

32nd ANNIVERSARY

Draft Horse Classic & Harvest Fair



"The Wash Rack," Yvonne Bonatci

PARTNERSHIP OPPORTUNITIES

September 21–23, 2018

THE DRAFT HORSE CLASSIC

Join us in celebrating the 32nd anniversary of the Draft Horse Classic and Harvest Fair! For 31 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 2018 Classic is scheduled for September 21-23. The Draft Horse Classic features six performances during three days at the Fairgrounds. The Harvest Fair also takes place during this time, and features "Art at the Classic," a western trade show, 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 three days of the event.

The following sponsorship information will detail the many benefits that can be yours as a sponsor of the 2018 Draft Horse Classic and Harvest Fair.



Photo by Laurie Ann Martin Photography

CLASSIC FACTS

Facilities

- Nevada County Fairgrounds, 11228 McCourtney Road, Grass Valley, CA 95949
- Hundreds of trees on nearly 100 acres
- Lions Lake, fishing for children
- Approximately 25 acres of shaded parking
- RV Park 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 – 1000
- Draft Horse vendors – 70
- Draft Horse sponsors – 20



Photo by Laurie Ann Martin Photography



FOR MORE SPONSORSHIP INFORMATION

Craig Hoddy • 530.559.3239

Craig@NevadaCountyFair.com • NevadaCountyFair.com

SPONSORSHIP BENEFITS



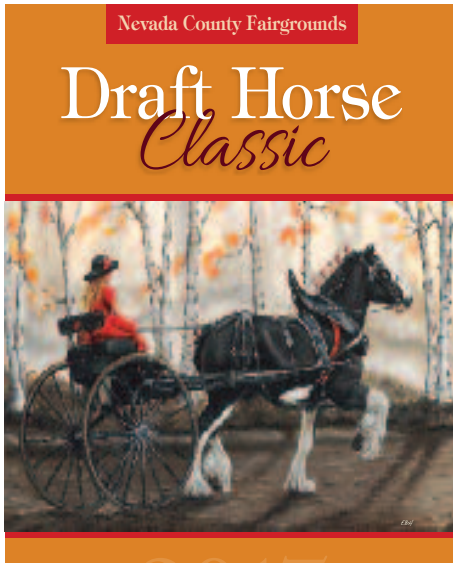
Photo by Laurie Ann Martin Photography

	YEAR-ROUND PREMIER	PREMIER	PLATINUM	GOLD	SILVER	BRONZE
YEAR-ROUND TOP OF GRANDSTAND PLUS BANNER AT ANNOUNCER'S STAND	•					
YEAR-ROUND SIGNAGE*	•					
LOGO ON PROGRAM COVER	•	•				
FEATURED LOGO ON FAIR WEBSITE	•	•				
SPACE FOR BANNERS AT BOTH PARKING ENTRANCES	•	•	•			
ANNOUNCER MENTIONS	•	•	•	•		
BANNER AT HARVEST FAIR	•	•	•	•		
SPACE FOR BANNER IN HORSE ARENA	•	•	•	•		
SPACE FOR BANNER IN GRANDSTAND ARENA	•	•	•	•	•	•
INVITE TO VIP DINNER	•	•	•	•	•	•
LOGO ON FAIR WEBSITE LIST OF PARTNERS	•	•	•	•	•	•
RECOGNITION CERTIFICATE	•	•	•	•	•	•
SPONSOR TICKET PACKAGES:						
SEASON PASSES FOR ALL DHC PERFORMANCES	8	6	4	2		
VIP EVENT PARKING PASS	4	2	1	1		
ADMISSION TICKETS TO ONE NON-SAT PERFORMANCE				6	2	2
	\$10,000	\$4,950	\$3,200	\$1,290	\$690	\$550

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

2018 PROGRAM RATE CARD

RESERVE ADVERTISING SPACE BY SEPTEMBER 1, 2018



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 530-559-3239

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 Thursday, the day before the opening of the Classic.

PRESS RUN

3,500 distributed at the fair office, souvenir booth, and main grandstand arena

ADVERTISING RATES

BLACK & WHITE

Full Page	\$750
1/2 page	\$435
1/3 page	\$345
1/4 page	\$275
1/6 page	\$200
1/8 page	\$180
1/12 page	\$170

FULL COLOR

Full Page	\$995
1/2 page	\$620
1/3 page	\$535
1/4 page	\$480
1/6 page	\$400
1/8 page	\$290
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.