



## Notice of Meeting and Agenda

Humboldt County Fair Association  
1250 5<sup>th</sup> Street, Ferndale, CA

### Executive Committee

#### HCFA Board Room

**Monday, March 3, 2025, 9:00 AM**

#### How to Submit Public Comment:

State your name for the record before sharing comments. Speakers will be limited to three minutes.

#### Agenda:

**1. CALL TO ORDER**

**2. ROLL CALL:** \_\_\_ Andy Titus \_\_\_ Lawrence Dwight \_\_\_ Jack Rice \_\_\_ Greg Gomes  
\_\_\_ Sandy Hanks

**3. PUBLIC COMMENTS ON NON-AGENDA ITEMS:**

*This time is provided for members of the public to address the Board or to submit written communications not on this agenda.*

**4. PUBLIC COMMENT ON CLOSED SESSION ITEMS:**

*This time is provided for members of the public to address the Board or to submit written communications on closed session matters.*

**5. CLOSED SESSION:**

CONFERENCE WITH LEGAL COUNSEL, Significant Exposure to Litigation.  
One Case. Existing facts and circumstances involve allegations that the  
Association violated the Brown Act at its February 18, 2025, meeting.

**6. REPORT OUT OF CLOSED SESSION:**

**7. ADMINISTRATIVE ITEMS:** *Matters under Administrative Items are considered routine by the Executive Committee and will be enacted by one motion, unless a specific request is received by a director or a member of the public. The Administrative Items will not be read. There will be no discussion of the items unless pulled for discussion.*

A. Approval of February 17, 2025, Executive Committee Minutes

**8. BUSINESS ITEMS:**

A. 2025 Race Meet Discussion

- i. Discuss 2025 Race Meet Written Proposal Process, Make Recommendations to Staff as Appropriate.

- ii. Discuss 2025 Race Meet Funding Source, Make Recommendations to Staff as Appropriate.
- B. Discuss 2025 Fair Production, Make Recommendations to Staff as Appropriate
- C. Discuss 2025 Fair Sponsor Program, Make Recommendations to Staff as Appropriate.

## **9. STANDING BUSINESS ITEMS:**

- A. Financial Planning, Make Recommendations to Staff as Appropriate.
- B. Strategic Planning, Make Recommendations to Staff as Appropriate.
- C. By-Law Review and Development, Make Recommendations to Staff as Appropriate
  - i. Discuss Committee Roles and Responsibilities, Make Recommendations to Staff as appropriate
- D. Policy Review and Development, Make Recommendations to Staff as Appropriate.

## **10. RECEIVE CEO STAFF REPORT**

## **11. NEXT MEETING: March 17, 2025**

## **12. ADJOURNMENT**

All agenda items are subject to discussion and possible action.

Notice: This agenda has been posted at least seventy-two (72) hours prior to the meeting in a location freely accessible to members of the public, in accordance with the Brown Act. The full agenda packet is also available on the Fair Association's website at <https://www.humboldtcountyfair.org/>. For items appearing on the agenda, the public is invited to make comments at the time the item comes up for consideration by the Board or Committee. The Chair will call for public comment as each item is heard by the Board or Committee. For items not appearing on the agenda, the public is invited to make comments during the Public Comment period for non-agenda items. All speakers are invited to state their names but are not required to do so. If you wish to submit written material at the meeting, please supply 10 copies. Americans with Disabilities Act: Individuals requiring special accommodations to participate in this meeting are requested to contact the Fair Association Office at (707) 786-9511. Notification 48 hours prior to the meeting will enable the Fair Association to make reasonable arrangements to ensure accessibility to this meeting.

