

Sharon O'Brien-Lykins/CameraHorse.Com



24TH ANNUAL
HARVEST FAIR &

DRAFT HORSE CLASSIC

PARTNERSHIP OPPORTUNITIES

SEPTEMBER 23-26, 2010



THE DRAFT HORSE CLASSIC

Welcome to the Draft Horse Classic and Harvest Fair. The Draft Horse Classic is the premier draft horse event of its kind in the West. Each September, over 20,000 equine enthusiasts gather at “California’s Most Beautiful Fairgrounds” to behold these enormous creatures of grace, power and beauty. There are six performances over four days. The 2010 Classic is scheduled for September 23-26.

In addition to the Draft Horse Classic, the Harvest Fair is also taking place at the Fairgrounds. Last year’s Fair included the prestigious fine equine art show, “Art at the Classic”, as well as a western trade show, clogging jamboree, “Youth Art at the Classic”, agricultural competitions, lumberjack shows, live cowboy entertainment, and the ever popular Treat Street food festival booths. “Taste of the Gold Country” is featured on Saturday showcasing local restaurants paired with fine wines.

The Nevada County Fairgrounds is offering exclusive title sponsorship for selected areas at this year's Draft Horse Classic and Harvest Fair. The benefits will be considerable — people of all ages and economic backgrounds will have an opportunity to recognize your business logo and name at the Arena Grandstands and in the official program. Your business name will also be mentioned repeatedly over the Grandstand’s public address system during the four days of the event.

The following sponsorship information will detail the many benefits that can be yours as a sponsor of the 2010 Draft Horse Classic and Harvest Fair.

CLASSIC FACTS

Facilities

- First Draft Horse Classic: 1987
- 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 250 draft horses

Statistics

- 2009 Attendance: 20,000
- Number of Harvest Fair exhibitors: 287
- Number of Draft Horse exhibitors: 58
- Number of Draft Horse vendors: 83



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Location

Located 5 miles from Nevada City, CA
59 miles from Sacramento,
90 miles from Reno
Nevada County Fairgrounds,
11228 McCourtney Road, Grass Valley, Ca 95949

FOR MORE SPONSORSHIP INFORMATION

Craig Hoddy • 14520 Lynshar Rd • Grass Valley, CA 95949
Tele 530.272.3239 Mobile 530.559.3239
craig@nevadacountyfair.com • www.nevadacountyfair.com

SPONSORSHIP BENEFITS



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	PRESENTING	PARTICIPATING	PARKING GATE ENTRANCES	ULTIMATE HIGH POINT CHAMPION	SUPPORTING	COMMUNITY	CLASS SPONSOR
SPACE FOR BANNERS IN GRANDSTAND ARENA	2	2	2	2	1	1	1
SPACE FOR BANNERS AT BOTH PARKING ENTRANCES	•	•	•	•			
BANNER AT ANNOUNCER'S STAND	•						
ADMISSION PASSES PER PERFORMANCE***	20	10	10	6	6		
ADMISSION PASSES TO ONE PERFORMANCE (non-sat.)						4	4
V.I.P. PARKING PASSES	10	5	5	5	3	2	2
PR RECOGNITION & LOGO ON PROGRAM COVER	•	•	•	•			
NAME ON ALL TABLE TENTS	•						
CLASSIC PROGRAM AD	BACK PAGE	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	1/4 PAGE	1/4 PAGE B/W
DISPLAY BOOTH ACCESS*	•	•	•	•			
NAME INCLUDED IN ALL RADIO ADVERTISING	•						
PA SYSTEM MENTIONS	•	•	•	•	•	•	•
RECOGNITION PLAQUE	•	•	•	•	•	•	•
NAME ENGRAVED ON DESIGNATED TROPHIES	•			•			Class
SPONSOR OF ONE PERFORMANCE (6 available)	•	•	•	•			
SPONSOR OF ONE CLASS PERFORMANCE							•
SPONSOR OF ONE ADDITIONAL FAIRGROUNDS LOCATION	•	•	•	•	•	•	
THREE YEAR AGREEMENT (prepaid 10% discount)	•	•	•	•	•	•	•
PRICE	\$25,000	\$5000	\$3500	\$3500	\$1650	\$825	\$615**

* 12' X 12' booth space per \$3500 minimum sponsorship–vendor contract required.

** \$250 in premiums going directly to exhibitors. Class list is available upon request.

*** Saturday night reserved seating must be redeemed within 20 minutes of the beginning of the performance.

Please note: Current Nevada County Fair sponsors receive a 15% discount on their Draft Horse Classic Sponsor. Total discount not to exceed \$500. If Draft Horse Classic commitment is more than the Fair Sponsorship, then discount will apply to the Fair Sponsorship only.

