



2024 Monterey County Fair Sponsorship Agreement

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 **NATIVIDAD MEDICAL CENTER**, the county's acute care facility, as an Official Sponsor of the Monterey County Fair, August 29th – September 2nd, 2024. The parties hereby agree as follows:

- ◆ The Monterey County Fair will provide **NATIVIDAD MEDICAL CENTER** with exposure of logo and/ or name in all marketing material.
 - Monterey County Fair *Website*
 - Monterey County Fair *Program*
 - Monterey County Fair *Social Media*
 - Monterey County Fair *Poster*
 - Monterey County Fair *Electronic Newsletter*
 - Monterey County Fair *Thank You Ad*
 - Monterey County Fair *Banner Display* – (1) banner location during the 2024 Monterey County Fair
- ◆ The Monterey County Fair will provide **NATIVIDAD MEDICAL CENTER** with the following hospitality package:
 - (6) – Daily Parking Passes
 - (30) – Day Admission Passes
 - (6) – Kick Off BBQ Tickets
- ◆ The Monterey County Fair will acknowledge **NATIVIDAD MEDICAL CENTER** Sponsor of the Day - Saturday, August 31st, 2024.
- ◆ The Monterey County Fair will provide **NATIVIDAD MEDICAL CENTER** (1) 10x10 booth space. August 28th-September 2nd, 2024.
- ◆ The Monterey County Fair will provide **NATIVIDAD MEDICAL CENTER** the ability to distribute materials at the main entrance (Gate 5) on their named day Saturday, August 31st, 2024.
- ◆ **COUNTY** agrees to pay **\$5,000.00** to the Monterey County Fair. The 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.

~ Signature page to follow ~

**COUNTY OF MONTEREY,
on behalf of NATIVIDAD MEDICAL CENTER**

Monterey County Fair

By: _____
Charles R Harris, CEO

Date: _____

By: Colton Kersey-Lopez 6.10.2024
Date

Colton Kersey-Lopez
Deputy Manager - Monterey County Fair
2004 Fairground Rd
Monterey CA 93940

APPROVED AS TO LEGAL PROVISIONS

By: ^{DocuSigned by:}
Stacy Saetta
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Monterey County Deputy County Counsel

Date: 6/10/2024 | 12:59 PM PDT

APPROVED AS TO FISCAL PROVISIONS

By: ^{DocuSigned by:}
Jennifer Forsyth
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Monterey County Deputy Auditor/Controller

Date: 6/10/2024 | 3:11 PM PDT