**Agenda Item  
7.A**

**February 17, 2025 HCFA Executive  
Committee Minutes**

**To Be Distributed**

**Sonoma County Fair  
Director of Racing Services**

- Supervise and manage day-to-day racing operation, including
  - Oversee Coordination of Racing office activities
    - Racing secretary
    - Entry clerks
    - Condition book preparation
    - Stakes coordination
    - Purse management
  - Stable Operations
    - Oversee Coordination of stall assignments
    - Oversee Stable Superintendent
    - Straw removal
    - Safety issues – review with SR Fire & CHRB prior to meet and maintain all areas during meet and
    - Coordinate with Maintenance for janitorial and repair needs
  - Racing Operations – All racing employees & contractors
    - Starter & gate crew
    - Valets/Jockey Room/Laundry
    - Clocker/Timer
    - Track Announcer/Race Caller
    - Morning Line Maker
    - Track Vets
    - Track Physicians
    - Racing Officials
    - Receiving Barn
      - TCO2 testing & Third-Party Lasix office and trailer set-up
      - Veterinarian's Office
      - Test Barn area needs
    - Outriders
    - Pari-Mutuel Department
    - Liaison between track and jockeys
    - Liaison between track and trainers
    - Liaison between track & horsemen's organizations
    - Ensure compliance with CHRB regulations
    - Ensure compliance with applicable labor agreements
    - Oversight of Main Track & Turf Course Superintendents/Crews/Maintenance
    - Paymaster of Purses
- Preparation of Live Racing Application including all necessary communications with all parties involved in process.
- Work closely with Fair Manager and CFO to keep costs to a minimum, and improve communication.
- Prepare and review all Racing Contracts and Letters of Intent and complete the hiring process of all racing employees, track physicians, track veterinarians, and outside contractors.
- Determine special races and coordinate placement of all races in the daily programs.
- Prepare and coordinate daily racing program production/distribution and Daily Racing Form orders. Coordinate with admissions/sellers for daily sales.

- Order all supplies & equipment and manage the set-up of Racing Office, Paymaster/Director of Racing trailers, and all other offices (Amtote/Mutuels, Money Room, CHRB offices, Jock's Room, Veterinarians, Track Superintendent, Stable Superintendent, etc.) designated for live racing (furniture, copy machines, ice, mobile offices, T.V. monitors, barn announcement/sound systems, etc.)
- Manage phone system and all I.T./Networking needs (high speed internet) for all areas in the Racing Department.
- Purchase and coordinate horsemen awards (trophies, wine, gift baskets). This includes all engraving, preparation, and distribution of awards at the daily races.
- Coordinate daily Handicapping Seminars with Track Announcer and Morning Line Maker.
- Coordinate and host Horsemen's weekly dinners in the park along with prizes/giveaways/awards.
- Preparation of all racing department payroll.
- Work with Administration on box seat, named races, and paddock view sales, coordination, etc. Including signage needs and placement.
- Work with marketing/PR department on all marketing projects.
- Work with Board of Directors on a daily basis to establish the presenters of each special race and make sure that the presenters are present at the Winner's Circle.
- Coordinate any special guest needs (entertainers, dignitaries, etc.) with Administration.
- Work closely with sponsorship team for all sponsorship needs from the racing department including daily placement of sponsor ads in racing program and signage requirements.
- Oversee and support grandstand operations.
- Oversee racing promotions including promotions team. Includes Derby Dog races and purchasing of giveaways and coordination of all items needed for contests (prized/giveaways/betting vouchers).
- Projections, preparation, and monitoring of annual racing department budget.
- Approve all invoices and contracts related to racing department activities.
- Work with Webmaster/Admin Staff to make sure website is up to date and working correctly.
- Coordinate and oversee horsemen incentive programs.
- Manage any special repairs/maintenance projects that cannot be completed through the maintenance department (example: Paddock facelift & Tote Board repairs).
- Make sure that Paddock, Winner's Circle, Finish Line are clean and flowers are planted/maintained.
- Coordinate CHRB Safety Steward to make sure that proper safety measures are in place during races (hoses and spray nozzles at designated areas, lighted/siren alert system for track accidents/emergencies, etc.)
- Coordinate morning training and make sure that proper staffing and safety measures are in place.
- Attend staff planning meetings, racing committee meetings, SCF Board meetings, CHRB Board/Committee meetings, other industry meetings, as designated and requested.
- Any and all other racing issues that arise during the course of planning the event and completing the daily racing operations during the meet.