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

2010 PROGRAM RATE CARD

ABOUT THE AWARD-WINNING SOUVENIR PROGRAM

The souvenir program will include information and photos of the Classic and descriptions of the unique competitions to be offered. Features on the people who take part, their animals, and articles reflecting the unique flavor of the Classic also will be included. The attractive magazine with extensive use of color will be available at the Fairgrounds office before the DHC and at the Fairgrounds throughout the four-day event. Your advertisement in the program will demonstrate sound business judgement as well as your support for a worthwhile and popular community event.

RATES (B/W)

Full Page	\$675
1/2 page	\$375
1/3 page	\$290
1/4 page	\$235
1/6 page	\$170
1/8 page	\$120

RATES (COLOR)

Full Page	\$860
1/2 page	\$560
1/3 page	\$475
1/4 page	\$420
1/6 page	\$355
1/8 page	\$255
Front Inside Cover.....	\$935
Back Inside Cover	\$885
Back Cover.....	\$1785

PRESS RUN 4500

ABOUT THE CLASSIC

The color, power and pageantry of performing draft horses will be featured September 23-26 in the 2010 Draft Horse Classic & Harvest Fair at the Fairgrounds. As one

of the area's biggest events, the Draft Horse Classic (DHC) attracts thousands of equine enthusiasts to Nevada County and to the Nevada County Fairgrounds.

Featuring the well-known "Gentle Giants" of the horse world, the DHC includes six scheduled performances and a variety of Harvest Fair activities for the entire family. The events are scheduled to begin with the 6:30 p.m. performance Thursday and end with the 4:00 p.m. performance Sunday.

The flags, music and fanfare of the DHC make it a truly unique Northern California spectacle. The large horses, authentic wagons, costuming and classic performances provide a memorable experience for all. Teams of horses come from across the western United States and as far away as Canada. The event features 25 entry classes sure to provide a variety of fun and memories for onlookers. Classes include driving competitions, Gambler's Choice, Farm Team to Wagon, Juniors, Six up Rail, Americana, Halter, Tandem, Unicorn, Lightweight and Heavyweight Pull and Log Skidding.

Weekend Classic plans also include a Western Art Show featuring prize competition among well-known artists from across the United States. The show includes western sculptures that have been especially popular with visitors in past years.

The accompanying Harvest Fair includes "Taste of the Gold Country", vegetables, honey, wine and other local products will be shown. Other Harvest Fair events will feature a variety of live entertainment,

clogging and much more.

PAYMENT TERMS

Full payment is required prior to publication. Advertising deadline is Sept. 1, 2010.

MECHANICALS

Publication trim size:
8.50"w x 11"h
Standard unit sizes in inches. Space is charged at standard unit rates and can be used only in the forms and dimensions listed.

AD SIZES (IMAGE AREA)

Full Page	7.5" x 10"
Full Page with Bleed*	9" x 11.75"
Half Page	7.5" x 4.906"
1/3 Page Horiz (3 col.).....	7.5" x 3.203"
1/3 Page Vert	2.375" x 10"
1/3 Page Square	4.938" x 4.906"
1/4 Page Horiz (3 col.).....	7.5" x 2.359"
1/4 Page Vert.....	3.656" x 4.906"
1/6 Page Horiz	4.938" x 2.375"
1/6 Page Vert.....	2.375" x 4.906"
1/8 Page	3.656" x 2.359"
*Live area on full bleed.....	7.75" x 10.25"

SERVICES

Services provided as part of the basic ad cost (except in business card directory ads) are design, typesetting, camera work and pasteup. Extensive original art and design work and other art department services will be charged at \$60 per hour (\$15 minimum).

CHANGES

Charges will be assessed for excess changes or alterations from the original copy. Cancellation of ads that have been completed will be charged at a rate of up to fifty percent (50%) of the cost of the ad space.

PROOFS

One proof will be provided for all ads. Excessive changes after first proof to be charged at \$60 an hour.

ERRORS

Each advertiser must carefully proof their ad. The publisher's liability for errors shall not exceed the cost of that portion of space occupied by such error. Claims for adjustment must be made in writing within seven days of publication.

GENERAL POLICY

The 17th District Agricultural Association (doing business as the Nevada County Fair) reserves the right to edit or reject advertising at its sole discretion. The publisher assumes no financial responsibility for typographical errors or copy omission.

The advertiser/sponsor assumes all liability for advertisements published (including text, illustrations, charts, claims etc.) and agrees to assume all responsibility for all claims occurring therefrom against the publisher. All copywriting, layout, typography or design work done by the 17th D.A.A. for advertisers/sponsors becomes the exclusive property of the magazine. Advertising that simulates editorial content will be clearly labeled as an advertisement at the discretion of the publisher.

ADVERTISE AND RECEIVE A 2010 DRAFT HORSE CLASSIC COLLECTOR'S POSTER

Advertisers receive 2 bleacher tickets to any non-Saturday evening performance.