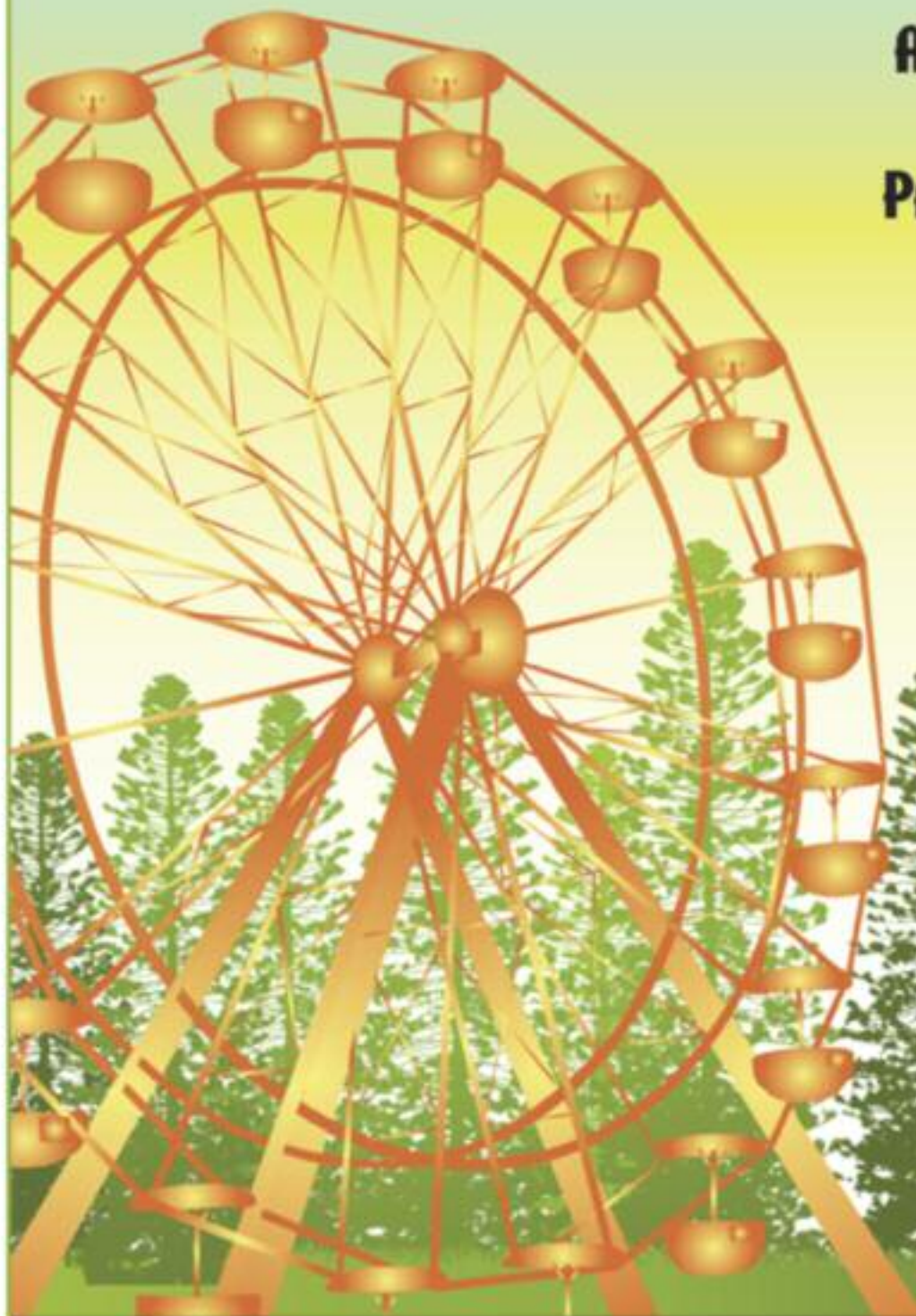


2010 NEVADA COUNTY FAIR
ROOTED IN TREE-DITION

**AUGUST 11-15
2010**

**PARTNERSHIP
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." The Nevada County Fair has been voted as Nevada County's event of the year for nine consecutive years. This year's Nevada County Fair is scheduled for August 11-15, 2010.

