ten county fairs in the United States". This year's Nevada County Fair is scheduled for August 12-16, 2009.

About Sponsorship

A Nevada County Fair sponsorship provides an unparalleled marketing opportunity, reaching more people than any other event in the region. Last year's attendance was 86,250 people, representing an average of over 17,250 per day. Please review the following to see the many benefits that can be yours as a sponsor of "California's Most Beautiful Fairgrounds", the Nevada County Fair.

Fairground Facts

Statistics

- ◆ 6 employees, full-time, up to 270 part time
- ◆ Annual budget: \$2.1 million
- ◆ 2008 Fair attendance: 86,250
- ◆ Exhibitors: 5,949
- ◆ Fair entries: 10,579
- ◆ Fair vendors: 235
- ◆ Junior Livestock Auction = \$443,539
- ◆ Ag Mechanics Auction = \$48,245

Location

5 miles from Nevada City, 59 miles from Sacramento,
36 miles from Marysville, 90 miles from Reno



Facilities

- ◆ First Fair: 1884
- ◆ More than 2,000 trees on 100 acres set in a beautiful floral landscape
- ◆ Lion Lake, 4.5 acres, fishing for children
- ◆ Approximately 25 acres of shaded parking
- ◆ Camping with shaded sites for tents, trailers and motor homes
- ◆ Five large exhibit buildings, plus barns for more than 1,000 animals

For More Sponsorship Info:

IMS

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Sponsorship Levels

Grand Champion \$25,000 Exclusive Title

See sponsor chart on next page

Premier \$5500

See sponsor chart on next page

Blue Ribbon (location) \$3200

3 Main Entrances (non-exclusive)
Pine Tree Stage
Special Events Stage
Carnival Area

Blue Ribbon (daily) \$3200

August 12, 2009
Opening Day/Scholar Students Day
August 13, 2009
Community & Kids Day
August 14, 2009
Day for People with Disabilities
August 15, 2009
Heroes Day
August 16, 2009
Community Involvement & Donation Day

GOLD Level \$1600

- | | |
|--|--------------------------------------|
| 1. Main Street Center | 8. The Magic Forest |
| 2. Sale Ring - Henry Magonigal Pavilion | 9. Fair Auction and Paddles |
| 3. Free Fair Shuttle | 10. Ticket Entrances #5 parking area |
| 4. Dance Pad Stage | 11. Guest Services |
| 5. Tall Pines Building | 12. The Daily Parade |
| 6. Ticket Entrances #3 and #8 | 13. Shade Tents |
| 7. Great American Animal Education (pending) | 14. Picnic Areas |

SILVER Level \$800*

- | | |
|---|---|
| 1. Agricultural Display | 17. Junior Exhibit |
| 2. Swine Pens | 18. Karaoke @ Special Events |
| 3. Senior Sheep Barn | 19. Arts & Collectables Exhibit |
| 4. Fur & Feathers Area | 20. Climbing Wall |
| 5. Evergreen Hall | 21. Beef Show Ring |
| 6. Horse Barns | 22. Kids Contest |
| 7. Goat Area | 23. Table Tents |
| 8. Cultural Arts Center | 24. Tumbleweed Stage |
| 9. Sugar Pine Lodge | 25. ATM \$ 450 |
| 10. Junior Sheep Barn | 26. Fair Web Site Sponsor Banner (one year) |
| 11. Beef Barns | 27. Cooking Contests |
| 12. Sheep Dog Demonstrations | 28. Guitar Hero \$ 450 |
| 13. Horse Arena | 29. Teen Text Messaging \$ 450 |
| 14. KNCO Fair Report (deadline 4/20/09) | 30. Nevada County Idol Competition \$ 450 |
| 15. Baked and Preserved Foods | 31. Squash Mobile Races \$ 450 |
| 16. Wild Animal Exhibit | 32. _____ |

Arena Sponsorship \$350 per show or \$1300 for all 5* See sponsor chart on next page

*The Nevada County Fair and its representatives are not responsible for loss of banners due to theft, wear and tear or acts of God.



A Hare's Magical A'Fair

*“One of the ten best county
fairs in the United States”*

LA Times

	GRAND CHAMPION	PREMIER	BLUE RIBBON (Daily)	BLUE RIBBON (Location)	GOLD-LEVEL	SILVER-LEVEL	ARENA
2 BANNERS AT BOTH MAIN ENTRANCES	•#	•	•				
SPACE FOR BANNERS	•	•	•	•	• 2x6'	• 2x6'	• 3x8'
ADMISSION PASSES	80	55	35	35	25	15	4/15*
V.I.P. PARKING PASSES	10	10	4	4	4	4	2/4
PROUD TRADITION	•	•					
SPACE FOR ARENA BANNER	•	•	\$395	\$395	\$595	\$795	
HANDOUT SCHEDULE OF EVENTS AD/LISTING	•	•	•	•	•	Listing	Listing
MULTIPLE MENTION ON PA SYSTEM	•	•	•	•	•	•	•
PASSES FOR EACH ARENA EVENT (WED-FRI)***	16	8	6	6	4	4	2
PASSES FOR EACH ARENA EVENT (SAT-SUN)***	8	6	4	4	2	2	2
LISTING OR LINK TO FAIR WEBSITE	•#	•	•	•	•	•	•
RECOGNITION PLAQUE	•	•	•	•	•	•	•
BUSINESS NAME INCLUDED ON POSTER	•#	•	•	•	•	•	•
3 YEAR AGREEMENT (Prepaid 10% discount)	•	•	•	•	•	•	•
DISPLAY BOOTH ACCESS**	•	•	•	•			
PRICE	\$25,000	\$5500	\$3200	\$3200	\$1600	\$800	\$350/\$1300*

* \$350 for each arena event. \$1300 for all arena events.

