



County of Monterey

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

Board Report

File #: A 24-324, Version: 1

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 dba Monterey County Fair, designating NMC as an Official Sponsor of the annual Monterey County Fair scheduled August 29, 2024 through September 2, 2024 for an amount not to exceed \$5,000.

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 dba Monterey County Fair, designating NMC as an Official Sponsor of the annual Monterey County Fair scheduled August 29, 2024 through September 2, 2024 for an amount not to exceed \$5,000.

SUMMARY/DISCUSSION:

Natividad Medical Center is recommending an agreement sponsoring the Monterey County Fair 2024 with the 7th District Agricultural Association. To reach our target audiences and to promote the hospital to the public, the Monterey County Fair will provide Natividad:

- One 10x10 booth space August 28th - September 2, 2024.
- NMC will be named day of the Fair on Saturday, August 31, 2024.
- NMC will be able to distribute materials at the main entrance (Gate 5) on their named day, Saturday, August 31, 2024.

The Monterey County Fair will provide NMC with the following hospitality package:

- 30 Day Admission Passes
- 6 Daily Parking Passes
- 6 Kick-Off BBQ Tickets

In addition, NMC will receive exposure of logo and/ or name in all marketing materials:

- 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 this year is held August 29-September 2, 2024. 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 NMC.

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 14, 2024.

FINANCING:

The cost for this agreement is \$5,000, all of which has been included in the FY 2024-2025 Recommended Budget. Funding will be provided from NMC's Enterprise Fund 451-9600-6383.

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 2024

Attachments on file with the Clerk of the Board