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 89,768 people, representing an average of over 17,953 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

- ◆ 7 employees, full-time, up to 270 part time
- ◆ Annual budget: \$2.2 million
- ◆ 2009 Fair attendance: 89,768
- ◆ Exhibitors: 3,975
- ◆ Fair entries: 10,291
- ◆ Fair vendors: 200
- ◆ Junior Livestock Auction = \$384,298
- ◆ Ag Mechanics Auction = \$43,280



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 trailers and motor homes
- ◆ Five large exhibit buildings, plus barns for more than 1,000 animals

FOR MORE SPONSORSHIP INFO

IMS

14520 Lynshar Rd, Grass Valley, CA 95949
 Office 530-272-3239 Mobile: 530-559-3239
craig@nevadacountyfair.com
www.nevadacountyfair.com

11228 McCourtney Road, Grass Valley, CA 95949 ◆ 530.273.6217 ◆ info@NevadaCountyFair.com

SPONSORSHIP LEVELS

Grand Champion, Exclusive Title & Premier (See sponsor chart on next page)

Blue Ribbon (location)

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



Blue Ribbon (daily)

August 11, 2010
Opening Day/Scholar Students Day
August 12, 2010
Nevada County Fair Foundation & Kids Day
August 13, 2010
Day for People with Disabilities
August 14, 2010
Armed Services/Nev Co Contractors Assn. Day
August 15, 2010
Community Involvement Day

GOLD Level

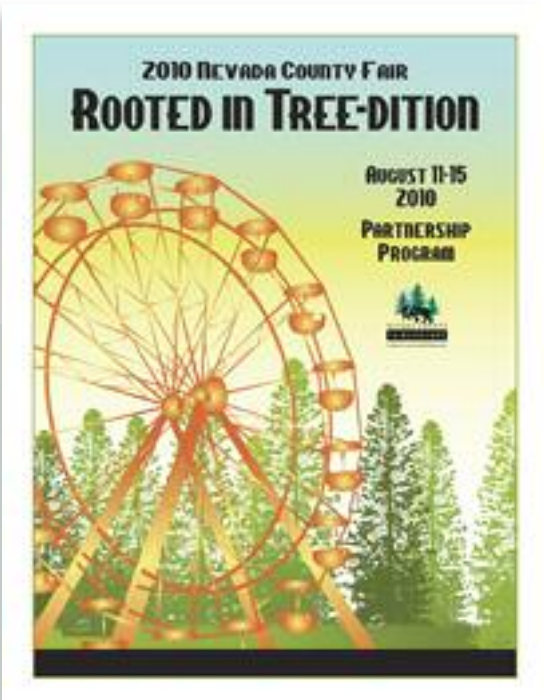
1. Main Street Center
2. Sale Ring - Whitney & Henry Magonigal Pavilion
3. Free Fair Shuttle
4. Dance Pad Stage
5. Tall Pines Building
6. Ticket Entrances #3 and #8
7. Great American Animal Education (pending)
8. The Magic Forest
9. Livestock Auction and Paddles
10. Guest Services
11. The Daily Parade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

SILVER Level

1. Agricultural Display
2. Swine Pens
3. Senior Sheep Barn
4. Fur & Feathers Area
5. Evergreen Hall
6. Horse Barns
7. Goat Area
8. Cultural Arts Center
9. Sugar Pine Lodge
10. Junior Sheep Barn
11. Beef Barns
12. Extreme Zone Co Partnership
13. Horse Arena
14. KNCO Fair Report
15. Baked and Preserved Foods
16. Tumbleweed Stage
17. Junior Exhibit
18. Karaoke @ Special Events
19. Arts & Collectables Exhibit
20. Climbing Wall
21. Beef Show Ring
22. Kids Contest
23. ATM
24. Tumbleweed Stage
25. Wild Animal Exhibit
26. Cooking Contests

BRONZE Daily Level

1. Arm Wrestling Championships
2. Teen Text Messaging
3. Nevada County Idol Competition
4. Rock Band
5. Sheep Dog Demonstrations
6. Squash Mobile
7. Daily Co-Partnership
8. Daily Arena Partnership
9. Solar Powered Car Racing



**“ONE OF THE TEN BEST COUNTY FAIRS IN THE UNITED STATES.”
 - L.A. TIMES**

	GRAND CHAMPION	PREMIER	BLUE RIBBON (Daily)	BLUE RIBBON (Location)	GOLD-LEVEL	SILVER-LEVEL	BRONZE-LEVEL	ARENA
2 BANNERS AT BOTH MAIN ENTRANCES	•	•	•					
SPACE FOR BANNERS	•	•	•	•	•	•	• (Day of event)	•
ADMISSION PASSES	80	55	35	35	25	15	4	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		
MULTIPLE MENTION ON PA SYSTEM	•	•	•	•	•	•	• (Day of event)	•
PASSES FOR DAY OF CO-PARTNERSHIP							4	
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	\$6000	\$3500	\$3500	\$1650	\$835	\$395	\$415/\$1350*

* \$415 for each arena event. \$1350 for all arena events.

** Display booth access is 10'x10' per \$3500 sponsorship-vendor contract required.

*** Surcharge for adjusting benefits.

• The Nevada County Fair and it's representatives are not responsible for loss of banners due to theft, wear and tear or acts of God.