

AUGUST 9-13, 2017

BECOME A PART OF NEVADA COUNTY'S BIGGEST EVENT!

Partnership Opportunities

**Nevada
County Fair**



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A Nevada County Fair sponsorship provides an unparalleled marketing opportunity, reaching more people than any other event in Nevada County.

The Nevada County Fair



The Nevada County Fair is one of Northern California's most popular county fairs.

The Fairgrounds, with its hundreds of towering pine trees and long rows of blazing marigolds, has been declared as the state's most beautiful fairgrounds.

The Nevada County Fair has been voted "Nevada County's Best Event" for fourteen consecutive years.

STATS

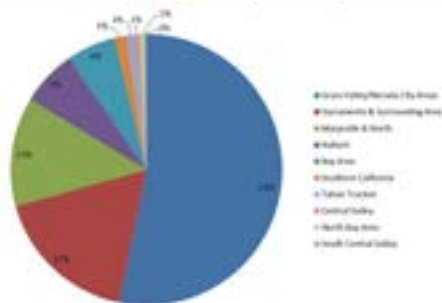
- First Fair – 1884
- Average Yearly Attendance – 95,000
- Average Year-Round Attendance (all events) – 270,000
- Exhibitors – 7,400
- Fair vendors – 175
- Junior Livestock Auction – \$490,000
- Ag Mechanics Auction – \$54,000
- Fair Partners and Sponsors – 73
- Generated on Treat Street by local non-profit organizations – \$900,000

FACILITIES

- Hundreds of trees on 100 acres, set in a beautiful floral landscape
- Lions Lake - 4.5 acres, fishing for children
- 25 acres of shaded parking
- Full camping with shaded sites for trailers and motorhomes.
- 5 exhibit buildings, plus barns for more than 1,000 animals

LOCATION

- 5 miles from Nevada City
- 59 miles from Sacramento
- 36 miles from Marysville
- 90 miles from Reno
- 70 Miles from Lake Tahoe





Partnership Opportunities



Year-Round Premier \$10,000*

- Year-Round Top of Main Grandstands (19' x 3') plus year-round signage

Premier \$4,900

- Year-Round Top of Main Grandstands (19' x 3')
- Banners on barriers in Grandstand Arena during Motorsports and Derby
- Gates 1 & 4 Entrances - All five days of the Fair

Blue Ribbon \$3,750

- August 9, 2017 Opening Day
- August 10, 2017 Kids Day
- August 11, 2017 Day for People with Disabilities
- August 12, 2017 Armed Services Day
- August 13, 2017 Community Day



Gold \$1,750

- Main Street Center
- Pine Tree Stage
- Carnival Area
- Sale Ring
- Free Fair Shuttle
- Special Events Stage
- Dance Pad Stage
- Walk on Water
- The Magic Forest
- Wood fence on The Green
- Five-Day Arena



Silver \$850

- Swine Pens
- Sheep Barns
- Fur & Feathers
- Horse Barns
- Goats
- Beef Barns
- Beef Show Ring
- Horse Arena (non-exclusive)
- Ponderosa Hall
- Evergreen Hall
- Tall Pines Building
- Sugar Pine Lodge
- Northern Mines (non-exclusive)
- Shade Tent
- Cooking Contests
- Tumbleweed Stage
- Gate 8 Entrance
- Gate 3 Entrance
- Competition Handbook
- Online Entry Page
- Rodeo Chute - Arena Sponsor
- Climbing Wall
- Phone Charging Stations(2)
- Coin Dig & Mutton Bustin'

Bronze \$475

- Community Involvement Day before the Fair (7/31) (Merrill Award Winner)
- Scrapbook Layout
- Gift Wrapping Contest
- Just Dance
- Rodeo – 2 Night Wed-Thurs Arena
- Motorsports – 2 Night Fri-Sat Arena
- Community Day includes banner at the Demolition Derby (8/13)
- Ag-Sperience (cost of sign extra)



*Year-Round = 12 months

“One of the 10 Best County Fairs in the United States!”

— *The Los Angeles Times*

	YEAR-ROUND		BLUE				COMMUNITY	
	PREMIER	PREMIER	RIBBON	GOLD	SILVER	BRONZE	BRONZE	
BANNER AT MAIN ENTRANCES	•	•	•					
SPACE FOR BANNER	•	•	•	•	•	•	•	•
ADMISSION PASSES	40	30	20	10	6	4	4	
5-DAY VIP PARKING	8	6	4	2	1			
1-DAY VIP PARKING						2	2	
ARENA EVENTS PASSES	8w-f/6s-s	6w-f/4s-s	4w-f/2s-s	2 wed-sun	2 wed-fri	2 wed	2 sun	
LINK ON FAIR WEBSITE	•	•	•	•	•	•	•	•
BUSINESS NAME ON POSTER	•	•	•					
PUBLIC ADDRESS ANNOUNCEMENTS	•	•	•	•	•	•	•	•
BANNER SPACE IN MAIN ARENA	•	•	•	•*	•**	•***	•	
MULTI MEDIA PROMOTION	•		•					
BANNER SPACE IN SMALL ARENA	•	•	•					
RECOGNITION CERTIFICATE	•	•	•	•	•	•	•	•
PRICE	\$10,000	\$4,900	\$3,750	\$1,750	\$850	\$475	\$475	

For more sponsorship information
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*FIVE NIGHT ARENA SPONSOR ONLY **ARENA SPONSOR ONLY - RODEO CHUTE (TWO NIGHTS) ***ARENA EVENT SPONSOR ONLY (TWO NIGHTS)