# Humboldt County Fair

## Live Horse Racing

### 2024 Forecast - 2025 Projections w/o CARF

	2024 (8 days) Forecast	2025 (7 days) Projection w/o CARF
<b>LIVE HORSE RACING REVENUE</b>		
Track Commissions	\$994,206	\$869,930
Programs/Forms	\$7,692	\$13,000
Box Seats	\$26,475	\$26,475
Sponsored Races	\$11,200	\$11,200
Other Racing Revenue	\$1,818	\$1,818
<b>TOTAL RACING REVENUE</b>	<b>\$1,041,391</b>	<b>\$922,423</b>

	2024 Forecast	2025 w/o CARF
<b>LIVE HORSE RACING EXPENSES</b>		
<b>WAGES &amp; BENEFITS</b>		
Salaries & Wages		
Local 1877 Wages - Receiving Barn & Valets	\$29,507	\$33,000
Local 495 Wages-Race Officials & Starting Gate	\$59,609	\$65,000
Non Union Racing Wages	\$25,363	\$50,000
<b>Total Salaries and Wages</b>	<b>\$114,479</b>	<b>\$148,000</b>
Employee Benefits		
Health & Welfare	\$2,612	\$4,000
<b>Total Employee Benefits</b>	<b>\$2,612</b>	<b>\$4,000</b>
Payroll Taxes		
Payroll Taxes - FICA/Medicare Temp/Unemployment	\$14,131	\$18,056
<b>Total Payroll Taxes</b>	<b>\$14,131</b>	<b>\$18,056</b>
NCOTWInc - Pari-Mutuel Dept.	\$73,851	\$64,620
<b>Total Wages &amp; Benefits</b>	<b>\$205,073</b>	<b>\$234,676</b>

#### EXPENSES

##### CARF Expenses

CARF Management Services (\$22,172 reallocated from GSR)	\$59,693	\$25,000
CARF Agency Allocation (Membership Fees and -5,800.41 true up)	\$88,498	\$0
CARF Misc. Billback Expenses reallocated from GSR	\$12,506	\$0
Racing Secretary (\$12,712 reallocated from GSR)	\$34,225	\$10,000
Track Announcer/Morning Line Maker/News Publications	\$6,517	\$7,000
Loomis Basin Equine Medical/Veterinarians (shared)	\$23,364	\$0
Condition Books	\$1,598	\$1,500
Direct Travel	\$11,681	\$0
Accounting & Audits	\$26,496	\$50,000
Jockey Catastrophic Insurance	\$7,880	\$7,000
Program Production (shared expenses for Incompass/phones)	\$6,470	\$0
Incompass Track Manager Software (shared)	\$2,007	\$10,000
Incompass/Equibase Direct	\$2,135	\$2,000
Programs (Simulcast) - Daily Racing Form	\$2,996	\$3,000
Roberts Communications HD Signal	\$6,655	\$5,800
Monarch Simulcast Management	\$7,273	\$10,000
Closed Circuit TV - Pegasus Communications	\$86,252	\$80,000
Jumbotron Rental - Pegasus Communications	\$18,000	\$15,750
Photo Finish - Plusmic	\$9,900	\$9,900
TRPB - Tattooing	\$1,585	\$1,500
Horse Ambulance Rental (Turf Paradise - shared expense)	\$1,966	\$0
Track Maintenance & Repairs	\$30,640	\$5,000
Track Maintenance Transportation	\$22,659	\$10,000
Track Maintenance Labor Support	\$9,870	\$0
Trackmasters Contract - Steve Woods	\$16,649	\$0
Laundry	\$800	\$700
CARF Misc. Shared Expenses (supplies/Web/IT support/dues)	\$2,890	\$0
CARF Supplies Direct (silks, radios, other)	\$4,096	\$2,500
Winners Foundation and Chaplaincy Support	\$2,743	\$1,000
Trainer Incentives and Recruitment	\$40,336	\$0
Quarter Horse Stake Supplement	\$12,000	\$0
TOC Coalition (2023 Balances)	\$1,286	\$0
<b>Total CARF Expenses</b>	<b>\$561,664</b>	<b>\$257,650</b>

