



Monterey County Fair Sponsorship Agreement

This Sponsorship Agreement (“Agreement”) is entered into between the 7th District Agricultural Association, doing business as the Monterey County Fair (“Fair”), and County of Monterey, on behalf of Natividad Medical Center (“Sponsor”), for the purpose of granting Sponsor designation and rights as an Official Sponsor of the Monterey County Fair, subject to the terms outlined below.

This Agreement shall commence with the 2026 Monterey County Fair and shall continue for an additional four (4) consecutive fair years through 2030 (“Term”), unless otherwise terminated in accordance with this Agreement.

The Monterey County Fair agrees to provide County of Monterey, on behalf of Natividad Medical Center with logo and/or name recognition across Fair marketing and promotional materials during each year of the Term, including Named Day rights for one (1) designated Saturday of each Fair year, to be mutually agreed upon.

Benefits include, but are not limited to, the following:

- *Monterey County Fair website with a clickable logo directing users to Sponsor’s website*
- *Monterey County Fair printed program*
- *Monterey County Fair social media platforms*
- *Monterey County Fair poster*
- *Monterey County Fair electronic newsletter*
- *Monterey County Fair “Thank You” advertisement*
- *One (1) on-site banner display location during each Fair*
- *Logo on General Admission Tickets on Named Day*

For each year of the Term, the Monterey County Fair shall provide the following hospitality package:

- *Six (6) daily parking passes*
- *Thirty (30) daily general admission passes for the named day*
- *Six (6) Premiere Party tickets*

Additionally, the Fair shall provide Sponsor with:

- *One (1) 10' x 20' booth space in a high-traffic area of the Fairgrounds for the duration of each Fair, including required vendor admission passes for staffing*
- *The right to distribute marketing materials at Fair gate locations on the designated Named Day*

In consideration of the benefits outlined herein, Sponsor agrees to remit a sponsorship fee per Fair year in accordance with the fees below:

Year 1 (2026): \$5,000

Year 2 (2027): \$5,000

Year 3 (2028): \$5,000

Year 4 (2029): \$5,500

Year 5 (2030): \$5,500

Total Agreement amount shall not exceed \$26,000

Sponsor agrees to pay the sponsorship fee per fair year in the amount listed above 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.

Sponsor reserves the right to cancel this Agreement, or an extension of this Agreement, without cause, with a thirty (30) day written notice, or with cause immediately.

Sponsor's payments to Monterey County Fair under this Agreement are funded by local, state and federal governments. If funds from local, state and federal sources are not obtained and continued at a level sufficient to allow for Sponsor's purchase of the indicated quantity of services, then Sponsor may give written notice of this fact to Monterey County Fair, and the obligations of the parties under this Agreement shall terminate immediately, or on such date thereafter, as the Sponsor may specify in its notice, unless in the meanwhile the parties enter into a written amendment modifying this Agreement.

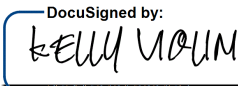
COMPLIANCE WITH TERMS OF STATE OR FEDERAL GRANT. If this Agreement has been or will be funded with monies received by Sponsor pursuant to a contract with the state or federal government in which Sponsor is the grantee, County of Monterey will comply with all the provisions of said contract and said provisions shall be deemed a part of this Agreement, as though fully set forth herein. Upon request, Sponsor will deliver a copy of said contract to County of Monterey, at no cost to County of Monterey.

Signature Page to Follow

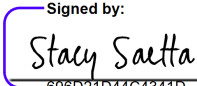
**County of Monterey, on behalf of
Natividad Medical Center:**

Monterey County Fair:


X _____
Date
Charles R. Harris, CEO
1441 Constitution Blvd. Level 2 Administration
Salinas, CA 93906

X  _____
Date 3/13/2026 | 11:46 A
DocuSigned by:
5D7FD343AC334BE...
Kelly Violini-Rodoni
CEO – Monterey County Fair
2004 Fairground Rd
Monterey CA 93940

Approved as to Legal Provisions:

X  _____
Date 4/28/2026 | 1:59 PM PDT
Signed by:
696D21D44C4341D...
Monterey County Deputy
County Counsel

Approved as to Fiscal Provisions:

X  _____
Date 4/28/2026 | 3:56 PM PDT
DocuSigned by:
E79EF64E57454F6...
Monterey County Deputy
Auditor/Controller