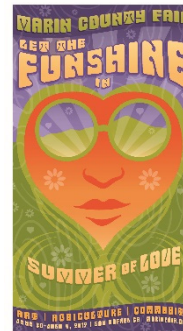


**2017 WFA ACHIEVEMENT AWARDS PROGRAM**  
**Innovations & Management Excellence**  
*FORM FOR DIVISIONS 13 – 27*



**FAIR NAME:** Marin County Fair

(New Sponsorship)

**CLASS:** 2

**DIVISION:** 17

**a) What was the goal?**

- The 2017 Marin County Fair celebrated our legacy with memorabilia displays, traditional and innovative exhibits and educational presentations.
- With the need to keep our reserves at a substantial level, our Fair team decided to once again revamp our Sponsorship (Partnership) Program and reach out to new sponsors or increase the sponsorship level of

existing sponsors.

- The Partnership Program was multifaceted, yet at the same time concise, informative and included a multitude of Exclusive Partnership Opportunities.
- Organic Valley had been a minor sponsor at the \$500 level for our Horticulture Exhibit. The Fair was looking for a new sponsor for our Blue Ribbon Stage which presents multiple daily Culinary Contests plus educational presentations on Healthy Food Choices, Local Agricultural Production, Floriculture, Horticulture and Culinary Arts.

**b) How did you achieve the goal?**

- Fair staff met with local Organic Valley milk producers with the intent that they increase their sponsorship to the Gold Level – sponsoring the Blue Ribbon Stage.
- Organic Valley’s belief in sustainability – being socially responsible, environmentally friendly, and economically viable – is congruent with Marin County Fair’s commitment to promoting sustainability as The Greenest County Fair on Earth! They agreed to increase their sponsorship to the \$5,000 level.
- The terms of the agreement were as follows:

2017 Marin County Fair *Let the Funshine In!*

At the Gold Sponsorship Level, sponsoring the Blue Ribbon Stage, Organic Valley will receive:

Benefits:

- ✓ 50 Fair Admission Tickets (Value \$1,000.)
- ✓ 10 One-Day Parking Passes (Value \$100.)
- ✓ Logo Recognition in Marin Center Magazine (Circulation 95,000)
- ✓ Logo Recognition on Fair Website and additional Social Media where appropriate
- ✓ Sponsor Banner
- ✓ Two tickets to Artist Reception
- ✓ Daily PA Announcements at all demonstrations and competitions on the Blue Ribbon Stage
- ✓ Daily sampling of Organic Valley products (Fair staff to coordinate sampling.)
- ✓ Additional promotion via on site distribution of discount coupons and advertising material
- ✓ Six drink vouchers for the Marin Cultural Association Wine & Beer Garden

**c) What were the results?**

- Organic Valley’s involvement in the 2017 Fair increased dramatically from the previous year through an enhanced, engaging collaboration.
- Organic Valley served as an integral partner of the Fair with meaningful presence through product sampling, signage, and personal interaction with Fair guests by Organic Valley representatives.
- All of the benefits as described in the proposal were fulfilled by the Fair.
- As a proud partner with the Marin County Fair, Organic Valley, was able to showcase their products and inform Fair guests that they are an environmentally conscious company producing high quality products.



**2017  
MARIN  
COUNTY  
FAIR  
SPONSORSHIP  
OVERVIEW**



# Marin County Fair

We invite you to join us as we celebrate the vibrancy, innovation and diversity at the 2017 Marin County Fair. Now in its 76th year, the Marin County Fair is the county's premier community event with over 120,000 attendees annually. Marin County is the smallest of the San Francisco Bay Area counties, but it is home to one of most affluent, active and civically minded populations in the United States.

Our Fair keeps with our values — Art. Agriculture. Community. We are celebrated as the Greenest County Fair on Earth since 2008. The Fair is known for its solar powered carousel, solar powered stage, water and energy conservation and a record breaking 94% waste diversion rate. We are committed to encouraging healthy lifestyles, offering families fresh, fun & healthy choices and activities through healthy food choices and alcohol-free sponsorships in a smoke-free environment.

The Marin County Fair has also been the recipient of the prestigious and coveted Merrill Award five times by the Western Fairs Association (WFA), solidifying the local event's national reputation for excellence in every aspect of the Fair industry.