# Humboldt County Fair

## Live Horse Racing

### 2024 Forecast - 2025 Projections w/o CARF

LIVE HORSE RACING EXPENSES		2024 Forecast	2025 w/o CARF
Fair Expenses			
	Racing Supplies	\$2,671	\$2,700
	Horsemen Relations	\$3,627	\$3,800
	Racing Publicist	\$1,000	\$1,000
	Racing Advertising	\$1,555	\$1,600
	Awards& Trophies	\$5,970	\$5,224
	Office Equipment Rental	\$638	\$2,000
	Portable Stalls and Fencing Rental	\$31,323	\$22,000
	Hotel Rooms/Employee Housing	\$40,896	\$40,000
	Fuel for track equipment	\$10,000	\$10,000
	Contract Services-Racing	\$21,857	\$25,000
	Totalisator Service	\$2,287	\$2,001
	First Aid/Ambulance	\$5,776	\$6,000
	Forms & Programs	\$15,685	\$13,724
	Veterinarian Services	\$18,785	\$18,000
	Track Physicians	\$6,338	\$6,000
	Track Equipment Rental - Tractors/Water Truck/Harrows	\$0	\$40,000
	Track Materials - Sand/Sawdust	\$0	\$15,000
	Management Consultants (Director of Racing/Others As Needed)	\$0	\$50,000
	<b>Total Fair Expenses</b>	<b>\$168,407</b>	<b>\$264,049</b>
<b>TOTAL RACING EXPENSES</b>		<b>\$935,144</b>	<b>\$756,374</b>
<b>NET PROFIT</b>		<b>\$106,246</b>	<b>\$166,049</b>
<b>Additional 2024 Fair Expenses Directly Related to Racing</b>			
	Utilities - Water	\$3,000	
	Track Sound	\$2,500	
	Tech Fees	\$10,000	
	Security	\$16,300	
	Straw Removal	\$19,000	
	<b>Total</b>	<b>\$50,800</b>	

#### Challenges/Things to Consider:

- ▶ Accounting Transition including Paymaster Set-up & Function
- ▶ Racetrack Maintenance Equipment Cost - Rentals/Possible Sponsorships
- ▶ Horse Recruitment/Population
- ▶ Initial Cost of Racetrack Software Setup - Racing Office & Paymaster System
- ▶ Contract Negotiation - Labor Agreements, Horsemen Associations (TOC,CTT,PCQHRA), NCOTWINC & SCOTWINC, ADW & Simulcast coordination/contracts, Photo Finish, Parimutual Audit, HISA/HIWU, UCDavis Lab (TCO2 Testing) Starting Gate, Tote Company, TV Production, Uplink & Audio/Visual Signal
- ▶ Employee Availability during time of racemeet
- ▶ Racing Office Equipment - CARF or rent from Santa Rosa
- ▶ Jock's Room Equipment - CARF or will have to purchase new
- ▶ Other Equipment (Scales, Radios) CARF or purchase new
- ▶ Accountability for Program & Forms sales

