

31st ANNIVERSARY

Draft Horse Classic & Harvest Fair



Photo by Laurie Ann Martin Photography

PARTNERSHIP OPPORTUNITIES

September 21–24, 2017



THE DRAFT HORSE CLASSIC

Join us in celebrating the 31st anniversary of the Draft Horse Classic and Harvest Fair! For 30 years, the beautiful Draft Horses have been delighting fans with their pageantry, elegance and strength — and this year is set to be another crowd-pleasing event.

We've become the premier Draft Horse event in the Western United States, and each September more than 20,000 fans gather at "California's Most Beautiful Fairgrounds" to behold these enormous creatures of grace, power and beauty.

The 2017 Classic is scheduled for September 21-24. The Draft Horse Classic features six performances during four days at the Fairgrounds. The Harvest Fair also takes place during this time, and features "Art at the Classic," a western trade show, clogging jamboree, agricultural competitions, musical entertainment, and delicious food on Treat Street.

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 2017 Draft Horse Classic and Harvest Fair.



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CLASSIC FACTS

Facilities

- Nevada County Fairgrounds, 11228 McCourtney Road, Grass Valley, CA 95949
- Hundreds of trees on nearly 100 acres, set in a beautiful floral landscape
- Lions Lake, fishing for children
- Approximately 25 acres of shaded parking
- Camping with shaded sites for trailers and motorhomes
- Five large exhibit buildings, plus barns for more than 250 draft horses
- 90 miles west of Reno, NV
- 60 miles east of Sacramento, CA

Statistics

- First Draft Horse Classic – 1987
- Average Yearly Attendance – 20,000
- Average Year-Round Attendance (All Events) – 270,000
- Harvest Fair entries – 600
- Draft Horse exhibitors – 50
- Draft Horse vendors – 70
- Draft Horse sponsors – 20



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FOR MORE SPONSORSHIP INFORMATION

Craig Hoddy • 530.559.3239

Craig@NevadaCountyFair.com • NevadaCountyFair.com

SPONSORSHIP BENEFITS

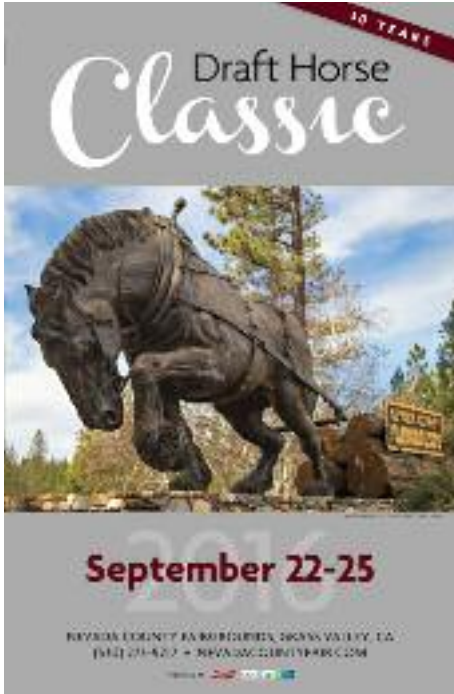


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	YEAR-ROUND PREMIER	PREMIER	BLUE RIBBON	GOLD	SILVER	BRONZE CLASS
YEAR-ROUND TOP OF GRANDSTAND PLUS YEAR-ROUND SIGNAGE*	•					
YEAR-ROUND TOP OF GRANDSTAND		•				
SPACE FOR BANNERS IN GRANDSTAND ARENA	1	1	1	1	1	1
SPACE FOR BANNERS AT BOTH PARKING ENTRANCES	•	•	•			
BANNER AT ANNOUNCER'S STAND	•					
SEASON PASSES FOR ALL DHC PERFORMANCES	8	6	4			
ADMISSION PASSES TO ONE NON-SAT PERFORMANCE				6	4	2
VIP EVENT PARKING PASS	4	2	1	1	1	1
LOGO ON PROGRAM COVER	•	•				
INVITE TO VIP DINNER	•	•	•	•	•	•
FEATURED LOGO ON FAIR WEBSITE	•	•				
LOGO ON FAIR WEBSITE LIST OF PARTNERS	•	•	•	•	•	•
ANNOUNCER MENTIONS	•	•	•	•	•	•
RECOGNITION CERTIFICATE	•	•	•	•	•	•
SPONSOR OF ONE CLASS PERFORMANCE						•
ADDITIONAL SPACE FOR BANNER IN HORSE ARENA	•	•	•	•	•	
PRICE	\$10,000	\$4,900	\$3,100	\$1,260	\$670	\$530

SEE THE NEXT PAGE FOR MORE INFORMATION ON PROGRAM ADVERTISING. PROGRAM ADVERTISING IS A SEPARATE FEE. *YEAR-ROUND = 12 MONTHS

2017 PROGRAM RATE CARD



OFFICIAL 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. Please take a moment to review the rates below. If you have any questions regarding sponsorship or advertising in the official program, please contact Craig Hoddy at: Craig@NevadaCountyFair.com or phone 530-272-3239

PRESS RUN

3,500

RESERVATION DEADLINE

September 1, 2017

ADVERTISING RATES

BLACK & WHITE

Full Page	\$740
1/2 page	\$415
1/3 page	\$325
1/4 page	\$260
1/6 page	\$195
1/8 page	\$175
1/12 page	\$155

FULL COLOR

Full Page	\$995
1/2 page	\$610
1/3 page	\$515
1/4 page	\$460
1/6 page	\$385
1/8 page	\$275
1/12 page	\$195
Front Inside Cover	\$1,135
Back Inside Cover	\$1,025
Back Cover	\$1,875
Two page spread	\$1,750

MECHANICALS

Full Pg	7.5" x 10"
Full Pg w/bleed	9" x 11.75"
Live area on bleed	7.75" x 10.25"
1/2 Pg	7.5" x 4.906"
1/3 Pg Vert	2.375" x 10"
1/3 Pg Square	4.938" x 4.906"
1/4 Pg Horiz	7.5" x 2.359"
1/4 Pg Vert	3.656" x 4.906"
1/6 Pg Horiz	4.938" x 2.375"
1/6 Pg Vert	2.375" x 4.906"
1/8 Pg	3.656" x 2.359"
1/12 Pg	2.359" x 2.375"

GENERAL POLICY

The 17th District Agricultural Association aka Nevada County Fairgrounds 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 advertising published and agrees to assume all responsibility for all claims occurring there from against the publisher. All layout,

typography, copyrighting or design work done by the 17th D.A.A. for advertisers/ becomes the exclusive property of the Nevada County Fair. Advertising simulating as editorial will be labeled as an advertisement at the discretion of the publisher.

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 per 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.

RECEIVE TICKETS AND VIP DINNER

Advertisers will receive two non-reserved tickets for any non-Saturday Draft Horse performance and a VIP invitation to the Exhibitors Dinner on Wednesday, the day before the opening of the Classic.