

34TH ANNIVERSARY

# Draft Horse Classic & Harvest Fair



The Washy Hack, Yvonne Bonacci

PARTNERSHIP OPPORTUNITIES  
September 17–20, 2020

# THE DRAFT HORSE CLASSIC

The Draft Horse Classic is the premier draft horse show on the west coast and offers six different performances featuring draft horses and exhibitors from across the United States and Canada. Each year, more than 15,000 fans gather at “California’s most beautiful Fairgrounds” to enjoy the Classic, which showcases a variety of horses, exhibitors and hitches, and features everything from farm wagons and carriages, to driving competitions and log skidding. This year’s Classic is September 17 - 20.

Also taking place on the grounds during the Classic is the Harvest Fair, which features musical entertainment, community exhibits, vendors selling a variety of goods, a horseshoeing competition, delicious food, and Art at the Classic.

The Nevada County Fairgrounds is offering exclusive title sponsorship for selected areas at this year’s Draft Horse Classic and Harvest Fair. The benefits are 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 2020 Draft Horse Classic and Harvest Fair.



## CLASSIC FACTS

### Statistics

- First Draft Horse Classic - 1987
- Average Yearly Attendance - 15,000
- Average Year-Round Attendance (All Events) - 270,000
- Harvest Fair entries - 800+
- Draft Horse vendors - 70
- Draft Horse sponsors - 20

### Facilities

- Nevada County Fairgrounds, 11228 McCourtney Road, Grass Valley, CA 95949
- Hundreds of trees on nearly 80 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



*FOR MORE SPONSORSHIP INFORMATION*

Cale Hoddy • 530.903.7025

CaleHoddy@gmail.com • NevadaCountyFair.com

# SPONSORSHIP BENEFITS



	YEAR-ROUND	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 FAIRGROUNDS WEBSITE	•	•	•	•	•	•
RECOGNITION CERTIFICATE	•	•	•	•	•	•
<b><i>SPONSOR TICKET PACKAGES:</i></b>						
SEASON PASSES FOR ALL DHC PERFORMANCES	8	6	4			
VIP EVENT PARKING PASS	4	2	1	1	1	1**
ADMISSION TICKETS TO ONE NON-SAT PERFORMANCE				6	4	2
	\$10,000	\$4995	\$3,255	\$1,325	\$695	\$555

SEE NEXT PAGE FOR PROGRAM ADVERTISING INFO. PROGRAM ADVERTISING IS A SEPARATE FEE. \*YEAR-ROUND = 12 MONTHS \*\* ONE PERFORMANCE PARKING



# 2020 PROGRAM RATE CARD

RESERVE ADVERTISING SPACE BY SEPTEMBER 4, 2020



The Draft Horse Classic Program includes information information and photos of the Classic and descriptions of the unique competitions to be offered. Features of the exhibitors, their horses, on the people who take part, their animals, and articles reflecting the unique flavor of the Classic will also 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 Cale Hoddy at: CaleHoddy@gmail.com or 530-903-7025

## 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, the day before the opening of the Classic.

## PRESS RUN

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

## ADVERTISING RATES

### BLACK & WHITE

Full Page	\$775
1/2 page	\$445
1/3 page	\$350
1/4 page	\$280
1/6 page	\$215
1/8 page	\$195
1/12 page	\$180

### FULL COLOR

Full Page	\$1010
1/2 page	\$630
1/3 page	\$545
1/4 page	\$490
1/6 page	\$410
1/8 page	\$295
1/12 page	\$205
Front Inside Cover	\$1,150
Back Inside Cover	\$1,040
Back Cover	\$1,895

## 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 Fairgrounds. 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.

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.