# CARF for FERNDALE 2024 CIRCUIT AND BILLBACK INVOICE SUMMARY

		2024 Circuit Billing	2024 Jan-June Billback	2024 July-Aug Billback	2024 Sept-Oct Billback	2024 GSR Reallocate back to Live Racing Fairs	2024 Nov-Dec Billback	2024 Trainer Incentives	2024 Quarter Horse stake supplement	2024 Recruitment	Total
								32,000.00	12,000.00	7,600.00	51,600.00
	<b>CARF MANAGEMENT SERVICES-Agency Staff Time and Services (Larry@60%, Heather/Juliana@50%, Lisa@100%)</b>	37,521.52				22,171.81					59,693.33
	Maintain liaison with CHRB and Assoc. personnel										
	Network Management										
	Racing Office Setup & System Maintenance										
	Recruitment										
	Manage Racetrack Safety & Maintenance Program										
	Backside Database Maintenance										
	Simulcast Coordination										
	Racing License Preparation										
	Horsemen's Agreement's Coordination										
	Manage Consolidated Purse Program										
	Manage CARF Racing Contracts										
	Supervise Live Racing Services Support Personnel										
	Maintain Oversight over live racing operations										
	Paymaster Services										
	<b>Racing Secretary</b>										
	Live Racing Secretary Duties	21,512.72				12,712.06					34,224.78
	Recruitment										
	Horsemen's Liaison										
	Condition Book Production										
	Manage Stakes Program										
	<b>TRACK ANNOUNCER/MORNING LINE MAKER/NEWS PUBLICATIONS</b>	6,516.51									6,516.51
	<b>ACCOUNTING &amp; ANNUAL AUDIT</b>	9,449.57				5,583.84					15,033.41
	Accident & Health Insurance (AIG) \$985/day	\$7,880.00									7,880.00
	CARF Agency Allocation for 2024	\$59,273.49				35,025.24					94,298.73
	Live Racing Fairs Billback Jan-June reallocate from GSR					5,030.70					5,030.70
	Live Racing Fairs Billback July-Aug reallocate from GSR					5,356.03					5,356.03
	Live Racing Fairs Billback Sept-Oct reallocate from GSR					2,119.17					2,119.17
	<b>47000 2024 Direct Travel Billback</b>						11,681.35				11,681.35
	<b>47000 2024 Year End True Up Reconciliation</b>						-5,800.41				-5,800.41
	<b>54000 Bowen MacBeth Race Meet audits</b>						11,462.50				11,462.50
	<b>57010 Steel Printing Condition Book</b>		\$1,297.57	150.00	150.00						1,597.57
	<b>57010 Steel Printing stall applications</b>		\$19.96								19.96
	<b>57040 Federation</b>		\$229.32	27.29	45.52		29.55				331.68
	<b>57040 Winners Foundation</b>		\$742.86								742.86
	<b>57040 Racetrack Chaplaincy</b>			2,000.00							2,000.00
	<b>57040 TOC Coalition (2023 Balances)</b>		\$1,285.71								1,285.71
	<b>57040 Plusmic Photo Finish</b>			9,900.00							9,900.00
	<b>57040 Frontier credit</b>		(\$927.61)				(351.57)				-1,279.18
	<b>57040 Donnie Fowler</b>				800.00						800.00
	<b>57050 Loomis Basin Equine Medical/FG Franklin vets:Cox,Cloninger,Grantham,Silznoff</b>				23,364.00						23,364.00
	<b>57080 Program Production (shared exp-Incompass,phone)</b>		\$1,529.49		4,940.18						6,469.67
	<b>57080 Incompass shared cost</b>			2,006.51							2,006.51
	<b>57080 Incompass Solutions/Equibase Direct</b>				2,135.00						2,135.00
	<b>57080 Daily Racing Forms Programs</b>				2,996.26						2,996.26
	<b>57090 Racing Office Advent IT Support</b>		\$29.10								29.10
	<b>57090 Racing Office shared expenses</b>			9.30	14.80		14.80				38.90
	<b>57090 Frontier Phone</b>				1,306.14						1,306.14



		2024 Circuit Billing	2024 Jan-June Billback	2024 July-Aug Billback	2024 Sept-Oct Billback	2024 GSR Reallocate back to Live Racing Fairs	2024 Nov-Dec Billback	2024 Trainer Incentives	2024 Quarter Horse stake supplement	2024 Recruitment	Total
57100	Recruitment			94.08			641.75				735.83
57110	Supplies shared (jockey,saddle,office)		\$53.42		392.84		892.70				1,338.96
57110	Supplies (silks,radios, direct to fair)			498.71	216.48		3,380.31				4,095.50
57120	Tattooing			1,064.76	135.27		385.20				1,585.23
57130	Transportation (silks)			200.00							200.00
57140	Paymaster Expenses		\$126.75	200.92	70.41		439.54				837.62
57150	Pegasus Jumbo Video Screen			18,000.00							18,000.00
57160	Marketing/Web Development		\$36.57				14.55				51.12
57160	NCOTWInc WPS Marketing Cal Expo			16.00							16.00
57170	Pegasus TV Production/Video Patrol/Timing Sytem/Amtote			65,280.00	20,972.05						86,252.05
57180	Racetrack Maintenance & Repairs		\$8,938.77	6,046.84	4,761.65		10,893.15				30,640.41
57181	Racetrack Maintenance Transportation		\$2,435.44	4,543.26	15,477.41		202.50				22,658.61
57190	Racetrack Maintenance Labor Support (Trackmaster/Reuser)			6,300.00	3,570.00						9,870.00
57190	Trackmaster Racetrack contract - Steve Woods		\$4,548.57	2,514.29	3,586.29		6,000.00				16,649.15
57190	Turf Paradise Horse Ambulance Rental		\$1,965.71								1,965.71
57600	Monarch Simulcast Management		\$3,636.36	1,818.18	1,818.18						7,272.72
57700	Roberts Communications HD Signal			3,324.00	3,331.00						6,655.00
Total		\$142,153.81	\$25,947.99	\$123,994.14	\$90,083.48	\$87,998.85	\$39,885.92	\$32,000.00	\$12,000.00	\$7,600.00	\$561,664.19