So, join us and together we can support our community and have a lot of fun!



## Thanks to the Community Partners of the MARIN COUNTY FAIR

<p><b>Best of Show</b></p>	<p><b>Reserve Supreme Champion</b></p>
<p><b>Champion</b></p>	<p><b>Marin County FREE LIBRARY</b>, <b>marin transit</b>, <b>Marin Independent Journal</b>, <b>Comcast</b></p>
<p><b>Junior Champion</b></p>	<p><b>Grand Champion</b></p>

#MARINFAIR FACEBOOK.COM/MARINCOUNTYFAIR MARINFAIR.ORG 45

**Marin County Fair  
Numbers Snapshot**  
Total Attendance: 122,000  
Adults & Teens 77,000  
Children: 35,000  
Seniors: 10,000

2016 Paid Attendance: 84,336  
Kids Free Day: 5468 kids  
Average of 22,542 people a day!  
The Marin County Fair represents the broad demographic of the Bay Area with a diversity in age, gender, and ethnicity.

# MARIN COUNTY FAIR

ART | AGRICULTURE | COMMUNITY  
JUNE 30 - JULY 4, 2017 | SAN RAFAEL CA | MARINFAIR.ORG



April 11, 2017

George McClelland  
Organic Valley  
6475 Bodega Ave.  
Petaluma CA 94952

Dear Organic Valley Producers,

On behalf of Marin Center and the Marin County Fair, I want to thank you and the team at Organic Valley for your sponsorship of the Marin County Fair. We are thrilled to launch our new partnership and look forward to continued success during our agreement. As discussed, our attendance should total around 120,000 for the five day event celebrating the 50<sup>th</sup> anniversary of the Summer of Love, "Let The Funshine In!"

If the terms below accurately outline our agreement, please indicate your approval by signing below and returning an executed copy to my attention.

Term: 2017 Marin County Fair "Let the Funshine In!" At the Gold Sponsorship Level, sponsoring the Blue Ribbon Stage, Organic Valley will receive:

● **Benefits:**

- ✓ 50 Fair Admission Tickets (Value \$1,000.)
- ✓ 10 One-Day Parking Passes (Value \$100.)
- ✓ Logo Recognition in Marin Center Magazine (Circulation 95,000)
- ✓ Logo Recognition on Fair Website and additional Social Media where appropriate
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- ✓ Six drink vouchers for the Marin Cultural Association Wine & Beer Garden

Organic Valley to provide the following sponsorship fees\*: \$5,000.

Please make check payable to the Marin County Fair and mail it and this form to the address below.

\*Fees are net and do not include the cost of signage, banners new/changes/improvements

Please feel free to contact me at 415.473.7048 with any questions or concerns about the terms of the agreement. Thank you again for your outstanding support of Marin's finest family and community celebration.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Charlie Barboni'.

