

DATE: July 18, 2012
MEETING OF: July 24, 2012
FROM: Dave Kegebein
RE: **ACTION ITEMS VI.4 – Sponsorship Policy**

BACKGROUND

For many years public facilities including fairgrounds have been selling sponsorships to augment income. Our Fair under the management of John Kegebein developed and implemented a sponsorship program many years ago. That program has been and continues to be posted in our Fair Entry Guide (Attachment B). Since Jan 3rd when the Volunteer Management Team began managing the Fair we have recognized the survival of the Fair depends on the quality and quantity of sponsorships we can develop. This will be done through "Relationship Building" and will take lots of time and commitment. We are years behind on sponsorship development. The attached policy will allow us to get moving forward and we will improve on the plan annually as we learn what it takes to attract sponsors. Flexibility to negotiate is critical to the success of any sponsorship program.

FISCAL IMPACT

Critical.

STAFF RECOMMENDATION

That the Board approves the proposed sponsorship policy and assists the management team with introductions of potential sponsors.

ATTACHMENTS

- A: Proposed sponsorship policy
- B: Current 2012 Sponsorship Program (From Entry Guide)

Attachment A:
Santa Cruz County Fair Sponsorship Policy

It shall be the policy of the Santa Cruz County Fair to solicit individual and business sponsorships within the following guidelines.

All sponsorship programs and policies shall be in accordance with California Food and Agricultural Code Sections 4051.1 (a) and 4051.1 (b)

4051.1. (a) Notwithstanding any other provision of law, in accordance with procedures established by the board, the board may enter into agreements to secure donations, memberships, and corporate and individual sponsorships, and may enter into marketing and licensing agreements for the receipt of money, or services or products in lieu of money, and may employ, or create and participate in an entity, or enter into an agreement with an entity or person to develop, solicit, sell, and service these agreements. The compensation for the entity or person shall be established by the board.

(b) Written notification to the department shall be required prior to creating an entity for the activities described in this section and prior to entering into any agreement for activities described in this section if the agreement exceeds one hundred thousand dollars (\$100,000) in value, exists for a period of greater than two years, or contemplates the building of a permanent structure on fair property. The department may, upon reasonable notice, examine the books and records of any entity created pursuant to this section.

Sponsorships can be solicited by a commission consultant selected by the fair manager and approved by the board, or may be solicited by volunteers directed by the fair manager.

In kind sponsorships are available for companies who wish to donate items the fair planned to purchase through the annual budget. These sponsorships will be computed on the retail value of the items donated.

Attachment B: Program currently listed in the 2012 Entry Guide

For the opportunity to be a 2012 Santa Cruz County Fair Sponsor, your company will receive:

- Two (2) passes with free parking for every \$100.00 donation
- Special 6" x 20" wooden sign in the Fair Sponsor frame at the Paddy Smith Park
- Your company banner placed on the Fairgrounds the week of the Fair
- Invitation on Friday Night September 14, 2012 to the Sponsors Party at the Rodgers House
- Recognition as a Sponsor on the "Voice of the Fair"
- \$15,000 sponsor's logo will be prominent website
- \$10,000 sponsor's logo will be in the Fair website
- \$5,000 sponsor's logo will be on our Fair website
- All other sponsors will be on the rotating sponsors slide on Fair website

The various Sponsorships are:

\$15,000 Sponsor

Friday Night Performance on Main Stage

\$10,000 Sponsor

Saturday Night performance on Main Stage

Sea Lion Encounters – Exhibit open daily plus 14 performances during the six days of the Fair.

\$5,000 Sponsor

Tuesday Night performance on the Main Stage

KTOM presents Country Western Night – Wednesday Night performance on the Main Stage

Michael Mezner – 10 performances during the six days at the Fair

Pro Wrestling Revolution / Luche Libre – Sunday Afternoon of the Fair

Charro Horse Show – Sunday Afternoon of the Fair

Antsy McClain and The Trailer Park Troubadours – Thursday Night performance on the Main Stage

\$2,500 Sponsor

Senior Day – Tuesday of the Fair

Competitive Exhibit Awards Sponsorship – There are over 20 competitive exhibits departments of the Fair. Sponsor the awards for your favorite department(s) – ribbons, plaques, trophies and buckles (your choice).

\$1,500 Sponsor

Education Days – Education Days are on Wednesday and Thursday mornings. All second to fourth grade students are admitted free to the Fair. Special educational exhibits and displays prepared for the students to make the field trip a learning experience about Agriculture.

\$1,000 Sponsor

Competitive Exhibits – There are over 20 competitive exhibits departments of the Fair. A Fair representative will be happy to explain the various departments of the Fair and how your sponsorship can support the department of your choice.

\$500 Sponsor

Hands-on Science Exhibit presented by the Santa Cruz County Fair Junior Fair Board.

If you are interested in becoming a 2012 Santa Cruz County Fair Sponsor please contact Emily Grunewald at (831) 724-5671, extension 202.