Agenda Item

8.B

Discuss 2025 Fair Production  
No Supporting Documents

# 2025 HUMBOLDT COUNTY FAIR

# SPONSORSHIP OPPORTUNITIES



*"Your County Fair with a Redwood Flair"*

HUMBOLDT COUNTY FAIR ASSOCIATION  
1250 FIFTH STREET  
FERNDALE, CA 95536

CALL OR EMAIL  
(O) 707-786-9511, (F) 707-786-9450  
[OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG](mailto:OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG)



# 2025 SPONSORSHIP OPPORTUNITIES

## Sponsorship Level I - Minimum Investment: \$15,000

*These packages are customized to the needs of the Sponsor, we will work together to develop the best package for you!*

## Sponsorship Level II - Minimum Investment: \$10,000

*In appreciation, the Sponsor receives:*

- Two 8' x 10' full-color banners, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking
- 40 individual single-day admission passes
- 8 invitations to the Annual Director's Dinner
- 8 VIP Season passes that entitle the bearer to:  
*Entrance to the Fair, horse racing, and the VIP hospitality suite*

*Advertising and Promotional Opportunities INCLUDE:*

- Business Name/Logo prominently displayed in:  
*HCFA affiliated print advertising, social media marketing, and the HCFA website*
- Merchandise distribution opportunities

## Sponsorship Level II - Minimum Investment: \$7,500

*In appreciation, the Sponsor receives:*

- One 8' x 10' full-color banner, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking
- 20 individual single-day admission passes
- 4 invitations to the Annual Director's Dinner
- 4 VIP Season passes that entitle the bearer to:  
*Entrance to the Fair, horse racing, and the VIP hospitality suite*

*Advertising and Promotional Opportunities INCLUDE:*

- Business Name/Logo prominently displayed in:  
*HCFA affiliated print advertising, social media marketing, and the HCFA website*
- Merchandise distribution opportunities

## **Sponsorship Level IV - Minimum Investment: \$5,000**

*In appreciation, the Sponsor receives:*

- One 3' x 6' full-color banner, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking    - 4 invitations to the Annual Director's Dinner  
    - 4 VIP Season passes that entitle the bearer to:  
*Entrance to the Fair, horse racing, and the VIP hospitality suite*
- Business Name/Logo prominently displayed in HCFA affiliated print advertising, social media marketing, and the HCFA website

## **Sponsorship Level V - Minimum Investment: \$2,500**

*In appreciation, the Sponsor receives:*

- One 3' x 6' full-color banner, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking    - 2 invitations to the Annual Director's Dinner  
    - 2 VIP Season passes that entitle the bearer to:  
*Entrance to the Fair, horse racing, and the VIP hospitality suite*
- Business Name/Logo prominently displayed in HCFA affiliated print advertising, social media marketing, and the HCFA website

