

# Become an Official Fair Partner of the KNCO NewsTalk 830 Gazebo



## Connect with your Customer at the 2010 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 2010 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 11-15. 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 2010.
- Sponsor may place one 2' x 6' banner on the Gazebo during their session

## CONTACT



**Craig Hoddy**, Director of Partner Marketing  
14520 Lynshar Rd  
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. \$550.00 per session or \$900.00 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.*