** Display booth access is 10'x10'per \$3200 sponsorship-vendor contract required.

*** Surcharge for exchanging arena tickets. Additional ticket requests will be billed at face value.

Preminent position.

Become an Official Fair Partner of the KNCO NewsTalk 830 Gazebo



Connect with your Customer at the 2009 Nevada County Fair!

Hand out fliers, business cards, gifts, get interviewed on air, receive gate tickets, parking passes, have an online coupon presence, and receive 25 pre-Fair announcements on KNCO NewsTalk 830 before, during and after the 2009 Nevada County Fair.

For the very first time, the Nevada County Fair Sponsorship Program, in partnership with KNCO NewsTalk 830, are offering area businesses the opportunity to become an "Official Partner of The KNCO NewsTalk 830 GAZEBO" * during the fair, August 12-16. Sponsors will also have the opportunity to promote their business during the fair at "THE KNCO NewsTalk 830 GAZEBO."



Only ten 5-hr sessions are available. So it is first come first served. You will also have the first opportunity to renew your Gazebo sponsorship for the following year.

Anyone who has ever attended the Nevada County Fair knows exactly where the KNCO NewsTalk 830 Gazebo is located. It is THE central meeting place to connect with fellow Fairgoers and an icon of the Nevada County Fairgrounds for many years.

Each partner will receive the following benefits:

- 4 general admission tickets per day of Gazebo sponsorship
- 2 One day parking passes
- 25 pre-Fair Announcements on KNCO NewsTalk 830 before the Fair
- Sponsor may pass out literature and souvenirs during their session
- Two interviews during "The KNCO NewsTalk 830 Gazebo" sponsorship, live on KNCO NewsTalk 830 during the Fair**
- Opportunity to work inside the "The Gazebo" booth during the sponsor's shift time
- Partner may post one coupon on NevadaCountyFair.com and NevadaCountyGold.com for the month of August 2009.

CONTACT



Craig Hoddy, Director of Partner Marketing
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Grass Valley, CA 95949
Office 530-272-3239 Mobile: 530-559-3239
craig@nevadacountyfair.com

Terms: All pricing is based on a per session scale. \$549.00 per session or \$899.00 for two sessions, due upon signing of agreement. Sessions are 9 AM - 2 PM, 3 PM - 8 PM daily. All billing will be performed by Craig Hoddy and IMS. IMS will act as partner liaison between the Nevada County Fair and KNCO NewsTalk 830.

**Partnership is for the Gazebo only, and does not include any other part of the Nevada County Fair Sponsorship Program. Gazebo sponsors are eligible to participate with other Fair promotions i.e. Schedule of Events, Competition Handbook, 5-day sponsorships etc. Gazebo sponsors are also eligible to participate with KNCO NewsTalk 830 on other Fair related advertising opportunities.*

*** Interviews will be conducted as scheduled with KNCO NewsTalk 830. Sponsor is responsible for being prepared to chat about their business for up to 2 minutes of on air time.*

Connect and Create Customer Loyalty at the 2009 Nevada County Fair!



A more perfect "Union" between the Nevada County Fair and The Union Newspaper.



AN ALL IN ONE EXCLUSIVE PACKAGE! Hand out fliers, business cards, gifts, receive gate tickets, parking passes, have an online coupon presence, and receive display advertising on the front page upper right hand "skybox" of *The Union Newspaper!*

For the very first time, the "Nevada County Fair Sponsorship Program" and *The Union Newspaper* are offering area businesses the opportunity to become a "Union Newspaper Fair Partner." "Fair Partners" will have the opportunity to promote their businesses during the Nevada County Fair via *The Union Newspaper* booth - strategically placed in the first two booths inside the Main Exhibit Building. Here "Fair Partners" will have the perfect opportunity to connect directly with potential customers.

As a past sponsor of the Nevada County Fair, you have first option on this new marketing opportunity...first come first served. Only five full fair sponsor sessions are available! You will also have the first opportunity to renew your "Union Newspaper partnership" for the 2010 fair. Be the first to reserve and get your choice of day to sponsor.

Each "Fair Partner" will receive the following benefits:

- 4 general admission tickets per day of "Union Newspaper Fair Partnership."
- 2 one day parking passes.
- Day of sponsorship front page skybox advertising (upper right hand corner) of *The Union Newspaper*.
(The value for this one benefit alone is \$500+.)
- The opportunity to pass out literature and souvenirs during their session.
- The opportunity to work inside *The Union Newspaper* booth during the partner's shift time.
- The "Partner" may post one coupon on NevadaCountyFair.com and NevadaCountyGold.com for the month of August 2009.
- Space for a banner on the Main Exhibit building during your session.

Reserve your space early. THERE ARE ONLY FIVE (5) SPOTS AVAILABLE.
Terms: \$ 849.00 per daily session, 10 am - 7 pm daily.

Please contact me at your convenience to reserve your sponsorship of the
2009 Nevada County Fair, *A Hare's Magical A'Fair!*



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