## **Sponsorship Level VI - Minimum Investment: \$1,000**

*In appreciation, the Sponsor receives:*

- One 3' x 3' full-color banner, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking    - 8 individual single-day admission passes  
    - 2 invitations to the Annual Director's Dinner  
    - 1 VIP Season pass that entitle the bearer to:  
*Entrance to the Fair, horse racing, and the VIP hospitality suite*
- Business Name/Logo prominently displayed in HCFA affiliated print advertising, social media marketing, and the HCFA website

## **Sponsorship Level VII - Minimum Investment: \$500**

*In appreciation, the Sponsor receives:*

- 6 Individual single-pay passes
- Business Name/Logo prominently displayed in HCFA affiliated print advertising, social media marketing, and the HCFA website

# "Your Country Fair with a Redwood Flair..."



The Humboldt County Fair Association offers its deepest gratitude for your continued support of the Humboldt County Fair. Your generous contribution has played a vital role in ensuring the success of our event, which remains an important tradition in our community. We are incredibly grateful for your partnership.

As we prepare for this year's fair, we invite you to join us once again and make a lasting impact. Your sponsorship has not only helped us provide a memorable experience for attendees, but it has also contributed to the improvement of our grounds, which are integral to our mission of preserving and enhancing the fair's rich legacy.

This year marks the 129th anniversary of the Humboldt County Fair, and we are committed to furthering our efforts to improve the fairgrounds and continue this time-honored tradition. Your continued support will allow us to make necessary upgrades, expand educational programs, and provide opportunities for local youth and families to connect with one another through agriculture, entertainment, and education.

We kindly ask that you consider renewing your sponsorship this year. For those who have not yet had the opportunity to support the fair, we encourage you to consider joining us as a first-time sponsor. Your involvement helps ensure that the Humboldt County Fair will continue to thrive for generations to come.

Sincerely,

Moira Kenny, *Chief Executive Officer*

Andy Titus, *President*

Greg Gomes, *1st Vice President*

Lawrence Dwight, *2nd Vice President*

Jack Rice, *Treasurer*

Sandy Hanks, *Secretary*

Clint Duey, *Director*

Darren Hansen, *Director*

Robert Prior, *Director*

Johanna Rodoni, *Director*

Wayne Wilson, *Director*

# "...Come Celebrate Your Hometown Roots!"

# 2025 HUMBOLDT COUNTY FAIR

## SPONSORSHIP AGREEMENT



**In order to be included  
in all sponsorship opportunities,  
the submission deadline to  
respond is July 15, 2025**

Please select the level of Sponsorship you or your company wish to contribute.

- ☐ Sponsorship Level I - \$15,000 Contribution or More
- ☐ Sponsorship Level II - \$10,000 Contribution or More
- ☐ Sponsorship Level III - \$7,500 Contribution or More
- ☐ Sponsorship Level IV - \$5,000 Contribution or More
- ☐ Sponsorship Level V - \$2,500 Contribution or More
- ☐ Sponsorship Level VI - \$1,000 Contribution or More
- ☐ Sponsorship Level VII - \$500 Contribution or More

We welcome In-Kind Sponsorships as well, if you'd like to provide goods and services in lieu of or in addition to cash, please provide a list of items and the total cost. A credit memo reflecting the total value where applicable is also welcome.

# Draft

Business Name: \_\_\_\_\_  
PLEASE WRITE EXACTLY AS YOU PREFER YOUR NAME TO BE USED IN ADVERTISING

Business Physical Address: \_\_\_\_\_

Authorized Contact Name: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Contact Phone Number(s): \_\_\_\_\_

Contact Email: \_\_\_\_\_  
PLEASE INCLUDE A VALID EMAIL FOR COMMUNICATIONS - TO HAVE SPONSOR'S LOGO ON WEBSITE, PLEASE SEND IT TO [OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG](mailto:OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG)

Authorized Contact Signature and Date: \_\_\_\_\_  
SIGNATURE DATE

**The Humboldt County Fair Association is a 501(c)(3) non-profit organization: EIN 94-6000770**

Please make checks out to Humboldt County Fair Association. If you choose, you can be invoiced.

Please contact the Fair Business Office at 707-786-9511 or  
[officemanager@humboldtcountyfair.org](mailto:officemanager@humboldtcountyfair.org) for any questions you may have.