



#S23-45

**2023 Monterey County Fair Sponsorship Agreement for
COUNTY OF MONTEREY on behalf of NATIVIDAD MEDICAL CENTER**

This agreement between the 7th District Agricultural Association (further noted as Monterey County Fair) and County of Monterey, on behalf of Natividad Medical Center ("NMC"), an acute care facility owned and operated by the County, has been entered into with the sole purpose to grant designation and rights to NMC, the County's acute care facility, as an Official Sponsor of the Monterey County Fair, August 31 – September 4, 2023. The parties hereby agree as follows:

- ◆ The Monterey County Fair will provide NMC with exposure of logo and/ or name in all marketing material.
 - Monterey County Fair *Website*
 - Monterey County Fair *Poster*
 - Monterey County Fair *Program*
 - Monterey County Fair *Social Media*
 - Monterey County Fair *Thank You* Advertisement
- ◆ One booth space on Saturday, September 2, 2023 between 12:00 PM -5:00 PM (if desired)

- ◆ NMC will be named day of the Fair, on Saturday, September 2, 2023
- ◆ NMC will be able to distribute materials at the main entrance (Gate 5) on their named day, September 2, 2023

- ◆ The Monterey County Fair will provide NMC with the following hospitality package:
 - 30 One-Day Admission Passes
 - 6 Parking Passes

- ◆ The Monterey County Fair will provide NMC with one (1) banner location during the run of the five-day event. Banners to be provided by NMC the Fair office no later than August 21, 2023.

- ◆ The Monterey County Fair will provide NMC advertising on the Digital Marquee at Fairground and Casa Verde Roads, during the run of the fair. The ad may be no larger than 18 characters per line and no more than 5 lines. The ad is due in a .txt or .doc format by June 30, 2023.

- ◆ NMC agrees to pay \$5,000 to the Monterey County Fair. County of Monterey shall certify the invoice and shall promptly submit such invoice to the County Auditor-Controller for payment. The County Auditor-Controller shall pay the amount certified within 30 days of receiving the certified invoice.

Charles R Harris, CEO Date
County of Monterey on behalf of Natividad
1441 Constitution Blvd.
Salinas, CA 93906

DocuSigned by:
Chris Garmon 6/29/2023 | 3:08 PM
EE25993BB41943B

Chris Garmon, Deputy Manager Date
Monterey County Fair
2004 Fairground Road
Monterey, CA. 93940

DocuSigned by:
Stacy Saetta
C0ECE1B99F444A9...
Chief Deputy County Counsel.
6/30/2023 | 10:52 AM PDT

DocuSigned by:
Patricia Ruiz
E79EF64E57454F6...
Auditor Controller Analyst I
6/30/2023 | 12:09 PM PDT