Charlie Barboni  
Fair Manager

Signed

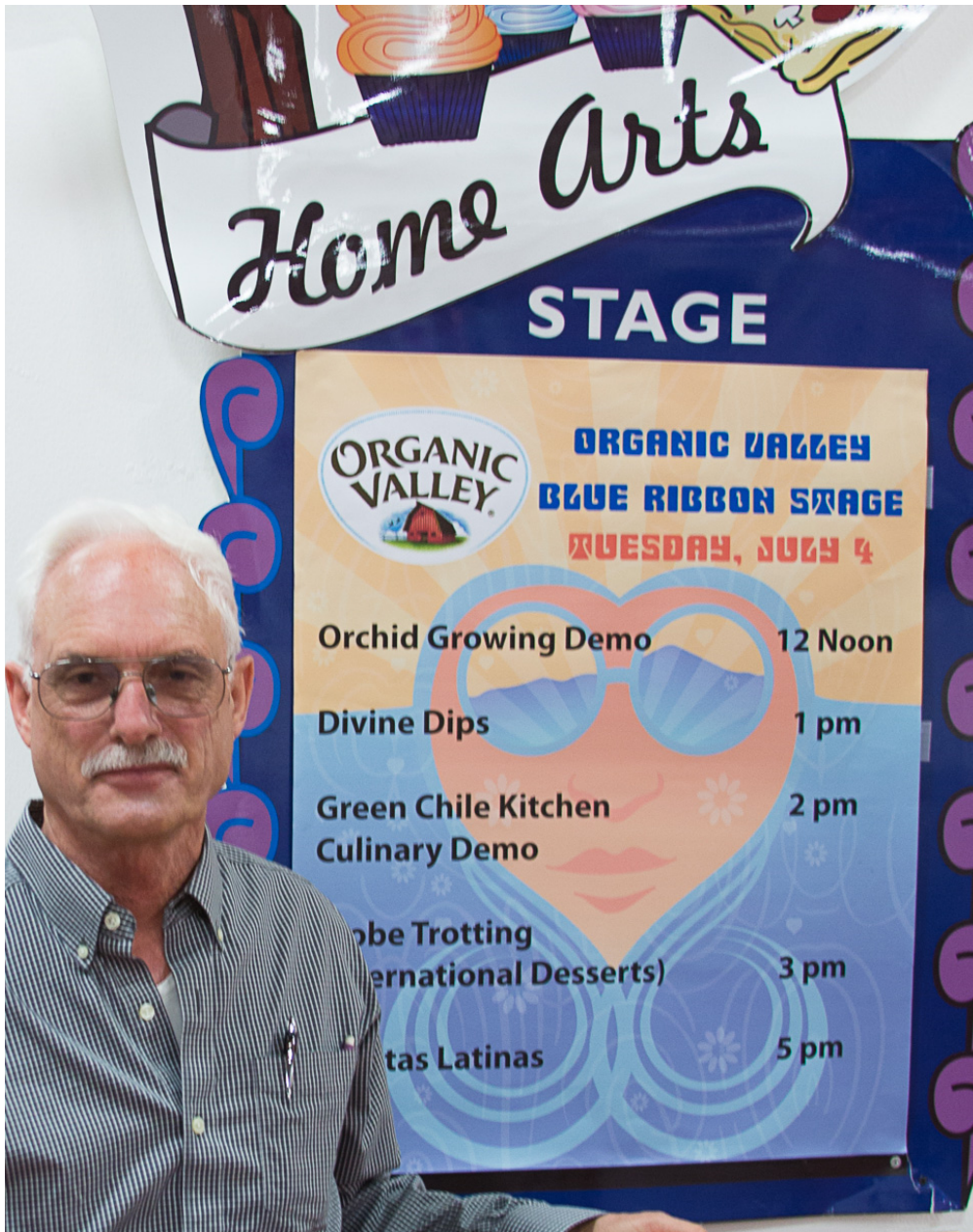
A handwritten signature in blue ink, appearing to read 'George McClelland'.

Date

4-24-17

George McClelland  
Organic Valley







Thanks to the Community Partners of the  
**MARIN COUNTY FAIR**





October 3, 2017

George McClelland  
Organic Valley  
6475 Bodega Ave.  
Petaluma CA 94952

Dear George,

Thank you for your generous sponsorship of the 2017 Marin County Fair, *Let the Funshine In!*

More than 118,000 people came to the Fair this year to celebrate the 50<sup>th</sup> anniversary of the Summer of Love: donning tie-dye, putting flowers in their hair, enjoying far-out carnival rides, watching classic concerts and local talent, taking in art, eating the healthiest Fair food in the world, learning about Marin's agricultural community, and spreading love and good vibes throughout the County.

Enclosed please find the Marin Center Magazine with your ads marked by post-it notes, a sample of the sponsor thank you page on our website, and photographs of the 2017 Fair.

We truly thank you for your support of the beloved Marin County Fair! We hope to continue our relationship with you as we prepare for our next Fair in 2018. As a valued member of our community, we would like to offer you the opportunity to once again sponsor the Blue Ribbon Stage. We will contact you in the next few weeks to set up a meeting to discuss our partnership for the 2018 Marin County Fair.

We look forward to your continued support.

All the best,

Charlie Barboni  
Fair Manager  
10 Avenue of the Flags  
San Rafael CA 94903

Encl.



**PDF Entry Information**

**Exhibitor Name:** Elisa Seppa

**WEN:** F6871B

**Division:** Section 2 - Innovation & Management

**Class:** 17 New Sponsorship Program

**Title:** Marin County Fair

**Description:**

**Notes:**

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