



# County of Monterey

Item No.

## Board Report

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

Legistar File Number: A 23-332

July 25, 2023

**Introduced:** 6/29/2023

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** BoS Agreement

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute a non-standard sponsorship agreement with the 7th District Agricultural Association (Monterey County Fair) for an amount not to exceed \$5,000, designating NMC as an Official Sponsor of the Monterey County Fair, August 31 - September 4, 2023.

### **RECOMMENDATION:**

#### **It is recommended the Board of Supervisors:**

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute a non-standard sponsorship agreement with the 7th District Agricultural Association (Monterey County Fair) for an amount not to exceed \$5,000, designating NMC as an Official Sponsor of the Monterey County Fair, August 31 - September 4, 2023.

### **SUMMARY/DISCUSSION:**

Natividad Medical Center (NMC) is recommending an agreement sponsoring the Monterey County Fair 2023 with the 7th District Agricultural Association. In an effort to reach our target audiences and to promote the hospital to the public, 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.

NMC will be provided one booth space on Saturday, September 2, 2023 between 12:00 PM - 5:00 PM (if desired), will be named day of the Fair, on Saturday, September 2, 2023, and 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 and advertising on the Digital Marquee at Fairground and Casa Verde Roads, during the run of the fair.

The Monterey County Fair this year is held August 31-September 4, 2023.

The approval of this agreement with Natividad Medical Center will help promote the NMC brand, increase awareness of the hospital's health care services, and improve perception, and benefitting our community. Fair attendees are from key areas and demographics serviced by Natividad Medical Center.

**OTHER AGENCY INVOLVEMENT:**

The Office of County Counsel has reviewed and approved this agreement as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The agreement has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on June 9, 2023.

**FINANCING:**

The cost for this agreement is \$5,000, all of which has been included in the FY 2023-24 Recommended Budget.

**BOARD OF SUPERVISORS STRATEGIC INITIATIVES:**

This agreement facilitates the promotion of the NMC brand, programs, and services. It meets the Health & Human Services Initiative's goal of promoting access to equitable opportunities for health choices and health environments in collaboration with communities.

- Economic Development
- Administration
- Health and Human Services
- Infrastructure
- Public Safety

Prepared by: Hillary Fish, Marketing Director, 783-2693  
Approved by: Charles R. Harris, Chief Executive Officer, 783-2553

Attachments:  
Monterey County Fair Sponsorship Agreement for 2023

Attachments on file with the Clerk of the Board

Charles R. Harris  
Charles R. Harris, M.D., Chief Executive Officer

7/13/23  
Date