



County of Monterey

Item No.29

Board Report

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

Legistar File Number: A 26-283

July 07, 2026

Introduced: 6/10/2026

Current Status: Natividad Medical Center -
Consent

Version: 1

Matter Type: BoS Agreement

Authorize the Interim Chief Executive Officer for Natividad Medical Center (NMC) or a designee to execute a non-standard sponsorship agreement with 7th District Agricultural Association dba Monterey County Fair, designating NMC as an official sponsor of the annual Monterey County Fair for five consecutive fair years, for a term effective on Date Last Executed through December 31, 2031, for a not to exceed amount of \$5,000 in each of Fiscal Year 2026-27, Fiscal Year 2027-28, and Fiscal Year 2028-29, and \$5,500 in each of Fiscal Year 2029-30 and Fiscal Year 2030-31, for a total contract amount of \$26,000.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Authorize the Interim Chief Executive Officer for Natividad Medical Center (NMC) or a designee to execute a non-standard sponsorship agreement with 7th District Agricultural Association dba Monterey County Fair, designating NMC as an official sponsor of the annual Monterey County Fair for five consecutive fair years, for a term effective on Date Last Executed through December 31, 2031, for a not to exceed amount of \$5,000 in each of Fiscal Year 2026-27, Fiscal Year 2027-28, and Fiscal Year 2028-29, and \$5,500 in each of Fiscal Year 2029-30 and Fiscal Year 2030-31, for a total contract amount of \$26,000.

SUMMARY:

Natividad Medical Center is seeking Board authorization to enter into a five-year sponsorship agreement with the 7th District Agricultural Association dba Monterey County Fair, designating Natividad Medical Center as an official sponsor of the annual Monterey County Fair at \$5,000 per Fair year from 2026-2028 and \$5,500 for 2029-2030, for a total spend of \$26,000 effective on Date Last Executed.

Under the agreement, the Monterey County Fair will provide Natividad Medical Center with logo and 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 may 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 agrees to 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

DISCUSSION

Natividad Medical Center has participated in the Monterey County Fair as an official sponsor in past years. The booth, located at the main entrance, has been highly visible, reaching between 1,000 and 1,800 fair attendees directly at the booth each year.

This sponsorship provides Natividad Medical Center with a valuable opportunity to promote its brand, programs, and services to a broad and engaged local audience. In 2025, the Fair welcomed over 81,000 attendees across five days, with sponsor visibility reaching over 700,000 impressions and over 2 million accounts through social media, television, radio, and print campaigns.

The sponsorship also benefits patients and the broader community by raising awareness of the health care services available at Natividad Medical Center, reinforcing the organization’s commitment to the health and well-being of Monterey County residents. The five-year term provides continuity and long-term brand presence at one of the county’s most well-attended community events.

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 5, 2026.

FINANCING:

The cost for this agreement is \$26,000 of which \$5,000 is included in the FY 2025-26 Adopted Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate. There is no impact on the General Fund with this action.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS SECTION:

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.

Well-Being and Quality of Life

Sustainable Infrastructure for Present and Future

Safe and Resilient Communities

Diverse and Thriving Economy

Administrative

Prepared by: Hillary Fish, Marketing Director, 783-2693

Approved by: Nancy Buscher, Interim Chief Executive Officer, 783-2560

Attachment(s):

Board Report

7th District Agricultural Association dba Monterey County Fair Sponsorship Agreement

Attachments on file with the Clerk of the Board